

ST. JACOBS BUSINESS IMPROVEMENT AREA GENERAL MEETING OF THE MEMBERSHIP MINUTES

Tuesday, January 19th, 2021
6:00 p.m.
On-Line
Google Meet

Call Meeting to Order (6:05 p.m.)

Board Chair Edward Denyer called the meeting to order by welcoming everyone in attendance and reviewing the agenda. Mike Palmer reviewed some housekeeping details including muting microphones when not speaking and using the chat function or the raise hand function for asking questions, as well as letting attendees know that the session was being recorded.

Agenda Section	Presenter
Welcome Introduction of the Board	Edward Denyer
Greetings from the Township	Fred Redekop
Introduction of the Board & Welcome new businesses and associate members	Edward Denyer
Area focus – 2020 activities and 2021 plans:	
Administration	Edward Denyer
Beautification & Maintenance	Phil Hipkiss
Marketing	Mike Palmer
Events	Brittany Burgess
Budget Report - 2020 wrap-up and 2021 proposal	Bob Wilbur
Question and Answer / Open Discussion	Mike Palmer
Conclusion and wrap up	Edward Denyer

Greetings from Council

Councilor Fred Redekop relayed greetings on behalf of Township Council. He commented on the challenges of the past year and thanked the Board for being flexible and resilient in the face of these challenges. He also let the membership know that the Township is aware of some of the issues facing the Village, such as public washrooms, and they will continue to work with the Board to seek solutions.

Introduction Board of Management

Edward introduced the Board of Management to the general membership, as follows:

1. Edward Denyer, Eco Coffee - Chair
2. Craig Miller, Xclusive Elements – Vice Chair
3. Bob Wilbur, Strategic Perspectives – Secretary and Acting Treasurer
4. Brittany Burgess, La Crème – Board member and Lead for the Events Sub Committee
5. Michael Palmer, Quarry – Board member and Lead for the Marketing Sub Committee
6. Phil Hipkiss, Block Three Brewing Co. - Board member and Lead for the Beautification and Maintenance Sub Committee
7. Mike Good, Good's Garage – Board member
8. Nick Benninger, Fat Sparrow Group – Board member
9. Fred Redekop, Councilor Woolwich Township – Board member

Edward let the membership know that we have one vacant position on the Board and anyone interested in joining should put their name forward.

Edward also introduced the Support Staff for the Board:

Carrie Briscoe – Co-ordinator

Leslie Kay – Social Media Manager

Introduction of New Businesses

On behalf of the Board Edward welcomed the new businesses that joined the community over the past year:

- Fog Off Clothing Co.
- Those Pizza Guys
- Three Sisters Cultural Centre
- Cellar 52 (new ownership)

Introduction of Associate Members

We now have a process for businesses outside the BIA catchment area to play a role in mutually beneficial events and strategies that affect the Village. We established an associate member status for such businesses.

Associate members for 2021 include:

- St. James Lutheran Church
- St. Jacobs Country Gardens
- Waterloo Central Railway
- Mennonite Story
- St. Jacobs Quilt company
- St. Jacobs Quilt & Fibre Art Festival
- Courtyard Waterloo St. Jacobs
- Homewood Suites Hotel
- Chef Duff at RiverSong

Note of thanks to the community

Given the extraordinary challenges we faced as a BIA and as individual businesses Edward took a moment to extend thanks to the local community of St. Jacobs and surrounding area. Without the dedicated workers and patronage of the local customers it would have been difficult to survive. Everyone embraced the necessary changes with a good attitude and continued to support local businesses as we all adapted to the new reality. Thank you to the community on behalf of the Board and the BIA members.

Focus Area Reviews and Plans

Each of the leaders of the sub committees reviewed the activities from 2020 and plans for 2021. The content and details for each of these areas is contained in the copy of the presentation that can be found at this link:

https://static1.squarespace.com/static/5c083af789c17249e7eb8404/t/600b4b7b9390504faf3ab18d/1611352964164/StJacobs_BIA_AGM_2021.pdf

Administration – Edward Denyer
Beautification and Maintenance – Phil Hipkiss
Marketing – Michael Palmer
Events – Brittany Burgess

Budget Report – 2020 Wrap up & 2021 Proposal

Bob Wilbur provided a wrap up review of the 2020 budget & spend as well as a plan for the 2021 Budget. Details can be found in the presentation at this link:

https://static1.squarespace.com/static/5c083af789c17249e7eb8404/t/600b4b7b9390504faf3ab18d/1611352964164/StJacobs_BIA_AGM_2021.pdf

Budget Approval

Given there had been a review of all activities for 2021 Bob asked for approval and or objections to the 2021 budget as presented.

All were in favour. There were no objections.

Q & Q –Open Discussion

Mike Palmer facilitated an open question and answer session.

There was good engagement from the membership with many questions and discussion.

There was a specific area of concern raised about the speed of traffic though the Village. Many people have brought this to our attention as the safety of pedestrians, both locals and visitors, is of primary importance.

Phil reported that we have brought this to the attention of the Region, as King Street is a Regional road. The representative from the Region responded saying that based on their assessment they see no need for any action.

The Township is aware of the problem and is willing explore potential solutions with the BIA Board.

Adjournment

With no further business to discuss Edward declared the meeting adjourned.