

St. Jacobs Business Improvement Area

Board of Management Meeting

Meeting Minutes

Tuesday, February 2, 2021

4:00 p.m.

On-Line – Google Meet

Present: Edward Denyer, Michael Palmer, Phil Hipkiss, Brittany Burgess, Nick Benninger,
Bob Wilbur, Fred Redekop - Township of Woolwich, Carrie Briscoe – BIA Co-ordinator,
Jenna Morris – Township of Woolwich, Leslie Kay, Social Media Manager
Guests: Ross White – Model Railway, Graham Spence – Block3 Brewery
Regrets: Mike Good, Craig Miller

1. Call Meeting to Order (4:05 PM) 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

January 5, 2021 Board Meeting

Moved by Bob Wilbur

Seconded by Fred Redekop

That the St. Jacobs Board of Management approves the minutes of January 5, 2021,
as circulated

....Carried

4. New Business

Candidates for Board Vacancy

After a call for candidates at our annual general meeting as well as through e-mail to the membership we've had one candidate come forward to express interest in joining the BIA Board. Edward introduced Graham Spence from Block3 Brewery and nominated him for the open Board position. Graham provided a brief background about himself and his interest in joining the Board.

He is a property owner and operates multiple businesses in the Village. He played a role in helping to establish the BIA several years ago and has continued to provide ideas for BIA activities.

After a short discussion the Board proceeded to accept the nomination.

Moved by Edward Denyer

Seconded by Mike Palmer

That the St. Jacobs BIA Board of Management approves Graham Spence as a member of the Board.

....Carried

Action required:

Edward to submit our recommendation to Council for approval.

Annual General Meeting – De-Brief

There was an open discussion regarding the AGM that was held on January 19th. The consensus was very positive – with good turnout and engaged participants in the Q&A session.

Some felt the on-line session might have contributed to the good turnout, as it may be easier for members to manage schedules that way. Consideration should be given to having an on-line option in the future when we return to in-person meetings.

Moved by Bob Wilbur

Seconded by Mike Palmer

That the St. Jacobs Board of Management approves the minutes of January 19, 2021, Annual General Meeting of the Membership as circulated

....Carried

Update on Public Washroom

Following the discussion at our last meeting, a proposal to renovate the stand-alone washroom on the outside of the Block3 Brewery had been circulated by email. There was positive reaction and support from Board members and no objections. (Note Phil Hipkiss and Craig Miller declined to comment to due to a conflict of interest) The proposal requires an investment of \$13,000 in renovation costs and \$600 per year for the lease. For insurance purposes we will need to include the Township on the lease.

In addition there is approximately \$10,000 required for cleaning, maintenance and stocking, for which we have asked the Township to provide funding. We anticipate their help in this matter. The \$13,000 would be one time cost and the \$10,000 and the \$600 lease will be annual costs.

Moved by Bob Wilbur

Seconded by Edward Denyer

That the St. Jacobs BIA Board of Management approves the plan and the allocation of \$13,000 from the 2021 budget for the renovations in order to provide a public washroom

facility in the Village. In addition we will enter into a lease agreement with the building owners and the Township at a cost of \$600 per year.

....Carried

Note: Phil Hipkiss abstained from the vote due to a conflict of interest.

Action required:

Bob to work with the building owners to draft a lease for review.

Phil to initiate renovations.

Walking Tours & Grant Application

Carrie provided an update on this project which we reviewed a proposal for in the fall.

There is funding available through a provincial grant for projects like this. We will work with Adrienne at 3 Sisters to get the grant proposal written. She has experience in writing these and has worked with the Ontario Tourism folks extensively. If we are successful we can get this project off the ground this year.

U of Waterloo Research Project – Phase 2

Carrie provided an update on the U of W project. Phase 2 – the survey of the general population of St. Jacobs has been released. To date about 50 have been completed. It has been sent to Board members and we have been asked to complete it. Also, if there are others that we think should fill it out we should forward it to them, including local service groups or community associations.

Action required:

All Board members to take the time to fill out this survey.

Road Closures

Jenna encouraged the Board to consider any plans for road closures for special events in the Village as soon as possible. The Township would like to be aware of these well in advance so they can plan accordingly. If these plans include Regional Roads (such as King Street) the Township can help us navigate the approvals etc. After some discussion the Board decided to put together plans to close King street for the Halloween celebration and Pumpkin parade as well as for the kick off of Sparkles.

Action required:

Brittany to provide Jenna with the relevant details in order to start the process.

Carrie – to let the membership know that this is an option if they have a special event specific to their business that might require road closure.

Mural & Artwork proposal process

Phil and Carrie proposed a new process for determining how and where murals and other forms of artwork can be displayed in the Village. Instead of the BIA looking after all of the details, we will ask for proposals from member businesses. If they have an idea, they can provide details about content, cost, artist and location for consideration. Judging will be done by the Beautification and Marketing committees and will be based on a set of criteria we will provide. Maximum amount that we will contribute to an individual project is \$3500.

Action required:

Carrie to circulate the proposal and criteria to the Board for review.

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Sign at the Market

Following our discussion at the last meeting and subsequent follow up, it is unclear as to who should take responsibility for the sign at the market that is falling apart.

Action required:

Bob to ask Craig to connect with the hotel and see if there is something we can do.

Sign at ScotiaBank.

Edward noted that there is also an old sign near ScotiaBank that needs to be repaired or replaced. If we don't fix it the bank will remove it.

Action required:

Mike Palmer to explore potential replacements – design and costs - and report back to the Board.

5. Next Meeting

Tuesday March 2nd, 2021, 4:00 pm - Location - on-line.