

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

Tuesday, September 12, 2023

4 p.m.

Location - Quarry

Present: Michael Palmer, Nick Benninger, Graham Spence, Dan Vandermolen, Edward Denyer, Brittany Burgess, Derek Hughes, Eric Schwindt - Council Ward 2, Amanda Palmer – Marketing & Event Manager

Absent: Erin Schmidt – Program Manager, Leslie Kay, Craig Miller, Phil Hipkiss

1. Call Meeting to Order (4:07pm) Nick Benninger called the meeting to order.

2. Approval of the Agenda

Moved by Graham Spence

Seconded by Edward Denyer

That the agenda be approved as circulated

....Carried

3. Approval of the Minutes

August 1, 2023 Board Meeting

Moved by Dan Vandermolen

Seconded by Graham Spence

That the St. Jacobs BIA Board of Management approves the minutes of August 1, 2023, as circulated

....Carried

4. New Business

Land Acknowledgement

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

Budget Update

Graham gave an update on the budget. Committee heads received and approved budget updates. Budget is on track, will have the bulk of payments heading into October and November with Sparkles. Second installment levy received from the Township, grant for washrooms received from the Township and Sparkles grant from Experience Ontario incoming.

Beautification Update

Graham gave an update in lieu of Phil. Flowers to be removed at the end of September and Corn stalks installed early October.

Events

Amanda gave an update on Events.

Walktoberfest - online effort this year and uptake was slow, similar to last year. Suggest to either update the event or discontinue. Will review in the Event meeting in December to decide - Amanda to invite Graham.

Conversation around how Elora has more township support and funding surrounding events and transport in general. St. Jacobs BIA to start long term planning and meet with other BIAs to info share in 2024.

Pumpkin Parade - some interest in the microgrants. Pumpkin Pick up is October 11. Optimist Club will be handing out candy as usual.

Sparkles - Carollers have been booked and the Optimist club is on board for Santa on Sundays. Sundays to be more family/locals oriented. Not a lot of engagement yet from the Village shops.

Marketing

Mike gave an update on Marketing.

Explore Waterloo update on combined St. Jacobs promotion. Mike has volunteered his time on behalf of the BIA as an in kind donation and the Market has matched our contribution. Explore Waterloo will double both contributions and will be running a large Fall/Winter Meta campaign to promote Harvest Hoedown (Market), Pumpkin Parade (Village), Sip and Shop (Market), Sparkles (Village).

Second run of bag stuffers for Sparkles will be dropped off tomorrow.

Member Engagement Update

Dan gave a quick update on Engagement. Business reduced hours and shops closed, a continuing complaint by both tourists and other shops. This will be a standing item as we get into Long Term Planning to talk about.

Nick spoke about increasing member engagement outside of the downtown core.

Board Vacancy

Amanda gave an update on the board vacancy. There is one applicant and one more applicant coming in this week that we are aware of. Amanda will send around applicants once received. Voting will take place at the next board meeting.

Building Maintenance

Brittany spoke about some of the buildings in town looking run down and holiday decorations are not being rotated. Suggested that we create a code of conduct and engage the landlords.

These issues merge with hours and closures as well. Will be part of the BIA exchange and long term planning to learn how other BIAs handle this.

New Business

No new business.

Scarecrow Social to follow directly after meeting at 6pm.

5. Next Meeting

October 3, 2023 8:30am - Online

6. Meeting Adjourned

5:43

Mike motioned to adjourn.

Nick seconded.