

St. Jacobs Business Improvement Area

Board of Management Meeting

Meeting Minutes

Tuesday, January 10, 2023

4:00 p.m.

In-Person – Quarry (St. Jacobs)

Present: Edward Denyer, Michael Palmer, Craig Miller, Nick Benninger, Graham Spence, Erin Schmidt – Program Manager, Amanda Palmer – Marketing & Event Manager, Jenna Morris - Township of Woolwich, Leslie Kay - Social Media Manager

Guests: Sheena Naidoo – Musson Morneau LLP

Absent: Dan Vandermolen, Brittany Burgess, Phil Hipkiss, Eric Schwindt - Township of Woolwich

1. Call Meeting to Order (4:00 pm) Edward Denyer called the meeting to order.

2. Approval of the Agenda

Moved by Graham Spence

Seconded by Michael Palmer

That the agenda be approved as circulated

....Carried

3. Approval of the Minutes

December 6th, 2022, Board Meeting

Moved by Graham Spence

Seconded by Michael Palmer

That the St. Jacobs BIA Board of Management approves the minutes of December 6th, 2022, as circulated

....Carried

4. New Business

Land Acknowledgement

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

Staffing Update

As part of expanded admin roles, Erin will assume the role of BIA Program Manager (supporting general BIA initiatives, member communication, grants, partnerships, etc.) and Amanda Palmer will assume the role of BIA Marketing and Events Manager (supporting website, social, other marketing initiatives and event support). Personal email BIA addresses will be setup and the roles will be communicated to the membership. Board is in agreement to move forward.

Board Election Process

Jenna updated board on the election process planning. The township has mandated reapplication (for board), by Jan 27, she will send a link to Erin for distribution to board to apply. Staff from Township will create a process for general BIA membership to vote on the new board members. Entire process to be determined with a BIA/Township meeting on Jan 11, 2023. Final vote to be tallied and shared at AGM.

Annual General Meeting

Township needs to post the date for the AGM. The model railroad has offered to host (backup could be Block Three Brewing). Proposed date March 7, 2023 at 6pm (notice given by Feb 7, this is the 30-day notice).

Budget Update

A draft of the 2023 budget has been circulated to executive and committee heads for review. A version will be sent out to the board for review. Discussion about \$3000 for bench staining, will defer to discuss with Phil (Beautification lead). Planning to ask Township for an advance of funds for 2023 once budget is approved. Final 2022 budget circulated. Some final invoices coming in, but looks like approx. \$10,000-20,000 surplus related to the HST rebate from community space.

Beautification Update

No updates this month.

Events Update

Brittany not in attendance. Erin gave an update in her absence. Looks like BIA will receive the Federal Tourism Relief Grant for the outdoor rink and shed. Application was for \$100,000, but approved amount is not yet known. Original plan to have the rink located near Firehall, but exploring other options once we know more about final grant amount. Possibly looking for a Family Day event within the Village (info TBD).

Marketing

Overall marketing budget is looking similar to past years; retaining Leslie's services for social media management and digital ad buys. Leslie will work closely with Amanda (marketing manager) to coordinate activities throughout the year. New item for this year; photography of the Village. We receive many requests throughout the year for photos of the Village and we have very few. \$2000 allocated for seasonal photos. Photographer TBD. Working on new BIA signage near the new Bike Pavilion that will house BIA events and other information. Westmount Signs supporting the install. Continued website updates, removing out of date businesses, store hours, covid protocols, etc.

Grant Updates

Bike pavilion is complete except for kiosk signage. See above, re: Skating Rink grant (info TBD)
Location discussion; fire hall or Fat Sparrow parking lot. Rink costs were roughly \$30,000 but didn't include refrigeration unit.

Economic Development Round Table

Federal government meeting looking to take place in the village. Erin will update once more is known.

New Business

Craig; had Amy Thompson (from Elmira, from WMHA) reach out; Feb 3-5 there is a Woolwich Minor Hockey tournament in the area and they wondering if they could ask BIA business to contribute to gift bags. Erin will include this in the weekly email to membership.

5. Next Meeting

Tuesday Feb. 7th, 2023 8:30am - Location – Online (Google Meet)