

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

Tuesday, July 4, 2023

8:30 a.m.

Location - Online – GoogleMeet

Present: Michael Palmer, Nick Benninger, Graham Spence, Phil Hipkiss, Dan Vandermolen, Lea Riddle-Pitre, Craig Miller, Edward Denyer, Brittany Burgess, Jenna Morris - Township of Woolwich

Absent: Erin Schmidt – Program Manager, Amanda Palmer – Marketing & Event Manager

1. Call Meeting to Order (8:35 am) Nick Benninger called the meeting to order.

2. Approval of the Agenda

Moved by Michael Palmer

Seconded by Dan Vandermolen

That the agenda be approved as circulated

....Carried

3. Approval of the Minutes

June 3, 2023, Board Meeting

Moved by Michael Palmer

Seconded by Brittany Burgess

That the St. Jacobs BIA Board of Management approves the minutes of June 3, 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 and Nick spoke on increasing compensation for paid staff. It was voted to pass by all members present and voting. Increase will be retroactive to June 1, 2023. KPI to be advised after further discussion.

Beautification Update

Phil advised that everything was going to plan. The staining of benches, etc. is done. Flowers are in and were used specifically to support the pollinators. And we are in the beginning discussions regarding garbage structure in the village.

Events Update

Brittany gave an update on the village wide garage sale based on what feedback has come in so far. It was successful, we had a good turnout and 22 residents as well as retailers all participated.

Brittany gave an update on Christmas in July – July 22nd

Nick spoke about the Fat Sparrow Pride Event which went very well, with little pushback from the community.

Marketing

Mike provided updates on the Cycle into Summer initiative, the Kultrun Music Festival and a collaboration with Explore Waterloo Region. The BIA is working on a cross-promotional campaign with The St. Jacobs Farmer's Market for several events throughout the year.

A photographer has been retained to do some promotional shots, as well as cover village events.

Member Engagement

Dan is working on increasing member engagement. He's reaching out to the community as he can and is receiving some feedback from members.

A map has been distributed throughout the village by a member, with no BIA involvement. Some retailers were approached and asked to pay for advertising. The map is being looked into, and it has been noted that The Township of Woolwich had previously been developing a map. No further action outlined at this time.

New Business

Eric advised that 2 E-Vehicle charging stations have been approved for the village. Eric also asked for feedback on any events happening since the noise by-law was changed.

5. Next Meeting

August 1, 2023 8:30am - Location – Online (Google Meet)

6. Meeting Adjourned

Moved by Michael Palmer

Seconded by Dan Vandermolen