

ST. JACOBS BUSINESS IMPROVEMENT AREA GENERAL MEETING OF THE MEMBERSHIP MINUTES

Tuesday, January 21st, 2020
6:00 p.m.
Block 3 Brewery
1430 King Street N. Unit 2, St. Jacobs

Call Meeting to Order (6:10 p.m.)

Board Chair Edward Denyer called the meeting to order by welcoming everyone in attendance and reviewing the agenda.

Section	Presenter
Welcome and Introduction of the Board	Edward Denyer
Greetings from the Township	Fred Redekop
Area focus – 2019 activities and 2020 plans:	
Administration	Edward Denyer
Beautification & Maintenance	Phil Hipkiss
Marketing	Mike Palmer
Events	Craig Miller
Budget Report - 2019 wrap-up and 2020 proposal	Bob Wilbur
Question and Answer / Open Discussion	Edward Denyer

Introduction Board of Management

Edward introduced the Board of Management to the general membership, as follows:

1. Edward Denyer, Eco Coffee - Chair
2. Craig Miller, Xclusive Elements – Vice Chair and Lead for the Events Sub Committee
3. Bob Wilbur, Strategic Perspectives – Secretary and Acting Treasurer
4. Brittany Burgess, La Crème – Board member
5. Michael Palmer, Quarry – Board member and Lead for the Marketing Sub Committee
6. Mike Good, Good's Garage – Board member and Lead for the Business Development Sub Committee
7. Phil Hipkiss, Block Three Brewing Co. - Board member and Lead for the Beautification and Maintenance Sub Committee

8. Nick Benninger, Fat Sparrow Group – Board member
9. Fred Redekop, Councilor Woolwich Township – Board member

Edward also introduced the Support Staff for the Board:

Carrie Briscoe – Co-ordinator

Amanda Palmer – Treasury Support

Leslie Kay – Social Media Manager

Introduction of New Businesses

On behalf of the Board Edward welcomed the new business that joined the community over the past year:

- Fat Sparrow Group
- Hillside Variety
- Calling Crow
- The Village Biergarten
- The Bath Market
- Feral & Free
- Kutrún Market
- Raspberry Boutique (formerly Jewelry Secrets)
- Those Pizza Guys (coming in 2020)

Introduction of Associate Members

In 2019 we introduced a process for businesses outside the BIA catchment area to play a role in mutually beneficial events and strategies that affect the Village. We established an associate member status for such businesses.

Associate members for 2020 include:

- St. James Lutheran Church
- Waterloo Central Railway
- Mennonite Story
- St. Jacobs Quilt & Fibre Art Festival
- Homewood Suites Hotel
- Courtyard Waterloo
- Chef Duff at RiverSong

Greetings from Council

Councilor Fred Redekop relayed greetings on behalf of Township Council. He congratulated the Board and the BIA in general for the progress that has been made of over the past two years.

Focus Area Reviews and Plans

Each of the leaders of the sub committees reviewed the accomplishments from 2019 and plans for 2020.

Administration – Edward Denyer

2019 Accomplishments

Wilfrid Laurier University – Lazaridis School of Business & Economics

- MBA program project – Strategic Plan developed
- Surveys created & executed – 220 responses
- Data tabulated and evaluated
- Strategic Plan finalized summer 2019
 - Definition of who our visitors are, both local and semi-local
 - Suggestions for methods to grow visitor base

University of Waterloo Community Partnership

- Involvement in REC 280/480 course Winter term
- Research project
 - Phase 1: One-on-one interviews with key stakeholders in St. Jacobs
 - ~20 defined stakeholders
 - Interviews on-going (preliminary results for March 2020)
 - Phase 2: Open-ended surveys with residents (Spring 2020)
 - Phase 3: Community Engagement Workshops (Fall 2020 & Winter 2021)

