

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

Tuesday, Oct 4, 2022

4:00 p.m.

In-Person – Quarry

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

Guests: Andrea Graham, Maia Zeman – Cove Collective, Eric Schwindt – Community Member

Absent: Phil Hipkiss, Nick Benninger, Dan Vandermolen

1. Call Meeting to Order (4:03 pm) Edward Denyer called the meeting to order.

2. Approval of the Agenda

Moved by Bob Wilbur

Seconded by Fred Redekop

That the agenda be approved as circulated

....Carried

3. Approval of the Minutes

September 6th, 2022, Board Meeting

Moved by Bob Wilbur

Seconded by Mike Palmer

That the St. Jacobs BIA Board of Management approves the minutes of September 6th, 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

Erin provided a budget update with agenda. We are on track to spend allocated budget for the year.

Action Required

Erin to start 2023 draft budget and circulate to committee heads in order to start planning process for next year.

Beautification Update

Erin gave update on Phil's behalf. Committee decided not to go ahead with the snow removal program due to potential issues with liability. This will need to be investigated further if we want to pursue this program next year. Fall decorating has been completed by SJCGs.

Action Required

Erin & Jenna to coordinate on signs for public washrooms in the village. Suggestion to post information at the Post Office about washrooms and Mennonite story.

Events Update

Brittany updated the board on the plans for fall events.

Walktoberfest took place Sept. 24/25 with several member run events, drink tour and side walk sales. Drink tour will remain on website as ongoing attraction, with updates seasonally.

Pumpkin Parade will be Oct 28th / 29th from 6-8pm. Pumpkins will be picked up on Oct. 14th. Craig, Graham, Nick have offered to help. Brittany will get candy and bags that will be assembled and handed out by Optimist Club. Erin working with local community member to setup a kids station with colouring and other activities. Halloween movie to take place in big tent. Erin and Jenna working with Region and Township for parking space barricades and noise exemption permits. Exploring having a haunted house in village.

Action Required

Erin to arrange volunteers to put up / take down barricades and remove the tea lights from the pumpkins before they are recycled.

Sparkles will run Nov. 17-20, 24-27. Company has been booked for Oct. 24th to put up lighting in the village. We will be lighting up as many buildings as possible instead of trees. Board would like to do as much permanent lighting as possible. We will likely not be able to afford to do all the buildings on King St., but could do a multi-year lighting plan or propose a cost sharing arrangement with the building owners. We are still looking into several alternatives for Horse Trolleys. A local has a tractor and people mover may be interested.

Action Required

Erin to contact local about using their tractor and people mover. Need to look into whether they have the right insurance.

We are getting quotes on a holiday scene with head cuts out to make a photo station. Looking for alternative location for Santa. It was suggested that we look into Home Furniture store.

Action Required

Erin to contact Home Furniture / HH Corporate about sponsorship and location for Santa.

The Carolers and Firefighters are booked. Working on a plan for a tree lighting ceremony.

We will be gathering visitor data for Reconnect Grant report. Possibly get volunteers for a few days and/or as businesses to collect data. We are also running a micro grant for businesses to do music each day of Sparkles.

Marketing

Mike updated us on the marketing committee's work.

Pumpkin Parade posters are complete and will go out this week, includes some laminated for hydro poles. Working on a banner / signage to advertise Benjamin Tree Farms as sponsor at pumpkin pick up location. For Sparkles, the bag stuffer cards have been distributed. Posters complete and will go up this week, includes some laminated for hydro poles. Several Sparkles banners have gone up to temporarily replace ones in the village.

Action Required

Look at making logos on banners bigger next year. We will need high resolution images.

Working on banner for Fat Sparrow Platinum sponsorship. Social media campaign underway. Other advertising will include radio, working on setting that up. Explore Waterloo is advertising Sparkles to >40km visitors through Jakobstettel campaign. They will also be coming to Sparkles to take more photos.

Working on updating website village directory pages where there are a lot of things out of date. Mike proposed we look at doing on-demand print merchandizing as we can take online payments now. Looking for references for places that could do the printing. This will reduce need for inventory. Could ask Tim from Fog Off. Merchandize could also be sold in-person on Market days. This should be part of the 2023 budget planning.

Member / Community Engagement

BIA community and member social will be held tonight at 6pm. Looking at 2023 schedule and will continue to do these socials 3 to 4 times per year.

Grant Updates

HVT pavilion to start late October. More information to come next month.

Community Space

Bob updated us on the community space budget and wrap up. Looks like we will end up close to on budget. There are some complications with invoicing done through township that he is working to resolve and we have confirmed that we will get the HST rebate. We would like to do an announcement with the MP.

Action Required

Ed to talk to Tim Louis office to work on plan for announcement.

Board Election Process

Alex from the Township sent proposed process dates for new board recruitment that will take place early in the new year. Suggestion that we push out our AGM and budget to align with this process, which would be mid-March.

Action Required

Jenna to confirm how the budget works in conjunction with the timeline from council and timeline.

New Business

There were a few more updates from Township. There is still time to do the business retention survey. St Jacobs brand audit and wayfinding project is now underway. Clarity of Place RTO4 / UW workshops will be next week (Oct 11th / 12th). Encouraging as many people as possible to attend. Explore Waterloo Region is working on strategic plan, also with some focus on St. Jacobs. Meeting to take place on Nov. 8th. Taste the Countryside has started.

5. Next Meeting

Tuesday Nov. 1st, 2022 8:30am - Location – On-line.