

**St. Jacobs Business Improvement Area
Board of Management Meeting
Meeting Minutes**

Wednesday, January 10, 2024

9:00 a.m.

Location - Online

Present: Michael Palmer, Brittany Burgess, Dan Vandermolen, Craig Miller, Edward Denyer, Charise Bauman, Derek Hughes – Township, Erin Schmidt – Program Manager, Leslie Kay – Social Media Coordinator

Absent: Graham Spence, Amanda Palmer, Phil Hipkiss, Eric Schwindt - Council Ward 2

1. Call Meeting to Order (9:00 am) Craig Miller called the meeting to order.

Moved by Craig Miller

Seconded by Edward Denyer

That the meeting be called to order

....Carried

2. Approval of the Agenda

Moved by Craig Miller

Seconded by Mike Palmer

That the agenda be approved as circulated

....Carried

3. Approval of the Minutes

December 5th, 2023 Board Meeting

Moved by Craig Miller

Seconded by Brittany Burgess

That the St. Jacobs BIA Board of Management approves the minutes of December 5th, 2023, as circulated

....Carried

4. New Business

Land Acknowledgement

Erin read the Land Acknowledgement as presented to the BIA by the Township of Woolwich at the March 1st board meeting.

BIA Board Executive Election

A new board executive is being elected with the departure of Nick as board chair.

For the position of Board Chair: Edward Denyer moved to nominate Dan Vandermolen. Seconded by Charise Bauman. All in favour. Motion carried.

For the position of Board Vice-Chair: Michael Palmer moved to nominate Craig Miller. Seconded by Edward Denyer. All in favour. Motion carried.

For the position of Board Treasurer: Michael Palmer moved to nominate Graham Spence. Seconded by Dan Vandermolen. All in favour. Motion carried.

For the position of Board Secretary: Michael Palmer moved to nominate Edward Denyer. Seconded by Craig Miller. All in favour. Motion carried.

Budget Update

No changes since December. Some invoices remaining from 2023, but overall should be within budget. Working on 2024 draft budget (waiting for some addition member review before finalizing). Will vote on this during February meeting (AGM also in Feb, will be voted/approved at that point). To be presented to township council in March.

Beautification Update

Phil not present. Tim Schmalz has sculpture ready for installation, in the community space area. Looking to find a place for winter storage (working with Township on this). Concrete pad is already in place (as per original community space plan). Perhaps work with Events committee on an official unveiling.

Events

Dates for key events established for 2024. Sparkles move to 3 days, 2 weekends (Fri/Sat/Sun) Nov 15-17, 22-24, 2024. Family Day next event. Easter Event (with Optimist Club, Easter bunny in Village). No Christmas in July event. Village-wide Sidewalk Sale June 22.

Marketing

Results from Explore Waterloo (didn't generate a lot of traffic), lots of miscommunication with stakeholders. Social media continues to see double-digit follower growth. January Marketing activities will focus on promoting upcoming events.

Member Engagement Update

Working on postcard for BIA members. Contains: Contact info, BIA info, etc. Invite members to communicate and engage with the Village. Dan will hand-deliver to business, re-meet the owners. New floral shop (Decorating Dreams & Servers with a Smile, going in former Taste location). New real estate (Nick Pope, going in Lizzy R area). New real estate (Real Home

Experts, going in Zehr/Quarry building). Discussion to do a welcome package to new business (Charise will help lead this with Erin and Amanda).

Annual General Meeting

The date for the AGM will be Thursday February 15th at 6pm at Jacobs Grill. Erin will coordinate sending the information out to members.

Planning Session

Looking to start some smaller-scale group planning sessions in February. RT04 has provided some planning templates for guidance. Suggestion to visit other BIAs.

Skating Rink

Erin looking for a local handyman to support building the rink and to have it up for February event.

Grant Updates

Experience Ontario Grant (for Sparkles), writing 2023 wrap up report as well application due Jan 11, 5pm for the 2024 grant. Derek is working on Fed Dev Tourism Growth Grant. Minister is doing an announcement today, 4pm. Suggested that Federal Government will have funds available. Township would like Woolwich Tourism Website. Tourism Experience Shuttle Bus (Mall, Market, Village, Elmira). Wayfinding Project. Village will not be submitting an application for this grant, but supporting the township's application.

New Business

Dan: Summer Student funding wraps midnight Jan 10th.

Admin staff performance bonus agreement discussion will be led/discussed via email, initiated by Craig. Mike, Erin and Amanda will not be included in the discussion.

5. Next Meeting

February 7, 2024 9:00am - Location – Quarry

6. Meeting Adjourned 10:05am

Craig Miller motioned to adjourn. Seconded by Dan Vandermolen.