

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

Tuesday, August 3, 2021

4:00 p.m.

On-Line – Google Meet

Present: Edward Denyer, Phil Hipkiss, Nick Benninger, Craig Miller, Bob Wilbur,  
Jenna Morris - Township of Woolwich, Carrie Briscoe - BIA Co-ordinator,  
Leslie Kay - Social Media Manager  
Guests: Ross White - Model Railway, Tamara Menon – Neruda arts  
Absent: Michael Palmer, Mike Good, Brittany Burgess, Graham Spence,  
Fred Redekop - Township of Woolwich

**1. Call Meeting to Order (4:10 PM)** 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 revised and presented

....Carried

**3. Approval of the Minutes**

July 6, 2021 Board Meeting

Moved by Bob Wilbur

Seconded by Nick Benninger

That the St. Jacobs Board of Management approves the minutes of July 6, 2021,  
as circulated

....Carried

**4. New Business**

Jazz Festival

Tamara Menon from Neruda Arts joined the meeting briefly to provide the Board with a preview of the upcoming World Jazz Festival being held in St. Jacobs September 17, 18 & 19<sup>th</sup>. It will be staged on the baseball diamond behind the fire hall. There are nine bands scheduled to perform as

well as three workshops. Vendors include Coffee, Pizza and Beer from local companies. They have complied with all permit requirements including a Covid safety plan. This is the first time this event is being held here in the Village with potential for more events like it in the future.

The Marketing Committee will consider how we can work together to promote this event using our website and social channels.

### Budget Update

Events – in Brittany’s absence Bob provided a budget update from the Events committee. There was \$2500 transferred in to the Events budget from the Administration budget. This amount was allocated to the Jazz Festival event. Other planned events include the Pumpkin Parade \$2500, Walktoberfest \$2000 and Sparkles \$13,000. This brings the projected total for the year to \$22,500, which is the original plan of \$20,000 and the transfer of \$2500.

### Beautification

Phil provided a summary of year to date spending and a projection to year end. Year to date appears under budget as we have not been billed for several items such as flowers. We also anticipate the flower maintenance expense to exceed the budget as we agreed to maintenance for some BIA members who purchased their flowers from St. Jacobs Country Gardens.

The other area highlighted is washroom maintenance. This will be more than we budgeted for as the washroom is getting heavy use and the cost of maintaining and stocking it is higher than anticipated. Some of the maintenance costs will be offset by donations that we received.

### **Action required:**

**Phil to** follow up with Graham and have the donation dollars allocated to this budget.

### Administration

Edward reported that the Admin expenses were tracking lower than the budgeted amount and will likely come in under budget. Some of the excess has been transferred to Events (\$2500) and he felt any excess beyond that could be used to offset the overage in Beautification.

### Marketing

As Mike Palmer was not in attendance there was no budget update for marketing.

### Other Updates

#### Beautification & Maintenance Update

The new art installations are progressing and should be completed by the middle of August.

### Events

As the province has moved to Step 3 of reopening there are opportunities for events in the coming weeks. We have started a series of Long Weekend promotions. These will be different for each season. Other fall events that are being planned are support for Walktoberfest to coincide with the Octoberfest dates and will include promotion of Walking Tours in the Village and on the trails. The

Pumpkin Parade will be held on Oct 29 / 30<sup>th</sup>. As it is unlikely we will be able to close King Street for this event, alternatives are being considered to allow for more space for pumpkins and people. Sparkles planning is underway but still uncertain as to specific activities. Along with the Jazz festival Neruda Arts is looking at holding the Kultrun World festival and a Flamenco event in the Village this fall.

Taste the Countryside will be held again this year – an opportunity to focus on local food production and products.

#### Marketing

Carrie provided an update on the on-going marketing activities.

The summer promotion video is now complete and will be used for promotions in the coming weeks. This project was a successful collaboration between the Marketing and Events Committees. It was produced by Skylight– a local video production company. An Art Walk self-guided tour is in development as well as an updated version of the Village map. Both will be posted on our website.

#### **Action required:**

**Carrie** to circulate a link to the video for the Board to preview.

#### Tourism Relief Grant

Another opportunity for us to apply for grant money had been brought to our attention. The Tourism Relief Grant provides funds to create experiences and / or improve infrastructure for tourism. RTO4 has encouraged us to apply for this funding as they feel we are well positioned for its intended use.

Suggestions discussed were:

Bike Rack and Repair Stations

Development of an App for the Walking Tours

Public Washrooms

A large Event venue

The consensus among Board members is that this provides an opportunity to focus on a large project and that we may be able to attract additional funding partners if we have a significant foundation such as this.

#### **Action required:**

**Carrie, Bob and Edward** to continue the discussion off-line, including Township staff, and provide the Board with a plan and recommended path forward.

#### Public Space Development

The development of space beside the library continues to move forward.

Since the last meeting we had an opportunity to apply for a grant to help fund this project. Great cooperation between Carrie, Edward and Ann McArthur at the Township allowed us to submit our application and follow up details on a very short timeline.

We had very positive initial response but have not yet heard if we are successful.

The concept plans and discussion with the Township are proceeding as planned.

### Bike Racks

Several people have commented on the need for bike racks in the Village. Graham is looking into potential costs. Edward suggested that other community groups might be interested in helping to fund these and / or applying for grant money from the Tourism Relief Fund to help get these completed.

### Next Meeting

A suggestion was made to hold our next meeting in-person. It was felt that an outdoor venue would be a good transition step. Nick offered the use of the Big Tent at the Stone Crock as a possibility.

#### **Action required:**

**Edward and Bob** to make a decision closer to our next meeting date and alert participants via email.

## 5. **Next Meeting**

Tuesday September 7, 2021, 4:00 pm - Location – TBD.