

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

Tuesday, March 7, 2023
4:00 p.m.
In-Person – Quarry (St. Jacobs)

Present: Edward Denyer, Michael Palmer, Nick Benninger, Graham Spence, Dan Vandermolen, Brittany Burgess, Phil Hipkiss, Lea RiddlePitre, Eric Schwindt - Township of Woolwich, Erin Schmidt – Program Manager, Amanda Palmer – Marketing & Event Manager, Jenna Morris - Township of Woolwich, Leslie Kay - Social Media Manager

Guests: Carlie Summers – Taste the 4th Sense

Absent: Craig Miller

1. Call Meeting to Order (4:00 pm) Edward Denyer called the meeting to order.

2. Approval of the Agenda

Moved by Michael Palmer
Seconded by Graham Spence

That the agenda be approved as circulated

....Carried

3. Approval of the Minutes

February 7th, 2023, Board Meeting

Moved by Graham Spence
Seconded by Nick Benninger

That the St. Jacobs BIA Board of Management approves the minutes of February 7th, 2023, as circulated

....Carried

4. New Business

Land Acknowledgement

Erin read the Land Acknowledgement as presented to the BIA by the Township of Woolwich at the March 1st board meeting.

Board Executive Election

There were 9 applications for board positions. All members were acclaimed and no general board election is required. The acclaimed board members are: Edward Denyer, Michael Palmer, Nick Benninger, Graham Spence, Dan Vandermolen, Brittany Burgess, Phil Hipkiss, Lea RiddlePitre, Craig Miller. Lea is new to the board this year.

The executive positions were reviewed and voted on:

Nick Benninger is nominated for Board Chair.

Moved by Phil Hipkiss

Seconded by Dan Vandermolen

That Nick Benninger is elected as Board ChairCarried

Craig Miller is nominated for Board Vice Chair

Moved by Mike Palmer

Seconded by Brittany Burgess

That Craig Miller is elected as Board Vice ChairCarried

Lea RiddlePitre is nominated for Secretary

Moved by Lea RiddlePitre

Seconded by Graham Spence

That Lea RiddlePitre is elected as SecretaryCarried

Graham Spence is nominated for Treasurer

Moved by Graham Spence

Seconded by Phil Hipkiss

That Graham Spence is elected as TreasurerCarried

Budget Update

We will be applying for an advance from the Township (from the levy) once 2023 budget is approved at AGM. Currently waiting on grants and other payments to come in. Erin and Amanda, working on events/grants/partnerships.

Beautification Update

Grass, flowers, bench & bin staining, garbage, all will be as usual and as per approved budget. No other updates at this time.

Events Update

Family Day was a very successful weekend. Some businesses were lined up the door. Tasting House feedback – exceeded expectations (90 people in attendance). Public skating was a great success (hundreds of attendees). Easter event will be jointly with the Optimist event, egg hunt for kids. Easter bunny will walk through the village. Will send messaging to the members to encourage sign up. Suggestion to do more long weekend events

Marketing

Lots of website updates over the last months. All new events section. Now ranking #1 on Google with huge traffic increases over last years. Working on event support. There are some new banners to be replace in town. There is an empty spot near La Creme still needs a banner (was never installed). Dan mentioned that “Day Tripper” came by and was wondering if we’d want to do advertising

Annual General Meeting

Meeting is today after board meeting. Light refreshments being served. Railroad will setup chairs, screen, projector.

Grant Updates

RT04 marketing grant, 50/50 split for content creation, due March 17. There are also potential grants for wayfinding and research. \$107k tourism relief grant awards for shed and outdoor ice rink. Money has to be spent in the next few weeks. Township will manage the funds/process/legal. Rink kit to be ordered, self-assembly. Township is installing lighting and providing water access. Local residents will volunteer to run the rink. Will look into whether we can sell ad space on the boards.

Ontario By Bike Updates

Village is now certified by Ontario By Bike as a bike friendly business area. Trying to certify as many businesses as we can. Pavilion repair station installed last year. Bike welcome centres at Change, Three Sisters, Home Hardware. Jenna/Erin went to Ontario by Bike conference and have ideas for furthering cycling tourism in village they will work on this year.

Associate Membership Applications

Art’s Auto Electric and MayK Marketing located in the village have applied to be BIA associate members.

Moved by Graham Spence
Seconded by Dan Vandermolen

That the St. Jacobs BIA Board of Management approves Art’s Auto Electric and MayK Marketing as associate members.

....Carried

New Business

Eric: Township is doing some research on EV charging stations if anyone would like to give input.
Dan: “No Energy” – offering free home energy assessments, will be doing a speaking engagement at Change, could do an assessment on all buildings. Will pass along information to Jenna/Erin.

5. Next Meeting

Tuesday Apr. 4th, 2023 8:30am - Location – Online (Google Meet)