

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

Tuesday, November 7,
2023, 8:30am
Location - Online

Present: Michael Palmer, Nick Benninger, Dan Vandermolen, Brittany Burgess, Craig Miller, Phil Hipkiss, Charise Bauman, Kelly Wilcox, Edward Denyer, Derek Hughes, Eric Schwindt - Council Ward 2, Erin Schmidt - Program Manager, Amanda Palmer – Marketing & Event Manager, Leslie Kay
Absent: Graham Spence

1. Call Meeting to Order (8:32am) Erin called the meeting to order.

2. Approval of the Agenda

Moved by Mike
Seconded by Craig

That the agenda be approved as circulated

....Carried

3. Approval of the Minutes

October 3, 2023 Board Meeting

Moved by Mike
Seconded by Nick

That the St. Jacobs BIA Board of Management approves the minutes of October 3, 2023, as circulated

....Carried

4. New Business

Land Acknowledgement

Erin read the Land Acknowledgement as presented to the BIA by the Township of Woolwich at the March 1st board meeting.

Board Election Update

Nick welcomed our newest board member Charise Bauman, from Thatch and Fringe. Nick updated the board with Fat Sparrow developments. Fat Sparrow has been sold and Nick's employment has been terminated. Nick will see the BIA until the end of December and we will need to fill another board seat in the new year.

The Board thanked Nick for Chairing the BIA for the last few years and all his hard work and contributions toward the village.

Board election will take place in January. A new board member will be brought on and then an executive will be elected after all seats are filled.

Budget Update

Erin gave an update on the budget. An updated budget has been circulated and everything is on target. Staff bonus will be presented at the next meeting.

Beautification Update

Phil - No updates.

Mike asked about the rink installation. The Township of Woolwich will help with the initial build - likely in December. There is a local volunteer group that will help run the rink. Looking at signage directing people to the village. Erin to provide more information on sponsorship possibilities once she speaks with Township

Events

Brittany gave update on Events

Pumpkin Parade

Was wildly successful. Busiest one to date. Modifications to be made next year to help with crowds and timing. Foot traffic was huge.

Ed - EcoCafe was a "gangbusters busy" day and ranked alongside a Sparkles day/Harry Potter day. Jess did cookie decorating and lots of positive comments.

Leslie - Online interest has grown to Sparkle's size.

Dan - thought it was great - sales not up for Change but engagement was great. Carving station was a big hit and we should expand on that next year.

Craig - main street was packed. Exclusive sales not up but it's about building community. Lots of trick or treating.

Sparkles

Erin and Dan have organized Tree purchases - 40+ trees and lights ordered.

Sparkles - all microgrants music and events have been used.

Amanda is working on the daily events map and updating the website daily.

Marketing

Banners have been sent to Simon and will be installed soon for Sparkles.

Sparkles social media giveaway on the go to generate more interest.

Explore Waterloo referrals from destinationstjacobs.ca not performing as expected/we would have liked.

Community Engagement

Dan gave an update on Community Engagement. Posters delivered throughout town and outside of town. Most seem quite happy.

Would like to do a postcard size info package with education on BIA and how to get in touch with us.

Planning Session Update

Erin - Strategy session - RTO4 - Tristan is looking into a facilitator for us to give us some options. Goals for the BIA and planning with a focus on goals. Will follow up over the next few months.

2024 Meeting Schedule

Erin suggested we move to in person meetings each month again. Timing is not working great in the AM for everyone.

Charise - flexible, just needs to be booked in advance

Craig suggested a survey for the group.

Erin to send a group survey and find some options for in person meeting for next year.

New Business

No new business.

5. Next Meeting

December 5, 2023 4pm - In Person @ Quarry

6. Meeting Adjourned

9:22AM

Mike Palmer motioned to adjourn.

Craig seconded.