

St. Jacobs Business Improvement Area

Board of Management Meeting

Meeting Minutes

Tuesday, April 5, 2022

8:30 a.m.

On-Line – Google Meet

Present: Edward Denyer, Bob Wilbur, Brittany Burgess, Graham Spence, Nick Benninger, Craig Miller, Phil Hipkiss, Erin Schmidt - BIA Coordinator, Jenna Morris - Township of Woolwich, Leslie Kay - Social Media Manager

Guests: Dan Vandermolen

Absent: Michael Palmer, Fred Redekop - Township of Woolwich

1. Call Meeting to Order (8:40 am) Edward Denyer called the meeting to order.

2. Approval of the Agenda

Moved by Bob Wilbur

Seconded by Craig Miller

That the agenda be approved as circulated

....Carried

3. Approval of the Minutes

March 1, 2022, Board Meeting

Moved by Bob Wilbur

Seconded by Nick Benninger

That the St. Jacobs BIA Board of Management approves the minutes of March 1, 2022, as circulated

....Carried

4. New Business

Land Acknowledgement

Bob read the Land Acknowledgement as presented to the BIA by the Township of Woolwich at the March 1st board meeting. The board will continue to use this Land Acknowledgement at the start of future meetings.

Budget Update

Erin gave an update on the budget review process that will be used each month. Committee heads will be sent an update prior to each board meeting to review changes from prior month. Committee head will speak to their budget if there are significant changes or issues identified.

The only major change in the budget from the last month was \$10,000 was identified as unallocated in the Event budget. This was moved to Administration for the Special Event Grant program.

Community Space

Bob gave an update on the installation for the Community Space. Work is progressing; however some delays have occurred and they have decided to push out the official project end date to Sept. 30th, 2022. This will ensure that the grant money continues to be available until the end of the project.

Beautification

Phil gave an update on beautification. Some of the banners are damaged and in general these need a refresh. Discussed possibility of a new colour and replacing all the banners. Simon at Westmont Signs had been contacted, but there was no follow-up with him yet on what we want quoted.

Action required:

Erin to contact Simon at Westmont Signs to get a quotation on new banners.

We were contacted about more garbage containers by a property owner. These are not currently in the budget, but will assess the need for next year.

Marketing

Erin gave an update in Mike's absence. Marketing is supporting upcoming events, including signs and social media for the Easter event in the village and evaluating need for coupon/promotions for the BT-700 event in June.

Events

Brittany gave an update on the Village Shops Egg-stravaganza Easter Event planned for Apr. 9th to 18th. Shoppers will hunt for eggs at village shops and be able to post to social media for an opportunity to win 1 of 3 hotel stays and \$100 village gift certificates. We will be including a link on the Event website to ask people to consider a donation through the Red Cross for the crisis in Ukraine during the Easter season.

BT-700 event planning continuing, including community biking on Saturday. Bob suggested that we get in touch with Cycling Into The Future, an organization that does bike courses for kids.

Action required:

Bob to connect Erin with his contact at Cycling Into the Future.

Special Event Grants

Erin introduced the new program for Special Event Grants this past month. BIA members can apply for up to \$1000 in funding to support an event that they run in the village of St. Jacobs. One

application has already been submitted. Erin has requested more information from them and then it will go to the committee for review.

Community / Membership Engagement

Craig gave an update on the community meeting and BIA member social held on March 29th. Several community members were in attendance and potential actions were identified to improve communication about the BIA and look at hosting joint events. The BIA social was well attended. Looking to do another social in the summer. Nick suggested a baseball game.

Bike Friendly Community Update

Erin gave an update on a project to install bike racks in St. Jacobs and certify the BIA with Ontario by Bike. Bike rack sites have been identified, along with quotes, and we are looking to see if some of these can be installed on regional property.

Public Washrooms

Jenna informed the BIA that we were not successful in obtaining a grant for a temporary public washroom. However, she informed the BIA that RT04 would very soon be announcing a new grant opportunity for funding up to \$100,000 per business/group with applications due in May. This funding could be used for washrooms, street closure planning, signage, cycling, etc. We can get in contact with RT04 in the next few days for more information.

Action required:

Erin to create an online space for group to share ideas for the grant.

Storage Space Options

Erin presented size and cost options for storage facilities; however the closest ones are in Elmira or Waterloo. It is not ideal to transport large items like the Sparkles stars that far. These need a storage space ASAP. Ed suggested there could be a place to hang them at the café. Discussed possibility of other businesses having space in St. Jacobs.

Action required:

Erin to determine space required and ask if someone in the village can store.

Board Position Vacancy

Three applications were received for the vacancy on the board. After some discussion the board decided to nominate Dan Vandermolen to the board.

Moved by Nick Benninger

Seconded by Craig Miller

That Dan Vandermolen be nominated to the St. Jacobs BIA Board of Management.

....Carried

Action required:

Erin to forward Dan's application to the Township for them to confirm him to the board and reach out to all the candidates with the board's decision.

Garbage Pick-Up in Village

It was discussed that there can be a lot of garage around the village, especially at this time of year. Clean-up is a shared responsibility and we should encourage both property owners and businesses to keep the village clean.

Action required:

Erin to include a reminder in weekly email that it's everyone's responsibility to keep the village clean.

5. Next Meeting

Tuesday May 3rd, 2022, 8:30 am - Location – Online.