

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

Tuesday, December 7, 2021

4:00 p.m.

On-Line – Google Meet

Present: Edward Denyer, Michael Palmer, Bob Wilbur, Brittany Burgess, Graham Spence, Nick Benninger, Mike Good, Carrie Briscoe - BIA Co-ordinator, Jenna Morris - Township of Woolwich, Leslie Kay - Social Media Manager

Guests: Ross White, Model Railway

Regrets: Craig Miller, Phil Hipkiss, Fred Redekop - Township of Woolwich,

1. Call Meeting to Order (4:05 PM) Edward Denyer called the meeting to order.

2. Approval of the Agenda

Moved by Bob Wilbur

Seconded by Mike Palmer

That the agenda be approved as presented

....Carried

3. Approval of the Minutes

November 2, 2021, Board Meeting

Moved by Bob Wilbur

Seconded by Mike Palmer

That the St. Jacobs BIA Board of Management approves the minutes of November 2, 2021, as circulated

....Carried

4. New Business

The business portion of the meeting began with Carrie letting the Board know that she will be stepping down as coordinator. She has agreed to provide support for the AGM and work on an as needed basis until we find a replacement or until March 1st.

Bob thanked Carrie on behalf of the Board for the tremendous support she has provided us and the BIA in general.

Budget Planning for 2022

Each of the committee leaders presented their plans and proposed budgets for 2022.

Mike Palmer – Marketing

Edward – Admin

Phil – Beautification (in Phil's absence Bob presented the beautification budget)

Brittany – Events

Highlights:

Edward is proposing we hire a full-time executive director at an annual cost of \$50,000. This role would incorporate the activities of the coordinator (Carrie's replacement) as well as financial management. It would be expected that the executive director would also be tasked with increasing the income of the BIA through grants, sponsorships and other fundraising activity.

We will carryover the \$25,000 we allocated for the development of the community space to 2022. We will also allocate \$8,000 from our 2022 budget towards this project.

There has been no allocation for public washrooms and or washroom maintenance.

The proposed budgets exceed our estimated income by approximately \$15,000.

Jenna brought to light an opportunity to apply for a grant through the My Main Street Activator program.

Actions required:

All – consider where adjustments can be made in order to align expenditures with income including an allocation for washroom maintenance.

Bob & Graham – ensure an accurate final spend is accounted for 2021 in order to have an accurate income estimate for the 2022 plans and budget. Once that is done, circulate a final budget plan for consideration by the Board and approval at the January meeting.

Edward – to form and work with a committee to determine the role description for the executive director and investigate compensation for this role in other BIAs.

Jenna - circulate information about the grant opportunity.

Annual General Meeting:

The Board set a date for the AGM – Thursday Jan 20th 6:00 pm.

This will be an on-line meeting using the Township Zoom platform.

The Board reviewed and agreed on an agenda for the meeting.

Actions required:

Jenna – to provide information as to what is needed to make this public within the required timelines.

Community Space:

Moved by Bob Wilbur
Seconded by Nick Benninger

That the St. Jacobs BIA Board designate the \$25,000 in our 2021 budget for community space development to the park project at 29 Queensway Drive as part of the matching funds from the Canada Community Revitalization Program. In addition, we allocate \$8,000 of our 2022 budget to the same project.

... Carried.

We need to consider a name for this space. Suggestions were considered but the Board felt we need a more rigorous process including community input prior to finalizing.

A suggestion was made to organize regular community engagement sessions going forward.

Action required:

Determine a process for on-going community engagement.

Public Meeting – Re: 8 Spring Street Development

Councilor Redekop provided information to inform the Board that the Township has received questions about the development at 8 Spring Street. As result, there is a public meeting being organized to address them. This will be held on December 13th at 6:00 pm and will be an on-line Zoom meeting.

Action required:

Bob to circulate meeting information to the Board so those interested can attend.

Alternate Meeting Time

A suggestion was brought forward to change the time of the Board meeting as some members have difficulty with the current time.

After some discussion the Board agreed to try a different time.

For the next three months Jan / Feb / March we will meet on the first Tuesday morning at 8:30 am.

Action required:

Mike P to re-issue the recurring meeting invite to reflect the new time.

Sparkles Wrap up

Brittany, Leslie and Carrie all provided perspectives on the Sparkles event. In general, it was another very successful undertaking. We had much positive feedback with many visitors happy to see the event take place this year.

There was some negative feedback regarding the lack of cohesiveness among the stores, which is disappointing.

But the overwhelming amount of negative feedback was about the lack of public washroom facilities. This continues to be a problem for our visitor-oriented Village.

A more in-depth de-brief will be held by the events committee.

Succession Planning

As we are entering the final year of our mandate it was suggested that some thought and planning go into the next phase of our Board.

It is likely that some vacancies on the Board will occur through the transition, and it would be wise to take the time (next 12 months) to decide what is needed for the future and recruit accordingly.

The suggestion was made to include this as a recurring agenda item going forward to maintain a focus on this activity.

Associate Member Application

Carrie brought forward the application for associate membership from Advantage Insurance Brokers. This is a business in Waterloo – although the individual involved is a resident of St. Jacobs.

There were question around why a business in Waterloo would want to be an associate member. The Board deferred a decision on this until we had more information.

Action required:

Edward to investigate further.

A suggestion was made to craft a more formal definition of an associate member.

5. **Next Meeting**

Tuesday January 4th, 2022, 8:30 am - Location – Online.