

St. Jacobs Business Improvement Area

Board of Management Meeting

Meeting Minutes

Tuesday, June 1, 2021

4:00 p.m.

On-Line – Google Meet

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

Guests: Ross White - Model Railway, Dan Vandermolen – Change Lifestyle and Apparel

Absent: Mike Good

- 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 Craig Miller

That the agenda be approved as circulated

....Carried

- 3. Approval of the Minutes**

May 4, 2021 Board Meeting

Moved by Bob Wilbur

Seconded by Mike Palmer

That the St. Jacobs Board of Management approves the minutes of May 4, 2021, as circulated

....Carried

- 4. New Business**

As Dan Vandermolen is a new BIA member and this was his first attendance at a Board meeting we invited him to introduce himself and his business. Change Lifestyle and Apparel is focused on selling B Corp. Certified brands – these brands are all about environmental sustainability and positive social impact. Dan has much personal experience in contributing to the communities he lives and works in and makes a habit of donating a portion of his profits to local charities.

Each Board member and others on the call took the time to introduce themselves and welcome Dan to the community.

Treasurer Update

Graham reported that there were very few transactions since the last meeting so there is nothing new to report.

He will prepare a detailed report for the next meeting.

Beautification & Maintenance Update

Our summer flowers are now in the Village. Many of the BIA members have taken advantage of our offer to provide maintenance if they ordered flowers from St. Jacobs Country Gardens as well. This will both enhance and add some consistency to the Village for the summer.

The call for Art Proposals resulted three submissions; one from the new Flower Shop Living Fresh, one from Cellar 52 and one from 3 Sisters. The committee will make the selection on which will move forward, although Phil indicated that the budget may allow us to fund all three.

Installation of our next Mural – a carry over from last year’s activity, is progressing on the side of the Rhumba building. This should be completed within the next week or so.

It has come to our attention that we are experiencing problems with the public washroom. Supplies keep running out and the door keeps locking multiple times a day. Patrons are complaining to Block 3 staff, which is becoming a burden for them and is reflecting badly on all.

After some discussion the following actions were agreed to:

Action required:

Phil to have a new lock installed that can avoid being locked accidentally.

Edward to investigate an on-call resource that can clean, service, stock as needed.

Carrie / Mike / Bob – to develop new signage with explicit instructions as to who is responsible and who to contact if there is a problem.

People have noticed some of the garbage receptacles have been overflowing lately. This situation needs to be monitored especially as the lock down restrictions ease and visitor traffic in the village picks up.

Marketing Update

Mike Palmer reported that we have gotten some recent exposure in a listing of Dog Friendly establishments. Many of our local businesses have been listed and we took out an ad in the publication to promote the village as “Dog Friendly” in general. We will also use this opportunity to promote dog friendly businesses on our website.

We were successful in being awarded the two grants that we had applied for from RT04. One is a Digital Marketing grant (\$2500) that we will use to promote our Walking Tours. And the second

(\$2500) is for the production of a promotional video. This will be similar to the one we produced for Sparkles last year but will have a summer season focus.

The website is being updated and will now include an attractions section which will include things like Trails, Walking Tours, links to bike tours and our dog friendly information. We will continue to add to this section over time.

There are plans in the works for some contests and promotions once we have an indication of when things might open up. First up is a repeat of the successful "Rediscover St. Jacobs" contest from last year. We have several prizes that can be used including gift cards and hotel room stays.

Mike reported that we are approaching 10,000 followers on Instagram. This shows some remarkable growth in our social media presence. A prize will be awarded to #10,000 as a way of marketing the milestone and gaining some additional profile.

Events Update

Brittany updated the Board on planning for activities through the summer and fall. All plans are tentative at this point pending public health guidelines.

The Events committee has purchased and will distribute décor for Canada Day but a Village wide sidewalk sale looks doubtful at this point.

Fall plans for a Pumpkin Parade are moving forward including the potential to close King street for the event. This requires much lead-time and logistical planning but it remains a possibility.

Although some initial plans for Sparkles are being considered much of it will depend on where the phased opening sits, at that time.

Tours

Carrie reported that we have the potential to get three different kinds of tours off the ground in the Village this summer / fall.

Our historical walking tour is in progress. We hope to have content finalized soon and some trial runs in the next few weeks. We hope to have this running by mid to late summer.

Another option in the works is a self guided walking tour using the art booklets developed by Della at Blue Sky Art Studios.

We are also considering self-guided tour of the murals / art installations around the Village.

All of these add to the reasons to visit the Village and would be promoted on the website (attractions section) and through our social channels.

Covid 19 Ambassador Program

The Region of Waterloo in co-operation with the Greater KW Chamber of Commerce and the Cambridge Chamber of Commerce have initiated a program to train and support businesses and their staff on what is required for a Covid safe business environment.

This program involves facilitators making an in-person visit to businesses to provide an assessment of current practices and make recommendations for improvements. Once completed, the business would be designated as a Covid safe environment.

Carrie has already sent a notice to the membership about this initiative.

Mental Health Support for the Hospitality Industry

Carrie also let us know that The Region of Waterloo is providing mental health support and resources for anyone working in the hospitality industry.

Carrie has already sent this information to the membership.

5. Next Meeting

Tuesday July 6, 2021, 4:00 pm - Location - on-line.