

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

Tuesday, March 2, 2021

4:00 p.m.

On-Line – Google Meet

Present: Edward Denyer, Michael Palmer, Phil Hipkiss, Brittany Burgess, Nick Benninger, Mike Good, Craig Miller, Bob Wilbur, Graham Spence, Fred Redekop - Township of Woolwich, Carrie Briscoe – BIA Co-ordinator, Jenna Morris – Township of Woolwich, Leslie Kay, Social Media Manager

1. Call Meeting to Order (4:05 PM) Edward Denyer called the meeting to order.

2. Approval of the Agenda

Moved by Bob Wilbur

Seconded by Mike Palmer

That the agenda be approved as circulated

....Carried

3. Approval of the Minutes

February 2, 2021 Board Meeting

Moved by Bob Wilbur

Seconded by Mike Palmer

That the St. Jacobs Board of Management approves the minutes of February 2, 2021, as circulated

....Carried

4. New Business

Update from Council Meeting

Edward and Bob reported that our 2021 budget has been approved after their presentation to Council last Tuesday evening.

Action required:

Edward to request advance of first half of funds from Richard at the Township.

Treasurer Role

Edward informed the Board the Graham Spence has indicated an interest in taking on the role of Treasurer for the Board. Graham confirmed his interest and after a brief discussion all were in favour.

Action required:

Bob to work with Graham on the transition of files and details of the specific tasks involved.

Mike Palmer to ensure Graham has access to the files on the Drive.

Edward to contact the bank and ensure Graham has signing authority.

COVID Update

Carrie provided an update on Covid requirements for businesses now that we have moved into the Red Level of public health precautions.

Retail stores are required to passively screen customers – that means posting signage and having visitors self screen. She has been emailing information to the membership and will continue to update as new information becomes available.

Update on Signs

Farmers Market - Craig reported that he contacted Naushad (General Manager) of the Holiday Inn / Staybridge Suites. The sign in question is on their property. They are interested in working with us to get it fixed or replaced. Carrie got an initial estimate, which would require somewhere between \$3,880 and \$5,500 to replace it depending on the condition of the base. We would also need to consider design costs.

Action required:

Craig, Mike P and Carrie to work out a proposal for Naushad to consider and to determine how much of the cost they are willing to contribute. Additional supplier quotes will also need to be considered.

ScotiaBank – Suggestion for replacing a sign outside the bank were made: Directions to the Trailhead & Marble Quilt, Direction to the public washroom.

Action required:

Mike P and Carrie to propose solutions and provide design and cost options.

Update on Public Washroom

Phil reported that the renovations on the washroom were underway and are proceeding according to plans. The Township has agreed to provide \$10,000 in funding toward cleaning and supplies as well as enter into a three way lease in order that the washroom is covered under Township insurance.

We are expecting feedback on the lease from the Township this week and will work to finalize those details as soon as possible.

We are hoping to have this open for use by the first of April.

Sale of Tote Bags

Mike Palmer reported that we have a supply of approx. 500 of the tote bags we had made last summer. These are stored in our space at the Mill. We are planning to sell these through some BIA businesses. A suggestion was made to “pilot” this idea with some of the Board member businesses – Block3, Stone Crock, Xclusive Elements and Eco Café - to see what the demand might be. The proceeds from the sales will go toward BIA activity.

A suggestion was made to use this as an opportunity to test some on-line sales as well.

Action required:

Mike P and Carrie to facilitate the sales through the businesses.

Mike P, Edward, Jenna and Carrie to set up a trial for on-line sales.

Road Closures

Jenna and Brittany reported that closing King street for an event is a serious undertaking which requires co-ordination with the Region and the Ministry of Transportation.

After some discussion it was decided that given the current situation and unpredictability for events, we should not pursue this idea any further.

New Associate Member

Moved by Bob Wilbur

Seconded by Fred Redekop

that the St. Jacobs Board of Management approves Weber’s Fabricating as an associate member.

....Carried

University of Waterloo Survey

Carrie reported that we have received 80 completed surveys to date. We are extending the deadline by a couple of weeks in order to try and hit our target of 100. She reminded Board members to complete it, if they had not, and to circulate to our contacts to encourage participation.

5. Next Meeting

Tuesday April 6th, 2021, 4:00 pm - Location - on-line.