

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

Tuesday, February 1, 2022

8:30 a.m.

On-Line – Google Meet

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

Guests: Ross White – Model Railway

Absent: Fred Redekop - Township of Woolwich

**1. Call Meeting to Order (8:35 am)** Edward Denyer called the meeting to order.

**2. Approval of the Agenda**

Moved by Bob Wilbur

Seconded by Edward Denyer

That the agenda be approved as presented

....Carried

**3. Approval of the Minutes**

January 4, 2022, Board Meeting

Moved by Bob Wilbur

Seconded by Edward Denyer

That the St. Jacobs BIA Board of Management approves the minutes of January 4, 2022, as circulated

....Carried

**4. New Business**

Feedback from the AGM / Approval of the Minutes

Overall feedback from the AGM was very positive. The attendance was the best we have had, and all comments were very supportive of the current Board activities. There were no negative comments.

The open discussion at the end of the session showed much enthusiasm from the participants as well as a recognition that involvement and engagement from the general membership is important.

Moved by Bob Wilbur  
Seconded by Mike Palmer

That the St. Jacobs BIA Board of Management approves the minutes of the January 20, 2022, Annual General Meeting of the Membership, as circulated

....Carried

#### Council Budget Presentation

Graham reported that the presentation to Council went well, and the 2022 budget was approved. He also brought to Council's attention that we would be seeking to increase the levy in the coming year to support the hiring of an Executive Director. There were no objections from Council.

#### Coordinator Role Update

The committee reported that a job description had been drafted and posted. Two candidates came forward and one made a very positive impression. Their recommendation is to make an offer to the preferred candidate.

Moved by Graham Spence  
Seconded by Nick Benninger

That the St. Jacobs BIA Board of Management proceeds to make an offer for the Coordinator position to Erin Schmidt at the rate of compensation of \$25 per hour for a maximum of 30 hours per week.

....Carried

Actions required:

**Graham and committee** to draft the contract agreement and present the offer to Erin.  
**Bob and Carrie** to plan for transition.

#### Current Board Vacancies

Mike Palmer informed the Board that his plans changed, and he is not stepping down from the Board, so we now have one vacancy that needs to be filled.

As we have a few candidates who have expressed interest, we need a consistent process for considering applicants. This needs to include what is expected of a Board member, an understanding of the motivation of the candidate and any expertise they could bring to the Board. A suggestion was made to put together a package of information and have interested candidates submit an application. It was also recommended that the candidate should include endorsement from at least one BIA member. Once all have been received we will ask them to attend a Board meeting and present themselves. The Board will then decide the best fit and offer that person the position.

Actions required:

**Bob** to put a package together based on current resources which includes, a copy of the by-law, the application form and a draft email outlining expectations. This will be circulated for comments and approval.

**Edward** to provide approved package to prospects.

### Public Washrooms

Jenna informed the Board that she, on behalf of the Township, is in the process of applying for a grant for a portable washroom facility to be installed in the Village. An example is the one in Bolander Park in Elmira. This Community Activation Grant provides for Place Making Projects and will support having the unit in place for three years. Planned location is near the firehall on Water Street which has access to water and hydro but not adjacent to any residential area.

The Township has agreed to take responsibility for cleaning and maintenance as long as the BIA is willing to share in the costs. This facility will also give us an opportunity to showcase artwork such as the murals we have in other parts of the Village.

Actions required:

**Jenna** to complete and submit the application.

The Board thanked Jenna for the effort she is putting in to get this done.

### Community Engagement

Craig reported that he has made some connections and received some input on how to organize a community engagement session. He has more connections to make and will provide a more detailed summary at the next meeting.

### Village Merchandising Opportunity

Brittany brought forward an idea to create a customized Tea Towel featuring our Village and sell it in local stores to generate funds for the BIA. Although the idea was appealing, we face the struggles with logistics as we have in the past.

Actions required:

**Brittany** to connect with the Marketing committee and discuss potential solutions.

### Storage

Brittany raised a concern about storage space for much of our Sparkles Christmas décor. She no longer has space, our space at the Mill is no longer adequate and it needs to be moved. Graham suggested that Block 3 would have space for some. Brittany will investigate other options as well.

### BT 700 Cycling Group

Edward has been approached by the organizers of this event. They are planning another gathering here in the Village in June this year. They are looking for the Village (the BIA or individual businesses) to help promote the event and create a bigger attraction.

Action required:

**The Events committee** will consider this at their next meeting and propose some ideas.

## 5. **Next Meeting**

Tuesday March 1<sup>st</sup>, 2022, 8:30 am - Location – Online.