

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

Tuesday, June 7, 2022

8:30 a.m.

On-Line – Google Meet

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

Guests: None

Absent: None

**1. Call Meeting to Order (8:34 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 circulated

....Carried

**3. Approval of the Minutes**

May 3rd, 2022, Board Meeting

Moved by Bob Wilbur

Seconded by Mike Palmer

That the St. Jacobs BIA Board of Management approves the minutes of May 3, 2022, as circulated

....Carried

**4. New Business**

Land Acknowledgement

Bob read the Land Acknowledgement as presented to the BIA by the Township of Woolwich at the March 1<sup>st</sup> board meeting.

### Budget Update

Budget update sent to board with agenda and to committee heads for review. No questions or concerns were raised.

### Beautification Update

St. Jacobs Country Gardens is working on flowers in the village. Sanding and re-staining of wood furnishings has started. New waste bin liners have been ordered as some are cracked or will need to be replaced soon. Discussed flowers for new community space and also marketing campaign once we are able to share details publicly.

#### **Action required:**

Erin to get in touch with St. Jacobs Country Gardens about annuals for community space and will ask to include pollinator friendly plants for the butterfly way project.

#### **Action required:**

Marketing / Events committees to discuss ideas for community space, including name and grand opening.

### Events Update

Cycle Into Summer In St. Jacobs event is ready to go. Looking for more business participation for June 18<sup>th</sup> and 19<sup>th</sup>. Erin will send out request again with weekly email. There is a proposal out to have a sponsorship program for Sparkles this year with several levels of sponsorship available. Board gave go ahead to proceed with this program. Ideas for sponsorship companies include Xplornet and Home Hardware.

### Marketing

New banner design has been approved. Mike will send final files and then lead time is about 3 weeks. Leslie has started a Social Media Spotlight program where she'll highlight a business every other week (starting in July). She is working with businesses who have signed up to get pictures and content. Cycle Into Summer marketing materials are complete and distributed. Mike will start work on Sparkles post cards. Looking to do smaller quantities of print runs as we add logos for sponsors. Mike will create a 170<sup>th</sup> website banner and we are exploring options to have a banner over king street (this is applicable for 170<sup>th</sup> and also for Sparkles). Entrance Signs have been updated for Firefighters car wash on June 11<sup>th</sup> and then will have Cycle Into Summer put up. A rebranding of St. Jacobs Country will be starting soon with participation from the BIA, township, Explore Waterloo and the Farmers Market.

### Member / Community Engagement

Dan has started the initiative to visit businesses in the village in person to work on engagement and feedback for BIA. He has visited 7 businesses to date and some of the feedback was discussed and how to respond. Next community/member engagement events will be in Q3 and Q4. We will look at having a presentation at these meetings, followed by networking and social.

**Action required:**

Leslie will look into resending out her Social Media 101 program that businesses can use to learn how to use social media effectively.

**Action required:**

Erin/Dan to determine dates for next member/community engagement events.

Washroom Access Program

Graham presented a proposal to have a network of businesses in the village allow their washroom to be available to the public. In return the BIA will subsidize a fixed portion of their monthly supplies. An email went out and 8 businesses responded that they would be interested. The board agreed with this approach and we will move ahead with a trial until end of the year. We will need assistance from Mike to create new signs (there are some in the village pointing to the washroom outside of Block 3).

**Action required:**

Erin/Graham to finalize details of program and roll out. Mike to create signs.

RTO4 Grants

No update on grant applications by BIA and Township. We should hear in the next few days.

Business Retention and Expansion Program

Jenna presented a new program the township is running around business retention and expansion. It will include third party interviews with businesses. They are looking for volunteers to help conduct the interviews. Anyone interested should contact Jenna. The township is also looking for BIA representative to sit on leadership team. The township is organizing their first Jive Before 5 business networking event on June 13<sup>th</sup>.

**Action required:**

Erin to work with Jenna to determine BIA representative.

**Action required:**

Erin to send out Jive Before 5 details with weekly email today.

Member Event Grants

Erin updated board on the latest member event grant applications. The Hot Sauce Festival is being postponed (hopefully to be rescheduled for Sept). Grant approvals were completed for an adventure race (CHANGE Apparel) and Purr & Poochella Festival (Spoil The Dog Bakery).

Bike Rack Program

Erin presented proposal to make discounted bike racks available to all member businesses in the village to install at their location. We are looking at ordering a combination of branded and unbranded racks. Board approved of this plan.

**Action required:**

Erin to finalize program details and send out to members.

**5. Next Meeting**

Tuesday July 5th, 2022, 8:30 am - Location – Online.