

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

Tuesday, October 3, 2023

8:30am

Location - Online

Present: Michael Palmer, Nick Benninger, Dan Vandermolen, Brittany Burgess, Derek Hughes, Eric Schwindt - Council Ward 2, Amanda Palmer – Marketing & Event Manager, Craig Miller, Phil Hipkiss

Absent: Leslie Kay, Edward Denyer, Graham Spence

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

2. Approval of the Agenda

Moved by Mike Palmer

Seconded by Craig Miller

That the agenda be approved as circulated

....Carried

3. Approval of the Minutes

September 12, 2023 Board Meeting

Moved by Dan Vandermolen

Seconded by Craig Miller

That the St. Jacobs BIA Board of Management approves the minutes of September 12, 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.

Budget Update

Erin gave an update on the budget. An updated budget has been circulated. Lot of expenses are expected over the next two months between Halloween and Sparkles.

Beautification Update

Erin had a request from James Mitchell who contacted her with a proposal to employ residents of the Ukrainian Guest House (Jakobstettle) for winter snow removal through his company with the BIA/business to fund. Discussion regarding liability - will this be covered by Mitchell. Erin to follow up with Mitchell and details to be provided to board.

Erin - Fall Cornstalks up this week.

Events

Brittany updated on Events. We are underway with Pumpkin Parade planning. A Subcommittee for Sparkles was formed for fine detailed planning and micro grant management.

Erin also gave an update - good engagement for microgrants so far.

Marketing

Mike gave an update on Marketing. Sign boards in town at 3 Sisters and Fat Sparrow are operational now and new posters up. Website is being updated to promote upcoming Pumpkin Parade and Sparkles events. Mike also showed concepts for the Explore Waterloo partner meta campaign project to the board.

Board Vacancy Election

Erin presented the applicant process for voting.

Board discussed how we provide feedback to applicants as we want to make sure we keep all applicants engaged in the BIA going forward.

Nick - spoke about this being a very difficult decision and both candidates have very different but beneficial strengths to bring to the board.

Eric - asked if the size of the board set or is there an option to expand the board and keep both applicants? Erin checked the bylaw and it states that there is a minimum of 6 members including one member of council and a maximum of 10 including one member of council. No option currently available to keep both applicants.

Following the vote, a motion was put forward:

Moved by Mike Palmer

Seconded by Craig Miller

That the St. Jacobs BIA Board of Management approves Charise Bauman as a member of the Board.

....Carried

Nick will reach out to both candidates to let them know the results.

Planning Session Proposal

Dan has a rough draft of a long term plan for the village and would like to have a more formal planning session and put in writing what our vision is. Collect RTO4 pieces/Explore Waterloo/Partnerships and outline a 1 year/2 year/5 year plan. Asking to put some planning time aside early February.

Nick - in agreement that we should be talking about this. There is work being done by RTO4 and the Township that we need to consider before these meetings. We should invite someone in to assist in this process. RTO4 has a Marketing agency (Decision Point) working on Regenerative tourism.

Derek - RTO4 is presenting the initial community findings and Derek will see if we can join the meeting.

Nick - Staff and several board members did contribute to these vision meetings.

Erin to talk to Tristan from RTO4 - to see if she can guide and help us

Amanda - We should also add in to talk to other BIAs as well before these planning meetings -

Erin will engage Paris and Elora BIAs - Fall if possible.

Erin - will keep on agenda for next month and aim to have RTO4 facilitate an initial planning meeting in February if possible.

Art Mural on Shed

Erin - The BIA is offering EDSS Art Students with Youth Involvement grant support from RTO4 involved with a mural on new shed doors.

New Business

No new business.

5. Next Meeting

November 7, 2023 8:30am - Online

6. Meeting Adjourned

9:22AM

Mike Palmer motioned to adjourn.

Dan Vandermolten seconded.