

# St. Jacobs Business Improvement Area

## Board of Management Meeting

### Meeting Minutes

Tuesday, October 5, 2021

4:00 p.m.

On-Line – Google Meet

Present: Edward Denyer, Craig Miller, Michael Palmer, Bob Wilbur, Fred Redekop - Township of Woolwich, Carrie Briscoe - BIA Co-ordinator, Jenna Morris - Township of Woolwich

Guests: Ross White, Model Railway

Absent: Mike Good, Phil Hipkiss, Brittany Burgess, Graham Spence, Nick Benninger, 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 Mike Palmer

That the agenda be approved as presented

....Carried

**3. Approval of the Minutes**

September 7, 2021, Board Meeting

Moved by Bob Wilbur

Seconded by Fred Redekop

That the St. Jacobs BIA Board of Management approves the minutes of September 7, 2021, as circulated

....Carried

**4. New Business**

Year End Budget Projections

As we are into the final quarter, we to ensure we are on track for year end.

A quick summary for each of the committees:

Administration:

Is tracking to be under budget by about \$10,000 – due to a lack of need for additional admin support (treasurer and marketing) as we had a less active year overall.

Beautification:

Is tracking to be over budget by \$16,000 due to additional flower maintenance and higher than anticipated costs for washroom maintenance and supplies.

Marketing:

Is tracking to be under budget as we have not moved forward with the online store and merchandise sales. However, the next few months will be very active for Marketing so excess funds could be applied here.

Events:

As we have held off on events until the fall this budget is still difficult to pin down. Many of the activities are still in planning mode. At this point things are tracking to come in on budget.

Overall we appear to be in good shape financially as head toward the end of the year.

**Action required:**

**Bob and Graham** to summarize the budget and year end projections and circulate to the Board.

**Graham and Carrie** to work out a monthly update so each of the committees can track their budgets on an on-going basis.

Other updates:

Beautification

Carrie reported on Phil's behalf. The summer flower baskets are down. The fall decor – corn stalks – are now up. The boxes on the bridge are still looking good so we will leave them out a little longer.

Marketing

Mike Palmer reported on several of on-going marketing activities.

We are starting to promote the new Village Walking Tour. This initiative is set to launch in the next couple of weeks.

Skylight productions (based here in St. Jacobs) has a new business initiative developing 360<sup>o</sup> Videos. They will be using the Village as a sample video for their portfolio. This is being done at no cost to the BIA.

We will be advertising in the Christmas edition of the Dog Friendly Business Guide. This is a low-cost activity, but the spring version seemed to get us some traction.

Calling Crow (Amanda) has been providing marketing support, especially for design and print work. It makes good sense for us to leverage this local resource so we will likely do more going forward.

### Events Update

Carrie reported on Brittany's behalf.

Walktoberfest is underway. Initial responses are positive.

Pumpkin Parade planning is well underway. Dates are set for Friday October 29<sup>th</sup> and Saturday October 30<sup>th</sup>. We are sourcing 500 pumpkins from John's Nursery, and they will be available to be picked up at no cost from Block 3 and Stone Crock. Specific details will be circulated closer to the event. The Optimist Club will be helping us to stage this event. They will also organize a treat table for the kids.

#### **Action required:**

**Carrie** to investigate and communicate a Covid safety plan so we can execute this safely and provide information to participants.

Sparkles plans are still a little up in the air but as we get closer more and more activities are being confirmed.

#### Jazz Festival

Those that attended had positive feedback but there is much to learn from this event.

#### **Action required:**

**Carrie and Jenna** to organize a debrief with Neruda Arts – either with the Township staff or as a BIA group.

### Bike Racks

Graham has sourced and priced bike racks for the Village. We have deferred this purchase until next year's budget. However, if there are excess funds available once we have completed the budget summary, we may be able to move forward with these sooner.

#### **Action required:**

**Bob and Graham** to advise if there are available funds.

### Walking Tour Launch

Many Board members have had the opportunity to participate in the test run of this initiative. It is in the final stages of fine tuning and ready to launch. We will promote this on our website and link to Juanita's where the tours can be booked. The plan is to launch on the 14<sup>th</sup> / 17<sup>th</sup> of October with Tours running on Thursdays and Sundays. We are also providing additional marketing support.

### Timing of Meetings

We are currently experiencing lower turnout for our Board meeting than we have in the past.

The question has been raised about the timing of the meetings. If the 4:00pm time is inconvenient for many, we could change it given the flexibility of our on-line system.

The general discussion seemed to indicate the time is working for most people.

**Action required:**

**Bob** to poll the board members to see if an alternate time would work better.

Social Gathering

It was suggested we should organize a social gathering for the Board as we have been unable to meet in person for a long time. It appears we will continue to meet online for the foreseeable future. This is meant to be an informal gathering with no official agenda.

**Action required:**

**Carrie** to circulate potential dates and location.

Other Business

Councilor Redekop informed the Board that two of the three senior management positions at the Township have been filled. Denis Aldous (formerly the deputy chief) is the new fire Chief. Jeff Smith (formally the deputy clerk) is the new Clerk.

A new business has been established in the Village – Hotel 52 is now operating above Cellar 52.

The space beneath Magnolia's has been leased to a business that will be selling gemstones and jewelry.

**5. Next Meeting**

Tuesday November 2, 2021, 4:00 pm - Location – Online.