

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

Tuesday, September 7, 2021

4:00 p.m.

On-Line – Google Meet

Present: Edward Denyer, Graham Spence, Nick Benninger, Michael Palmer, Brittany Burgess, Bob Wilbur, Jenna Morris - Township of Woolwich, Fred Redekop - Township of Woolwich

Guests: Terry Gibson – The Tasting House, Jeremy Vink – Township of Woolwich Planning, Kristen Curfaro - Township of Woolwich – Bylaw Enforcement

Absent: Craig Miller, Mike Good, Phil Hipkiss, Leslie Kay - Social Media Manager, Carrie Briscoe - BIA Co-ordinator

**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**

August 3, 2021 Board Meeting

Moved by Bob Wilbur

Seconded by Mike Palmer

That the St. Jacobs BIA Board of Management approves the minutes of August 3rd 2021, as circulated

....Carried

**4. New Business**

Introduction of guest and new BIA member Terry Gibson from the Tasting House

As this is the first meeting that Terry has attended he introduced himself to the Board and provided an overview of the Tasting House – a new business in the Village of St. Jacobs.

### Market Development Plans

Jeremy Vink representing the Planning Department at the Township of Woolwich provided the Board with an overview of the planned development at the Market. This will include significant office space and additional retail, restaurants and related services to support the area.

A concern raised by the Board is the increase in traffic, which will come with the expansion. Traffic is already a significant issue on many days. There are no plans to improve traffic flow in the area, which could have a negative effect on the businesses in the Village.

The Township has approved the plan but it is awaiting approval from the Region.

### Noise Bylaw

Kristen Cufaro a Bylaw Enforcement Officer with the Township of Woolwich joined the meeting to provide some information regarding Noise bylaw infractions in the Village. She reported that there has been a significant increase in the number of noise complaints over the past year. She recognized that this is likely due to more outdoor activity around the businesses than we have had in the past. Although the current bylaw is strict she does try to work with both residents (who complain) and the businesses that are violating the bylaw in order to come a resolution.

She let us know that they have started the process to update the bylaw as the current version is very old and out of date. She will ensure that our BIA Board has an opportunity to provide input to the process as it develops.

She also let us know that there is a process to apply for exemptions to the bylaw if businesses are planning special events. This is the process we should use for now in order to continue with outdoor activity and comply with the bylaw.

### Beautification Update

Bob reported in Phil's behalf.

The fall décor has been ordered and will replace the summer flowers later in September.

### Marketing Update

Mike Palmer proved an update of on-going marketing activities.

Our new promo video has been getting some good "buzz" on social media. Explore Waterloo Region is also creating a video to promote the Village.

Our two new murals are now complete – on the Living Fresh and Cellar 52 buildings.

We have been nominated as the Best Local Tourist Attraction in the Region. We will be using this as a promo opportunity on social media.

Explore Waterloo Region has created a St. Jacobs Passport which invites people to come to the Village and take advantage of special offers from participating businesses.

### Events Update

Brittany reported that the events committee is finalizing plans for the first of a few fall events. The Walktoberfest event will take place during the Oktoberfest dates. Prizes have been donated from a few member businesses including Block 3, Spoil the Dog and Stone Crock.

Plan are well underway for the Pumpkin Parade but things are still tentative for Sparkles given the public health concerns. We will know more as we progress through the fall.

### Garbage and Business Hours

We have received an email from one of our BIA members concerning bags of garbage being left on the sidewalks days in advance of pick up. It seems residents –not businesses - are doing this and the BIA has neither jurisdiction nor means of communicating with them as a group.

As well, the same member raised concerns about the hours being kept by some other businesses in he Village. This is having a negative impact on visitors who find business closed early or all day on certain days. After some discussion the Board felt that this was not the right time to try and address this issue as many businesses are under extreme stress just trying to survive the current situation.

### Public Space Development

The development of space beside the library continues to move forward.

We have been notified that our grant application has been successful, so we will be receiving funds to move forward and complete this project. We are working closely with Township staff to make this happen and they have assigned a project manager to help with the details and the construction needs.

This public space has no official name so the Township staff has asked us to consider potential names and /or how we would like to dedicate it. Some allocation for appropriate signage is in the plan.

### New Associate Member

We received an application for associate membership to the BIA from The Blue Bruce a Bed and Breakfast / Wedding venue on Three Bridges Road run by Kevin and Pam Kraemer. They have expressed interest in a stronger connection with the BIA.

Moved by Bob Wilbur

Seconded by Nick Benninger

that the St. Jacobs BIA Board of Management approves The Blue Bruce as an associate member for the coming year.

....Carried

### Other Business

Councilor Redekop informed the Board that three senior management positions at the Township are vacant. There will be a focus on recruiting and replacement so some service areas may be slower in responding until this situation is resolved.

**5. Next Meeting**

Tuesday October 5, 2021, 4:00 pm - Location – Online.