

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

Tuesday, July 5, 2022

4:00 p.m.

In-Person – Block Three Brewing

Present: Edward Denyer, Bob Wilbur, Graham Spence, Nick Benninger, Craig Miller, Michael Palmer, Dan Vandermolen, Fred Redekop - Township of Woolwich, Erin Schmidt - BIA Coordinator, Jenna Morris - Township of Woolwich, Leslie Kay - Social Media Manager

Guests: Jasmine Nanda – Township of Woolwich

Absent: Brittany Burgess, Phil Hipkiss

1. Call Meeting to Order (4:07 pm) Edward Denyer called the meeting to order.

2. Approval of the Agenda

Moved by Bob Wilbur

Seconded by Graham Spence

That the agenda be approved as circulated

....Carried

3. Approval of the Minutes

June 7th, 2022, Board Meeting

Moved by Bob Wilbur

Seconded by Mike Palmer

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

Budget update sent to board with agenda and to committee heads for review. Expenses are on track to increase the second half of the year as there have been several invoices for the community space and other larger items such as bike racks.

Beautification Update

Sanding and re-staining of wood furnishings is in-progress. A new waste bin liner was replaced and we have a few more when others are needed. Community space project progressing well. Flowers to be added in July.

Events Update

Cycle Into Summer In St. Jacobs was on June 18th/19th. It was well attended by the BT-700 bike group. The afternoon events should be combined or changed in future years for better attendance. The bike routes created will be added to the website. Suggested that we consider at not having this on Father's Day weekend in the future.

Action required:

Erin to create biking page on website including bike routes around village.

Marketing

New banner design complete and should go up this month. Looking at some marketing around the new icons that will be rolled out on the banners. We will go ahead with Sparkles postcards even though we have very few sponsors right now. It will be a small run and we can add more later. Leslie updated on the Social Media Spotlight program. Many business owners preferred not to be photographed for the feature post, so will include store fronts instead. Looking into a 170th anniversary banner to put up over King St. No marketing needed for community space, the name will be selected by the township. A plaque will be included at the site, details to be determined.

Member / Community Engagement

Dan hosted first Open House with only one person attending. We will continue to try this for a few months and then evaluate to see if we want to continue. There are several businesses signed-up to do Open Houses in August.

Member Event Grants

Eight of the ten grants have now been awarded for events spanning over the summer and early fall. The first will be the Kultrun Festival from July 7-10.

Washroom Access Program

The washroom program started July 1st with 7 businesses participating. They are well spread out in the village. We will be doing a trial of the program until the end of the year. The public washroom is now locked and we are creating new signs that will direct visitors to our website for washroom information. Stores participating will also have washroom friendly decals in their windows.

RTO4 Grants

BIA receiving a grant from the RTO4 tourism relief fund to build a welcome structure at the Health Valley Trailhead. This project will be managed by the Township of Woolwich. Currently working on a tender that will go out soon and the project will be present to council in early August. Jenna

updated on the township's RTO4 grant that will bring in a consultant to do a brand audit on the St. Jacobs area (including village and market). This will provide a plan going forward the area in terms of branding, signage, etc. Both projects must be completed by end of the year.

Bike Friendly Program

18 bike racks and a bike repair station are on order and will be installed in the village this summer. More racks will be installed at the HVT structure when complete. This is the first step in the project to become a Ontario By Bike friendly business area. Discussion around closed section of trail by the new subdivision.

Action required:

Erin to contact Ann Roberts at township for an update on trail closure.

Associate Membership Application

An application was received from MCC Thrift & Gift in Elmira to become an associate member of the St. Jacobs BIA. Their membership would be free as a non-profit organization. They are looking to connect with more businesses in the Township of Woolwich.

Moved by Nick Benninger

Seconded by Graham Spence

that the St. Jacobs BIA Board of Management accepts Elmira MCC Thrift & Gift as an associate member.

....Carried

5. Next Meeting

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