

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

Tuesday, Aug 2, 2022

8:30 a.m.

On-Line – Google Meet

Present: Bob Wilbur, Phil Hipkiss, Graham Spence, Nick Benninger, Michael Palmer, Dan Vandermolen, Erin Schmidt - BIA Coordinator, Jenna Morris - Township of Woolwich, Leslie Kay - Social Media Manager

Guests: Isabel Cisterna – Kultrun Market

Absent: Edward Denyer, Fred Redekop - Township of Woolwich, Brittany Burgess, Craig Miller

1. Call Meeting to Order (8:34 am) Bob Wilbur called the meeting to order.

2. Approval of the Agenda

Moved by Bob Wilbur

Seconded by Michael Palmer

That the agenda be approved as circulated

....Carried

3. Approval of the Minutes

July 5th, 2022, Board Meeting

Moved by Bob Wilbur

Seconded by Dan Vandermolen

That the St. Jacobs BIA Board of Management approves the minutes of July 5th, 2022, as circulated

....Carried

4. New Business

Land Acknowledgement

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

Budget Update

Erin provided update with agenda. There were no questions or comments. Bob updated the group that the community space project is on budget.

Action required:

Erin to check in with Township and St Jacobs Country Gardens about annuals.

Beautification Update

Everything with beautification is processing as planned. Fall decorations need to be confirmed.

Action required:

Erin to check in with SJ Country Gardens on fall decorating.

Events Update

Walktoberfest will move away from the card stamping and prizes towards a group of events around a walking theme, including two member run events. This will include a sidewalk sale for retailers and a self-guided beverage tour. Pumpkin Parade planning is underway and will be run similar to last year with people picking up pumpkins and returning them to King street on Oct. 28/29. We will invite members to join us on Sept. 21st to build a scarecrow to decorate store fronts. For Sparkles, we have been informed that we will have some grant money available to expand the lighting. This is a matched grant so funding will depend on our budget. We are looking for an alternative to the Horse Trolleys as they are no longer operating.

Marketing

New banners went up last week. The icons from the banners will be used on the website and other marketing this fall. The Sparkles artwork is almost complete and will be used on the bag stuffer cards. A landing page will be created (jakobstettel.ca) that will be shared between the BIA and SJ Market to advertise events around the 170th anniversary and as a trial for this kind of collaboration. Marketing is also working on ad buys, Walktoberfest/Pumpkin Parade marketing and new photos of the village. Working with Explore Waterloo for photos. Township can also do photography for us.

Action required:

Erin to work with Jenna on list of photo locations in the village.

Leslie reported she launched the Sparkles event on social media and we have already had a very good response. We have determined that a banner across King Street is going to be both expensive and challenging with engineering work and liability. Looking at alternative locations for banners to advertise our sponsors and Sparkles. For example, we could temporarily remove a few of the new banners and replace them with these over the fall months. Mike gave a budget update and we will be using some funds not required for contests to bring on a contractor to help with web development and other marketing tasks.

Member / Community Engagement

Dan updated us on his efforts to connect with other business members as time permits. The open house series is continuing throughout the summer.

Snow Removal Proposal

Phil proposed that the BIA look into how we could coordinate with our members to do a snow removal program. For running the administration of the program, the BIA would charge a fee. Idea to look into using same service as Zehr group and we should use a local provider if possible. The board had no objections to this program. Phil and Erin will work on the specifics and send out information to membership.

Kultrun Festival / Jazz Fest

Isabel updated the board on the Kultrun Festival that took place in July and provided feedback on running events in the village. This was the first year the event took place in St. Jacobs and she had positive feedback for how it went, as did members of the board who attended the festival. The next event will she is working on will the Jazz Festival in September. This is in the planning stages but will include music in the village.

Member Event Grants

9 of the 10 grants have now been awarded for events spanning over the summer and early fall.

Washroom Access Program

The washroom program now has 9 businesses participating. Signs are up at businesses and on the website and will be added to the waste bins.

Grants

Both the BIA and Township are working on the early stages of the grant received for the St. Jacobs brand audit and the Health Valley Trail pavilion. More information on these projects will be available at the next meeting.

Bike Friendly Program

Bike racks will start to go up this week. We will be putting out to businesses to participate in being a bike friendly community by being a Welcome Centre which is fairly simple – you need a toolkit, sign and current maps.

5. Next Meeting

Tuesday August 2nd, 2022, 8:30 am - Location – Online.