

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

Tuesday, April 6, 2021

4:00 p.m.

On-Line – Google Meet

Present: Edward Denyer, Michael Palmer, Phil Hipkiss, Brittany Burgess, Nick Benninger,
Craig Miller, Bob Wilbur, Graham Spence, Carrie Briscoe – BIA Co-ordinator,
Leslie Kay, Social Media Manager
Regrets: Mike Good, Fred Redekop - Township of Woolwich, Jenna Morris - Township of Woolwich
Guest: Chloe Good

1. Call Meeting to Order (4:05 PM) Edward Denyer called the meeting to order.

2. Approval of the Agenda

Moved by Bob Wilbur

Seconded by Mike Palmer

That the agenda be approved as revised

....Carried

3. Approval of the Minutes

March 2, 2021 Board Meeting

Moved by Bob Wilbur

Seconded by Mike Palmer

That the St. Jacobs Board of Management approves the minutes of March 2, 2021,
as circulated

....Carried

4. New Business

Revised Budget Update

Bob reported that our 2021 revised budget that had been circulated to and approved by the Board was also circulated to the membership. No objections or concerns were raised so it has been sent to Council for approval.

Action required:

Jenna to advise the Board when the revised budget gets approved.

Beautification & Maintenance Update

Phil brought us up to date on spring beautification planning:

- a. Flower baskets have been ordered from St. Jacobs Country Gardens. We are in the last year of a three-year contract. We have started the conversation about getting a new three-year contract in place.
- b. Arrangements have been made to get the benches and garbage containers stained like we did last spring.
- c. Renovations on the proposed public bathroom are now complete. Signs are in development and should be completed and put up by the end of this week. There have been some delays in getting the lease signed. The Township has made considerable changes to the original lease agreement. Phil and Bob are meeting with the Township on Friday and hope to get the final details resolved at that time. Once we get the lease signed we can open the washroom to the public.
- d. The next Mural is progressing for the side of the building that Rumba is in. A design has been proposed and approved. We can move forward once payment has been made.
- e. The Community Space beside the Library has run into some complications. We have applied for a grant, which included a letter of support from the Township. We have also have been in discussion with local businesses to get their help and a plan finalized. However, we also heard from the Township that they will not allow us to move this project forward. They said it has not been considered in their overall Master Plan and until it is we are on hold.
- f. Phil brought forward an idea that could result in an additional public washroom facility for the Village. He advised the Board that the group that owns the building with A Gift to Remember in it will be doing some renovations to accommodate a new tenant at the back. Part of this will include a washroom and it could be easily adapted to make it accessible to the public if the Board is interested in cost sharing some of the renovations. There would also be some incremental costs for stocking and maintenance but we could leverage our existing supplier and processes to keep the costs manageable. The Board expressed interest in this idea as it would be desirable to have an alternate facility given our only public washroom is a single toilet.

Action required:

Phil to develop a detailed cost estimate for this proposed public washroom and submit for consideration by the Board.

Marketing Update

Signs – Mike reported that signs for the public washroom are in development and should be ready to installed by the end of this week. There will be one larger sign at the washroom itself and a few smaller ones throughout the village directing people. The design for the sign outside ScotiaBank has been sent on to the Township for production. A proposal (design and cost) for the sign at the Market / Hotel site has been submitted to Naushad (General Manager) for consideration.

Banners – Mike said that some of the Banner on the poles etc. throughout the Village are in need of repair.

Action required:

Mike, Carrie and Phil to take an inventory of how many need to be repaired or replaced and then contact the supplier.

Tote Bags – arrangements have been made to start selling the Village re-usable Tote Bags in some of the Village shops. These have been put in place on consignment with the proceeds coming back to the BIA to help support activities for the Village.

Village Entrance Signs – there is a need for more letters used for messaging on the signs. We are limited in what we can say as we don't have enough letters and / or symbols.

Action required:

Mike to investigate cost and suppliers in order expand our supply.

Stockyards Development

There is progress being made on the commercial development for the lands around the Stockyard and the Farmers Market. This is a major expansion of commercial activity and will have a significant impact on the Village of St. Jacobs. We need to be consulted in whatever happens here and be in a position to voice our support and/or our concerns.

Action required:

Bob to connect with Jenna to determine how we can be involved in future discussions.

Walking Tours

Carrie reported that we have received from RT04 to help get this initiative off the ground. We have also directed some of the addition funds in our revised budget toward content development. So we are moving forward with this initiative. Edward has signed an MOU with Juanita (Stroll) on behalf of the BIA and we hope to have this up and running in the summer. It will be a valuable addition the portfolio of activities here in the Village.

NOTE: Juanita is looking for contacts who are knowledgeable about the history of the Village. If you know someone who could be helpful, please let Carrie know.

New Businesses in the Village

WE have three new businesses starting up in the Village:

Fudge Sakes – a small candy shop beside Tea, Earth and Sky, Living Fresh – a flower shop beside Rumba and Change Lifestyle and Apparel shop between Quarry and Block3.

5. Next Meeting

Tuesday May 4th, 2021, 4:00 pm - Location - on-line.