

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

Tuesday, July 6, 2021

4:00 p.m.

On-Line – Google Meet

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

- 1. Call Meeting to Order (4:05 PM)** Edward Denyer called the meeting to order.
Mike Palmer informed all on the call that the meeting is being recorded.

- 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**

June 1, 2021 Board Meeting

Moved by Bob Wilbur

Seconded by Mike Palmer

That the St. Jacobs Board of Management approves the minutes of June 1, 2021,
as circulated

....Carried

- 4. New Business**

Treasurer Update

Graham provided an updated YTD spend vs budget summary. As we are at the midpoint of the year, we need to look at a detailed update for our projected spend to year end.

Action required:

Phil, Mike P, Brittany and Edward to each review their area of responsibility and provide an updated summary of spending to date and projection to year end vs budget for the next Board meeting.

Audit Update

Bob reported that the auditor has finished both the 2019 and 2020 audits. We were behind by a year but have now caught up.

Action required:

Bob will circulate final reports to the Board when received from the auditor.

Beautification & Maintenance Update

Phil reported that although our flowers are in place for the season we have been experiencing thefts from the boxes. St. Jacobs Country Gardens have been replacing the missing flowers but there may be an additional cost as a result.

We have been inquiring about any potential video footage that might help us identify any suspects. If anyone can help in this regard let Phil know.

The public washroom issues reported at the last meeting seem to have subsided. However, we are experiencing long line-ups and a lot of negative feedback as a result of having only one toilet available for public use in the Village.

Suggestions were made to consider funding sources beyond the Township for a better public washroom solution.

Action required:

Carrie to investigate possibilities with RT04, Waterloo Region Tourism and federal funding opportunities.

The Banners that were in need of repair have been replaced.

The new art installations are moving forward. There will be three: Three Sisters, Cellar 52 and Living Fresh.

The issue of adding more seating / benches by the river was raised.

Action required:

Mike P to approach the Zehr Group (owners of the Quarry building and parking lot behind) to see if they would be interested in funding or partnering on this initiative.

Marketing Update

Mike Palmer reported that our summer video production is underway. We plan to be shooting in the Village next week. They are hoping to have a rough cut for review by late July.

There have been discussions between Explore Waterloo (Tourism), the Farmers Market and the BIA about potential collaboration for marketing purposes.

Action required:

Mike P to continue the discussion and report on potential progress at next meeting.

Events Update

Brittany updated the Board on planning for activities for the fall.

We have an opportunity to support a new event for the Village. The Neruda International Jazz Festival is being planned for September (17th, 18th & 19th). This is being led and organized by Isabel Cisterna (Kultrun Market). This event has been held in Kitchener the past few years but they have been looking for new location. She is submitting an application for the event to the Township and she is looking for support from the BIA in terms of funding and promotional activity.

Moved by Edward Denyer

Seconded by Brittany Burgess

That the St. Jacobs Board of Management reallocates \$2500 from the 2021 Administration budget to the 2021 Events budget in order to support The Neruda International Jazz festival.

....Carried

Action required:

Brittany to inform Isabel of our intention to support this event.

Public Space Project

Bob reported that recent discussions with the Township have resulted in them allowing the plans for the space beside the library to go ahead. This had previously been put on hold as a result of a longer-term strategic plan for public spaces was in the works. However, they realize the immediate need for such space in the Village. We will need to consider a simpler version of the initial concept we had planned and will keep the focus on a space for the local community to gather.

Mike Palmer has agreed to provide an updated concept drawing. We will also need to consider sources of funding beyond what we have budgeted.

Action required:

Bob and Carrie to work with the Township to agree on the concept and then proceed to gather cost estimates and explore potential funding sources.

University of Waterloo Research Project

Carrie summarized the key takeaways from the presentation of the Phase 2 results a week ago. The research team is planning to provide an info-graph type summary for us as well.

One key point shows a need for more connection between the BIA and the local community.

This can be explored more in Phase 3, which is being planned now. However, there will be additional funding required and the research team is investigating sources.

Walking Tours

Plans have been slowed as the research is taking longer than expected but we expect this to be up and running later this summer. Juanita is currently looking for people to lead the tours. Best suggestions are people who are comfortable performing for an audience and willing to walk the Village for a couple of hours. If anyone has suggestions let Carrie know.

Shopify Opportunity

Carrie let the Board know of an opportunity for members to work with Shopify, at no cost, in order to launch an on-line store. There is no support required from the Board other than to make members aware of the opportunity. This has been implemented with other BIAs in Ontario.

Information about the opportunity has been circulated with the minutes.

Action required:

Carrie to notify the membership of the Shopify opportunity.

Hollie Hobby Production

We received a note from the leader of the production group that was filming here in the Village. He was very complementary about their experience while they were here. They made a donation of \$400 to the BIA for our cooperation.

New Business in the Village

A new pop-up style business opened on July 1st behind A Gift to Remember on Spring Street. It is called The Shed and is a satellite location of LenJo's pastries in Kitchener.

The Tasting House at Three Sisters is now open.

Change Apparel had their grand opening event on July 2nd.

Edward pointed out that we have had 7 new businesses open in the village during Covid. This is an unexpected positive turn for us.

5. Next Meeting

Tuesday August 3, 2021, 4:00 pm - Location - on-line.