

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

Tuesday, November 1, 2022

8:30 a.m.

Online – Google Meet

Present: Edward Denyer, Bob Wilbur, Michael Palmer, Brittany Burgess, Craig Miller, Phil Hipkiss, Nick Benninger, Dan Vandermolten, Erin Schmidt - BIA Coordinator, Jenna Morris - Township of Woolwich, Leslie Kay - Social Media Manager, Eric Schwindt - Township of Woolwich

Guests: None

Absent: Graham Spence

**1. Call Meeting to Order (8:32 am)** 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**

October 4<sup>th</sup>, 2022, Board Meeting

Moved by Bob Wilbur

Seconded by Ed Denyer

That the St. Jacobs BIA Board of Management approves the minutes of October 4th, 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 1<sup>st</sup> board meeting.

### Budget Update

Erin provided a budget update with agenda. There were no questions or comments. A draft of the 2023 budget has been circulated to committee heads. Budget planning will continue over next few months with a plan to have it completed by January. Ed suggested that we included a 10% contingency in the budget. We will be receiving a payment for the community space grant between \$70k and 80k in November.

### Beautification Update

No updates this month.

### Events Update

Brittany updated the board on the plans for fall events. The Pumpkin Parade was well attended with people traveling throughout the village. We will need to purchase even more candy next year. We will review the event and look at some modification for next year, including how to include more events in the village.

Sparkles planning is well underway with new lighting going up, marquee letters, photo stand, along with carolers, burn barrels, hot chocolate stand, tree lighting ceremony and Santa. We are planning to have the grand opening for the new community space on Nov. 19<sup>th</sup> as well.

### Marketing

Mike updated us on the marketing committee's work. Working hard on marketing for Sparkles. Includes posters at old Farm & Pantry building, radio ads to start soon, posters at stores in the village, sponsorship signage that will go up listing event information, ads on social media. For social media we have 31k people who say they are interested in attending (last year we were at 20k). Amanda is working on articles with Narcity and other publications. Billboards are going up in GTA along with social media campaigns with Explore Waterloo to advertise Sparkles as part of the St. Jacobs 170<sup>th</sup> Jakobstettel events.

Mike connected with Plurl the brand audit consultant to review the branding in the village. They are also working with Leslie to get analytics from social media.

The village was awarded the 'Best Local Tourist Attraction' by the Record's Readers' Choice Awards!

### Member / Community Engagement

Dan delivered Sparkles posters to stores in the village and took the opportunity to touch base with businesses. Many are excited about Sparkles and are looking for information on the event that they can easily share with customers. We will create a map to hand out to businesses showing times and locations of events. Dan touched base with businesses who expressed concern about location of Pumpkin Parade. Board discussed strategies to reach out to businesses next year to increase participation in the event and how to encourage more businesses to volunteer and stay informed on how events are planned. Determined that any negative feedback directed to the BIA will be forwarded to the board chair and vice-chair to respond.

### Grant Updates

No updates this month.

### Board Election Process

The new board election process will begin in January. The AGM will take place in March.

### Associate Membership Application

An application was put forward by Josslin Insurance to join the BIA as an associate member. This business does not have a branch in St. Jacobs but is looking to be more active in local communities.

Moved by Dan Vandermolen

Seconded by Craig Miller

That the St. Jacobs BIA Board of Management approves Josslin Insurance as an associate member.

....Carried

### New Business

#### 5. **Next Meeting**

Tuesday Dec. 6<sup>th</sup>, 2022 8:30am - Location – On-line.