Main Street Beautification Grant received

2020 Plans

- U of W – Community Partnership research continues
 - Complete phase 1 this month
 - Phase 2 and 3 by the end of the year
- Associate Memberships
- Grant Model development for attracting cultural / entertainment events

Beautification & Maintenance – Phil Hipkiss

2019 Highlights

- 3 year flower/maintenance contract was signed

- New hanging baskets and bridge flower boxes
- All new garbage bins and benches throughout the community
- Recycling program was set in place
- Community banners were designed and affixed to the designated street poles and bridge lights
- 1 local mural was completed
- A way finding sign from Waterloo Central Railway was designed and displayed
- A new roadside billboard was designed and displayed

Planned for 2020

- Additional seating and garbage bins to meet demand
- Continued spend on seasonal beautification (flowers, maintenance, etc.)
- Additional community murals (2)
- **Design and develop a designated community space**
 - Intention is to work with the Township to develop the empty lot beside the library
 - Key elements include shelter and seating, green space, gardens, a mural, and an interactive sculpture.

Marketing – Mike Palmer

2019 Highlights

- Print ads running in hotel directory booklets at 3 hotels at the Market, reaching over 90,000 guests
- Village photo library creation of local businesses and Village atmosphere (winter, spring, summer, trails, bridge flowers, Eva's, Magnolia's, and Hillside Variety)
- Instagram: 104% follower increase (2,553 follower net growth), 55% impressions increase, 10% engagement increase — *Two of the photos from our top 3 posts featured the new mural*
- Facebook: 171% follower increase (1,204 follower net growth), 70% impressions increase, 2% engagement decrease — *Our 3 top posts of the year were from our contests that we ran in the summer and fall*
- Twitter: 22% follower increase (263 follower net growth), 28% impressions increase, 14% engagement increase — *Our most popular tweet was in regards to Sparkles!*

Website

- Website traffic continues to grow; over 11,000 unique visitors with over 32,000 page views

- Traffic sources: 38% Google, 32% direct, 22% Facebook, 3% OntarioTravel.net, 5% others
- Geography: 94% Canada, 3.4% USA, followed by Ireland, China, UK, Germany, France and India
- Top searched term: St. Jacobs & Sparkles
- Popular pages: Home, Village Biergarten, The Village (directory), Events, Sparkles, Contact, History, Raspberry Boutique, A Gift to Remember, About the BIA, Angel Treasures and EcoCafe
- **We are now on page 1 of Google search for “St. Jacobs”!**

Reminder that the BIA website (stjacobsvillage.com) is owned and managed by the BIA and does not cost members any extra to participate. This is the site we encourage members to support as everyone will benefit.

The stjacobs.com site requires additional cost and although our understanding was that it was to discontinue at the close of 2019 we are not sure of the plans going forward.

Planned for 2020

- Continue to invest in hotel and social media ads
- New Village Walking Map
- Supporting smaller contests and events through the website and social
- Enhanced website; deeper merchant stories, events section, video partnership with RTO4 and deeper social integration
- Updates to St. Jacobs Wikipedia page

With increases we are seeing in social media Mike shared some tips from Leslie to encourage individual members to grow their activity:

- Use Facebook, Instagram and/or Twitter to help promote your business
- Share 1 post a day for 3-7 days of the week to help populate your accounts and promote your business
- Tag **@stjacobsvillage** and **#stjacobsvillage** in your posts to get on local hashtags
- Use regional and national hashtags to help further push the reach of your posts (example: #explorewr, #waterlooregion, #ontariotravel, #explorecanada)
- More tips and tricks will be made available with the "St. Jacobs Village BIA Social Media 101" program that will be made available this spring which will provide each business with a handout full of the do's and don'ts of social media as well as a 1-on-1 meeting with Leslie to get your started!

