

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

Tuesday, March 1, 2022

8:30 a.m.

On-Line – Google Meet

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

Guests: Ross White – Model Railway, Llidia Sa Melo – Deputy Clerk, Woolwich Township

Absent: Phil Hipkiss, 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

February 1, 2022, Board Meeting

Moved by Bob Wilbur

Seconded by Brittany Burgess

That the St. Jacobs BIA Board of Management approves the minutes of February 1, 2022, as circulated

....Carried

4. New Business

Introduction of new Coordinator Erin Schmidt

Graham took a moment to introduce Erin to the Board. She has met most of the Board members but took this opportunity to provide a more formal introduction and background.

The Board welcomed her and is looking forward to working together as we move forward.

Land Acknowledgement

Lidia Sa Melo, Deputy Clerk, Woolwich Township, provided some background and a request from Council regarding the acknowledgement of indigenous land use, prior to meetings. This is a practice that Council has adopted, and they would like all committees to adopt the same practice. She provided some suggested statements to use but has left it up to the Board to determine the best way to address this. We are adopting this practice as a step toward better understanding of local indigenous culture and to recognize, honour and communicate indigenous history. Lidia's presentation will be circulated with the meeting minutes.

Action required:

The Board should decide on a statement to use to open our meetings, prior to the next meeting.

Beautification

As Phil was absent there was no update. Edward let the Board know that a BIA member has expressed interest in providing input into the beautification plans. Specifically, the summer flower baskets.

Action required:

Erin to connect with Phil and provide the member information and suggest a discussion with St. Jacobs Country Gardens.

Marketing Update

Mike Palmer reported on a marketing committee planning meeting held last week where they reviewed activities as per the budget allocation. He also reported that Adrienne from Three Sisters had been working with Craig and Brittany to submit a grant application to enhance our Sparkles event. The application is for \$150,000 which will be used to purchase additional lighting, enhanced promotional activity and activities during the event.

Other items discussed were the schedule for the entrance signs and the continued promotion of the Village as a dog friendly destination.

A question was raised about our arrangement with the Courtyard Hotel as our preferred hotel. Other hotels are expressing interest.

Action required:

Erin to connect with the hotels and have an open discussion about the situation and opportunities moving forward.

Events Update

Brittany reported that the committee had met and discussed the upcoming BT700 Cycling event. There is much enthusiasm for making this a bigger event for the village. As the date for this event falls on the weekend of the summer solstice, it overlaps with opportunities for some great Village promotion. More details will follow as they get finalized.

Budget Tracking Process

Erin shared plans for a monthly budget update to the Board. After some input it was decided that Erin will provide the committee heads with a detailed summary for review at their monthly meetings. Only a high-level summary and / or issues arising from those meetings will be reviewed at the Board meeting.

Board Application Process

A package has been developed and sent to interested applicants (4 in total). We have asked for them to be returned by March 15th in order to review prior to the next Board meeting.

Community Engagement

Craig reported that he continues to connect with influential people in the Village. As spring is approaching, there is an urgency to get a meeting set up between the BIA and community members.

Actions required:

Erin will take the lead in organizing a date and location for this session as well as a call out to the community for participation.

Membership Engagement

It was noted that coming out of our AGM there was a lot of enthusiasm from the membership for connecting more. A social night was suggested and with restrictions opening there is a good opportunity for us to do this. Erin also raised the idea of a regular newsletter out to membership. Both ideas were well received.

Action required:

Erin to work with Graham and Nick to decide on date and location for a Membership social.

Erin to initiate a format for on-going newsletter for the membership.

Public Washrooms

Jenna provided an update in the grant application. Everything was submitted on time. We expect to hear a response by the middle of March.

Storage

Brittany asked for help in moving some BIA / Sparkles related material from her location as renovations are starting and she can't store them any longer. Craig offered to take them, but it raised the issue of our need for storage space.

Action Required:

Erin to investigate costs and options for rental of public storage and report at the next meeting.

5. Next Meeting

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