

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

Tuesday, November 2, 2021

4:00 p.m.

On-Line – Google Meet

Present: Edward Denyer, Craig Miller, Michael Palmer, Bob Wilbur, Brittany Burgess, Fred Redekop - Township of Woolwich, Graham Spence, Nick Benninger, Carrie Briscoe - BIA Co-ordinator, Jenna Morris - Township of Woolwich, Mike Good

Guests: Ross White, Model Railway

Absent: Phil Hipkiss, Leslie Kay - Social Media Manager

**1. Call Meeting to Order (4:05 PM)** 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 presented

....Carried

**3. Approval of the Minutes**

October 5th, 2021, Board Meeting

Moved by Bob Wilbur

Seconded by Mike Palmer

That the St. Jacobs BIA Board of Management approves the minutes of October 5th, 2021, as circulated

....Carried

**4. New Business**

Year End Budget Projections & Planning for 2022

A projection of our year end spend was reviewed. We can expect to have a surplus of roughly \$20,000 to carry forward into 2022 if all plans get implemented over the next two months.

We can designate a portion of that toward our community space project to fulfill our financial obligation.

Graham brought forward the idea of purchasing bike racks for the Village now in order to have them available for install as early in the new year as possible. We have discussed this idea before as we see a lot of bike traffic in the village, and it would be a benefit to have more places to secure them.

**Motion:**

Moved by Edward Denyer

Seconded by Graham Spence

That we allocate \$10,000 from the 2021 budget toward the purchase of bike racks for the Village.

....Carried

**Action required:**

**Edward and Graham** to finalize the appropriate model, quantities and desired BIA branding option, based on this budget. Note: we will need two of these units for the new community space. We will also need to plan for installation and include those costs in our 2022 budget.

**Jenna to work with Edward and Graham** to identify the best locations and any associated regulatory considerations.

We need to start the process of planning our 2022 budget. We will review detailed budget proposals at our December Board meeting.

**Action required:**

**Edward, Phil, Mike and Brittany** to prepare budget plans for next year and present at the December meeting.

**Fred and Jenna** to investigate the potential of a washroom maintenance allowance from the Township for 2022.

Pumpkin Parade Wrap Up:

This was other successful event despite the weather. Saturday night was particularly well attended with a great vibe and overall community engagement. We ran out of candy at the Treat Tent by 7:10 and had to rely on someone's personal supply to keep us going. In total we gave away treats to about 500 young ones.

Note: the traffic barriers were very helpful in making additional room for people on the sidewalks and creating a much a much safer feeling for participants.

There will be a more complete de-brief at the Events Committee meeting tomorrow morning.

### Other updates:

#### Events

Brittany reported the Sparkles planning is in full swing. As restrictions have eased somewhat, we are able to do more. Carolers will be back for Friday evenings and Sunday afternoons. Firefighters will provide burn barrels on 2 of the Friday nights. We are booking live music for Saturdays

There will be a marketing push for Sparkles with much activity over the next few weeks.

#### Marketing

Mike reported on the increased activities to promote Sparkles including Geo Targeting some of our social activities in the GTA, local (Waterloo Region) radio promos and contests and a Rediscover Sparkles promotion. We are also re-posting our Sparkles promo video and updating our website to include many of our new activities.

### Community Space Update

Bob shared the detailed plans for the new space. One of the features is a place for an art installation. Nick has connected with local artist who is going to propose a customized piece for this space. Although funding has been secured, there is much paperwork and administration needed in order to get it finalized.

### New Business

Carrie informed the Board that a new business – Divine Dream Crystals has opened in the Village.

Edward reported that the Zehr Group will be starting to occupy the space in their building starting this week. This will bring an influx of 80 people to the Village each day, once they are back up to their normal in-person routine.

### Other Business

Councilor Redekop informed the Board that the third senior management position at the Township has been filled. Deanne Friess is the new Director of Development Services. She starts her new role on Nov. 8<sup>th</sup>.

Jenna let the Board know that the Township is planning some shop local promotions for the holiday season

## **5. Next Meeting**

Tuesday December 7, 2021, 4:00 pm - Location – Online.