

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

Tuesday, January 4, 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: Jasmine Nanda - Township of Woolwich

Absent: Mike Good, 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 Mike Palmer

That the agenda be approved as circulated

....Carried

**3. Approval of the Minutes**

December 7, 2021, Board Meeting

Moved by Bob Wilbur

Seconded by Mike Palmer

That the St. Jacobs BIA Board of Management approves the minutes of December 7, 2021, as circulated

....Carried

**4. New Business**

Coordinator Role

As was discussed at the last meeting, Carrie is stepping down a coordinator. This vacancy is an urgent matter for the Board and requires immediate attention. A committee has been established (Edward, Bob, Craig, Nick and Graham) to determine the specific requirements of the role and recruit for an appropriate candidate.

Actions required:

**Edward** – to convene a meeting of this committee and initiate the process.

Progress will be reported at the next Board meeting.

**Note:** subsequently a meeting has been set for Thursday Jan. 6<sup>th</sup>.

### Approval of 2022 Budget

Based on presentations from the last meeting we are still over budget for our 2022 operations. Mike Palmer indicate areas where the marketing budget could be trimmed. Admin, Events and Beautification had little room for adjustments. It was also brought to light that we need to add an allocation for public washroom maintenance.

Actions required:

**Graham and Bob** to put a final proposal together and circulate to the Board for approval.

This needs to be completed in time for us to present to the membership at the AGM on January 20<sup>th</sup>.

### Public Washrooms

In discussion with the Township, we have been seeking additional sites for public washrooms in the Village. Edward reported that there are two possibilities under consideration. The Three Sisters site has offered to make a couple of units available for public use. The Township is also considering a couple of stand-alone portable units placed in the parking lot. Jenna let the Board know that Township staff intends to apply for a grant under the Community Activator Program to cover the costs of these units and the additional maintenance costs associated with all of them. Edward indicated that the cost of our Bike Racks is also to be included in this grant application.

### Preparation for the Annual General Meeting:

Date for the AGM – Thursday Jan 20<sup>th</sup> 6:00 pm.

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

Edward, Phil, Brittany and Mike P to prepare presentation material based on the format we used last year:

Highlights from 2021

Plans for 2022 and proposed budget.

Graham to present a budget summary and ask the membership for approval.

Actions required:

**Bob** to circulate a copy of last year's PPT deck for reference.

**Bob & Mike P** to format submissions for final presentation.

**Carrie** to send a link to the membership so those that want to attend can access the meeting.

### Council Budget Presentation

Graham and Edward will present our budget to Council on Monday January 31<sup>st</sup>.

### Community Engagement

We have a need to address the growing divide between the businesses and the residents of the Village. It would be beneficial to all to establish an on-going dialogue to better understand each other. A potential target should be a round table discussion prior to the spring with a plan to continue these on a regular basis.

Actions required:

**Craig** to consult community members to help plan an approach to this initiative.

**Bob** to provide contact information for some individuals who may be interested in participating.

### Succession Planning

As discussed at our last meeting, we are entering the final year of our mandate with the Municipal Election happening this fall. It is likely that some vacancies on the Board will occur through the transition, and it would be wise to take the time to plan what is needed for the future and recruit accordingly.

Mike Palmer took this opportunity to let the Board know that he is leaving his position at Quarry and as a result will be stepping down from the Board. He will continue with his responsibilities as Marketing lead until the AGM. He also indicated a willingness to help with transition as a new Board member takes on the Marketing responsibilities.

Various Board members expressed their appreciation for Mike's contributions to the Board and the BIA.

A further informal poll of Board members indicated there will be additional vacancies as our term concludes at the end of the year.

Thought should be given to recruiting potential new Board members as well as skills required to complement those that are planning to stay on.

Actions required:

**Bob** to circulate role descriptions for Board positions.

### Associate Member Application

Edward brought the Board up to date on discussions with the potential associate membership from Advantage Insurance Brokers. This is a business in Waterloo – although the individual, Nick Lopers is a resident of St. Jacobs and enthusiastic in getting more involved in the community.

Moved by Edward Denyer

Seconded by Mike Palmer

that the St. Jacobs BIA Board of Management accepts Advantage Insurance Brokers (Nick Lopers) as an associate member.

....Carried

Action required

**Edward / Carrie** to communicate to Nick that his application has been accepted.  
**Graham** to issue an invoice.

5. **Next Meeting**

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

**Note:** Annual General Meeting – Thursday January 20<sup>th</sup>, 6:00 PM On-line