

St. Jacobs Business Improvement Area

Board of Management Meeting

Meeting Minutes

Tuesday, June 6, 2023

4:00 p.m.

Location – In-person – Quarry

Present: Nick Benninger, Graham Spence, Craig Miller, Brittany Burgess, Edward Denyer, Eric Schwindt – Council Ward 2, Erin Schmidt – Program Manager, Jenna Deboer – Township of Woolwich, Tristin Vogel – RTO4, Charlotte Moore – RTO4, DJ Hanna - Resident

Absent: Michael Palmer, Phil Hipkiss, Dan Vandermolten, Lea Riddle-Pitre, Amanda Palmer – Marketing & Event Manager, Leslie Kay

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

2. Approval of the Agenda

Moved by Ed Denyer

Seconded by Graham Spence

That the agenda be approved as circulated

....Carried

3. Approval of the Minutes

May 2nd, 2023, Board Meeting

Moved by Graham Spence

Seconded by Brittany Burgess

That the St. Jacobs BIA Board of Management approves the minutes of May 2nd, 2023, as circulated

....Carried

4. New Business

Land Acknowledgement

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

RTO4 Resident Survey & Digital Excellence Centre – Tristin Vogel & Charlotte Moore

Charlotte presented on the Digital Excellence Centre, a free program available to tourism sector businesses within the St. Jacobs area through RTO4. See attached presentation for more details. Erin has done the first round of outreach to businesses who are eligible and will continue to work with RTO4 to recruit more businesses for the program. Tristin gave an updated on the St. Jacobs

project and the upcoming resident survey that will look to get more feedback from residents in the village including how they engage with visitor economy, understand sentiment towards visitor economy as a benchmark, residents current engagement with community/businesses, vision for tourism to harness community building. To be sent out in late June.

Budget Update

Erin sent out an updated budget summary and there was no feedback. There will be an updated budget circulated in the next month.

Beautification Update

Flowers are in the village and the woodwork staining is completed or in the works.

Events Update

Brittany updated us on upcoming events, including Butter Tart weekend (July 17/18), Village Sale on June 24th and Christmas in July. A steel drummer has been booked for the July event and we are looking for businesses to decorate and have themed promotions. The Cinco de Mayo event was a success and we have plans to continue with that in 2024. Will include more micro grants at events to get more business participation.

Marketing Update

Erin provided an update on marketing. New sign is up at Three Sisters that will be shared with the BIA. Sign at Fat Sparrow to go up shortly. Cycle Into Summer marketing promotion ride to take place June 10th at 2pm. Local residents participating to promote cycling in and around the village, along with Ontario By Bike Friendly Businesses. Marketing support for upcoming events is ongoing with everyone up and looking great on the website and social.

Township Updates

Jenna updated us on her upcoming maternity leave to start in late August. In anticipation of her leave, she is preparing the 2024 budget and will be looking for feedback. Her job has been posted and they are looking for people to apply. Township is working on pride stickers that businesses can put in their windows.

Butterfly Way Village Project

DJ Hanna, a local resident, presented information on her project that has made the Village of St. Jacobs a David Suzuki Foundation Butterfly Way Village. She is working on an event for June 19th to 24th which is pollinator week and would like to collaborate with the BIA to get businesses involved. Looking at how we can integrate education on the butterfly way project and impact of native plants, pollinators, etc. into more of what we do in the village.

New Business

n/a

5. Next Meeting

July 4, 2023 8:30am - Location – Online

6. Meeting Adjourned