

St. Jacobs Business Improvement Area

Board of Management Meeting

Meeting Minutes

Tuesday, Sept 6, 2022

8:30 a.m.

On-Line – Google Meet

Present: Edward Denyer, Bob Wilbur, Phil Hipkiss, Nick Benninger, Michael Palmer, Brittany Burgess, Craig Miller, Erin Schmidt - BIA Coordinator

Guests: Jasmine Nanda – Township of Woolwich, Maia Zeman – Cove Collective, Ross White – Model Railway

Absent: Graham Spence, Dan Vandermolen, Fred Redekop - Township of Woolwich, Jenna Morris - Township of Woolwich, Leslie Kay - Social Media Manager

1. Call Meeting to Order (8:35 am) Edward Denyer called the meeting to order.

2. Approval of the Agenda

Moved by Bob Wilbur

Seconded by Michael Palmer

That the agenda be approved as circulated

....Carried

3. Approval of the Minutes

August 2nd, 2022, Board Meeting

Moved by Bob Wilbur

Seconded by Edward Denyer

That the St. Jacobs BIA Board of Management approves the minutes of August 2nd, 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. There were no questions or comments.

Beautification Update

Phil updated the board on the snow removal program. We have interest from quite a few property owners in the village and are proceeding with quotes. Other beautification is progressing as planned.

Action Required

Phil will check in with St. Jacobs Country Gardens on the fall decorating plan.

Events Update

Brittany updated the board on the plans for fall events. Walktoberfest is on Sept. 24/25 and will include many options for walking the village, along with member run events. Pumpkin Parade will proceed similar to last year on Oct. 28/29. Sparkles planning is underway with good news that we were successful in getting a Reconnect grant that will allow us to do more lighting in the village. We are currently getting quotes. We are still looking for an alternative to the horse drawn carriages. Brittany has a lead on another one and is looking into it. Ed suggested we find another type of vehicle to pull a people mover style wagon.

Action Required

Craig will reach out to Mike Good about using the front room at the Mill for Santa during Sparkles.

On Sept. 21st we will be holding a Scarecrow social for businesses to build scarecrows that can be used to decorate for fall events.

Marketing

Sparkles cards are being printed this week and will be distributed. Social media campaign is underway and posters are ready to go up once we get closer. Also working on banners to temporarily replace a few in the village that will include the platinum and gold sponsors. Walktoberfest posters are ready and will go up later this week. We will also be doing a poster for Pumpkin Parade. The Jakobstettel website is up and going that will be used by Explore Waterloo. Explore Waterloo also provided us with some photos in the village we can use for marketing.

Member / Community Engagement

There will be a BIA member social on Oct. 4th at 6pm. Invitations to go out soon.

Grant Updates

The grant for the pavilion at the HVT is proceeding. We were able to get one contractor to quote on the project and will proceed with that design. Jasmine updated us that their grant is also progressing with a consultant being selected and work to take place this fall. Jasmine also let the board know that the BR&E survey is still live and that Taste The Countryside is happening in Oct. There will be a dinner to kick off the event. Invitation to be sent out in member email this week.

Community Space

The community space is now physically complete. Bob is working on finalizing the project costs. The grant will not cover the full HST amount for the project, there is a shortfall of around 8k not currently account for in the BIA budget. There are a few outstanding pieces to be done including a pad for bike racks, signage and solar lighting, but budget needs to be determined for those items. There may also be some ways to maximize the grant so that we have more funds, Bob will lead a group to look into this.

New Business

The municipal elections are this year and the board will also need to have elections. Bob will be leaving the board at the end of the year. Ed plans to stay in the village and remain on the board, but stepping down as Chair.

Action Required

Erin to talk to the township about what the process will be for the board elections.

Erin let the board know that Phase 3 of the village visioning project will be lead by RTO4 with UW and several consultant coming in Oct. and Nov. Invitations will go out shortly for the workshops.

5. Next Meeting

Tuesday October 4th, 2022 4pm - Location – In-person (Quarry).