Events – Craig Miller

BIA Events in 2019

- Spring Fling Triumph Car Show (June 8)

- Summer Solstice Sale (June 22)
- Christmas in July (July 20)
- Halloween Trick or Treat (Oct 26)
- Witches Wednesday (Oct 30)
- St. Jacobs Sparkles (Nov 14 to 17)
- Quilt and Fibre Art Festival (May 21 to 25)
- St. Jacobs Quilt Shows
- Amazing Race (June 2) - St. Jacobs Community Association
- BT700 (July 14) - Bikepacking.com
- Ghost Walk (Nov 3) - Spoil the Dog Bakery & Leader of the Pack

BIA Events Planned for 2020

- Summer Solstice Sale (June 20)
- Christmas in July (July 25)
- Trick or Treat Day (Oct 24)
- Witches Wednesday (Oct 28)
- St. Jacobs Sparkles (Nov 12 to 15)

****Volunteers are needed****

- Also introducing Fun Fridays!

Other Events Planned for 2020

- Los Aurora, flamenco-jazz fusion group (Jan 16) - Neruda Arts
- Nobuntu, female a-cappella quintet from Zimbabwe (Feb 23) - Neruda Arts
- Quilt and Fibre Art Festival (May 26 to 30) - St. Jacobs Quilt Shows
- BT700 (July 12) - Bikepacking.com
- Ghost Walk (Nov 8) - Spoil the Dog Bakery and Leader of the Pack

New Event Being Planned for 2021

Family Fun Day

- **Monday February 15th, 2021 (Family Day)**
- BIA event
- Various things to do throughout the village
- Local businesses hosting activities (face painting, games, trail walk, etc.)
- Optimist Club sponsor free skate at the arena
- Family Train Waterloo Central Railway

Budget Report – 2019 Wrap up & 2020 Proposal – Bob Wilbur

Bob started with a review of the budget development process:

- Board Review of 2019 expenditures
- Committees (Beautification, Marketing, Events, Admin) each met as a team and submitted their plans & desired spend
- Each line item was assessed and discussed at the Board Level until a consensus for total spend was reached
- Opportunities identified for cost savings and direct contributions from our members and supporting community

2019 Budget Summary

Income	
2019 Levy	\$120,000
Surplus from 2018	\$31,945
Garbage Contribution from Township	\$6,000
<i>Sub total</i>	\$157,945
Main Street Beautification Grant	\$26,070
<i>Total</i>	\$184,015

Planned Allocation	
Beautification	\$88,891**
Events	\$23,664
Marketing	\$28,000
Administrative	\$43,460
Total	\$184,015

Actual Spend*	
Beautification	\$73,671
Events	\$21,856
Marketing	\$25,341
Administrative	\$37,058
<i>Total</i>	\$157,928
<i>Surplus</i>	\$26,086

**Note: Figures are unaudited and subject to year-end review*

*** Includes Main Street Beautification Grant*

2020 Budget Proposal

Based on the plans presented the following is the budget proposal for 2020.

Income	
Levy	\$120,000
Annual Increase	\$2,400
Surplus from 2019 Budget	\$26,000
Garbage Contribution from Township	\$6,000
2019 Income – Reimbursements from décor & associate Member Fees	\$3,000
<i>Total</i>	\$157,400

Proposed Allocation	
Beautification	\$53,317
Events	\$27,319
Marketing	\$28,750
Administrative	\$45,850
Contingency	\$2,164
<i>Total</i>	\$157,400

Budget Approval

Given there had been a review of all activities for 2020 Bob asked for approval for the budget as presented.

All were in favour. No objections.

Q & Q –Open Discussion

Edward facilitated an open question and answer session.

1. Question regarding placement of the flower baskets.

Phil explained that we are constrained by the regulations set out by Waterloo North Hydro as to which poles we can place the hanging basket brackets on.

2. Question regarding advance notification of the arrival of tour buses.

Edward explained that the BIA does not have access to this information. However, some members seemed to know how to get it. So an informal group came together to gather and share this information in the future.

Adjournment

With no further business to discuss Edward declared the meeting adjourned.