

St. Jacobs Business Improvement Area

Board of Management Meeting

Meeting Minutes

Tuesday, February 7, 2023

8:30 a.m.

Online – Google Meet

Present: Michael Palmer, Craig Miller, Nick Benninger, Graham Spence, Dan Vandermolen, Brittany Burgess, Eric Schwindt - Township of Woolwich, Erin Schmidt – Program Manager, Amanda Palmer – Marketing & Event Manager, Jenna Morris - Township of Woolwich, Leslie Kay - Social Media Manager

Guests: None

Absent: Edward Denyer, Phil Hipkiss,

1. Call Meeting to Order (8:30 am) Michael Palmer called the meeting to order.

2. Approval of the Agenda

Moved by Michael Palmer

Seconded by Craig Miller

That the agenda be approved as circulated

....Carried

3. Approval of the Minutes

January 10th, 2023, Board Meeting

Moved by Michael Palmer

Seconded by Craig Miller

That the St. Jacobs BIA Board of Management approves the minutes of January 10th, 2023, as circulated

....Carried

4. New Business

Land Acknowledgement

Erin read the Land Acknowledgement.

Board Election Process & AGM

All the current board members reapplied. There is one new member applied (Lea from Taste the 4th Sense). As a result, no general election is needed. Our next meeting is March 7, 4pm meeting at Quarry followed by the AGM at 6pm (at model railway). Erin will coordinate food/refreshments for AGM. Mike will send AGM template to board for content population

Budget Update

Erin has sent final 2022 budget for review (no changes required). Proposed 2023 budget has been distributed to board for review (to be presented at AGM)

Moved by Graham Spence
Seconded by Michael Palmer

that the St. Jacobs BIA Board of Management approves the 2023 Budget as circulated.

....Carried

Beautification Update

No updates this month.

Events Update

The BIA will be running a Family Day Weekend Fire and Ice event. This includes a micro grant program for 6 business to run small events. Events include public skating at St Jacobs arena.

Marketing

The marketing committee is currently supporting Family Day event with social, printed posters, website updates and entrance sign updates. Amanda working on further website updates and organization. Amanda & Leslie are working on social plan for the year. Amanda working in Canva Pro to get branding and templates established.

Grant Updates

Erin heard from Federal Government regarding grant for rink, but have not heard final details and amount awarded. May need to spend by end of March (but still waiting for details). Other grant for the Pavilion is almost complete pending final invoices. Pavilion is complete except for updated signage.

Ontario By Bike Updates

Working on certification with Ontario By Bike as business area. Will have signage for bike welcome centers (with easy repair kits). 1-day Ontario by Bike conference (Erin and Jenna attending), focus on building cycling tourism in the Village (March 2nd).

New Business

Dan had a customer come in to his store, they do building assessments on environmental impact. Would be interested in cost-effective (maybe free) to scan the Village to see where businesses are at with a baseline energy assessment/consumption. Contact Dan to learn more.

5. Next Meeting

Tuesday Mar. 7th, 2023 4:00 pm - Location – Quarry