

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

Tuesday, April 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, Erin Schmidt – Program Manager, Amanda Palmer – Marketing & Event Manager, Jenna Morris - Township of Woolwich

Absent: Edward Denyer, Brittany Burgess

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

2. Approval of the Agenda

Moved by Michael Palmer
Seconded by Graham Spence

That the agenda be approved as circulated

....Carried

3. Approval of the Minutes

March 7th, 2023, Board Meeting

Moved by Craig Miller
Seconded by Michael Palmer

That the St. Jacobs BIA Board of Management approves the minutes of March 7th, 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

Erin spoke on the Washroom Program – the 2-year contract with the Township has expired and we are working with Jenna to get that reapproved.

Erin noted that Associate Member Fees have already exceeded budget for the year.

Beautification Update

Erin advised that the flower program is continuing, and notifications and reminders are being sent to businesses.

Phil advised that the staining of benches, etc. is on track and will take place when the weather accommodates.

Events Update

Amanda spoke on the Easter and Cinco de Mayo events being planned.

Eco Café and Fat Sparrow group will each be hosting a Mariachi band.
Eco Café will be hosting a Taco Tuesday event.

June 24th Home Hardware will be hosting a community sidewalk/garage sale. Both businesses and local residents are encouraged to participate.

Erin spoke on additional initiatives involving the BT700 and Cycling into Summer programs that the village is involved in. Parking Passes have been given to the organizers for participants use in the village during the Event. Jenna to inquire on how many passes are being distributed, so as to estimate influx of visitors during the event.

Marketing

Mike provided updates on the SEO work Amanda has been doing to help regain our Google standing, the ongoing work with Westmount Signs for welcome signs, Sponsorship packages and ongoing talks with Explore Waterloo Region.

Erin spoke on the updated sponsorship packages being offered for Sparkles 2023. Information will be going out to potential sponsors soon. Additional outside sponsors (Telus, etc) are being considered for the event.

Grant Updates

Erin spoke on the use of the Tourism Relief Funds grant, progress of the storage shed and ice-skating rink and updates on purchases made for Sparkles.

Erin is working on a fund matching grant with RT04 for photography/videography.

New Business

There was no new business presented.

5. Next Meeting

May 2nd, 2023 8:30am - Location – Online (Google Meet)

6. Meeting Adjourned

Mike motioned to adjourn.
Graham seconded.