

# **St. Jacobs Business Improvement Area**

## **Board of Management Meeting**

### **Meeting Minutes**

Tuesday, May 4, 2021

4:00 p.m.

On-Line – Google Meet

Present: Edward Denyer, Michael Palmer, Phil Hipkiss, Brittany Burgess, Nick Benninger, Craig Miller, Bob Wilbur, Graham Spence, Fred Redekop - Township of Woolwich, Jenna Morris - Township of Woolwich, Carrie Briscoe – BIA Co-ordinator, Leslie Kay, Social Media Manager

Regrets: Mike Good

- 1. Call Meeting to Order (4:05 PM)** Edward Denyer called the meeting to order. Mike Palmer informed all on the call that the meeting is being recorded.

#### **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**

April 6, 2021 Board Meeting

Moved by Bob Wilbur

Seconded by Fred Redekop

That the St. Jacobs Board of Management approves the minutes of April 6, 2021, as circulated

....Carried

#### **4. New Business**

##### Filming in the Village

Edward provided an update on the film crew that has been working in the Village this week. A Toronto production company is using the Village as a set for a TV series. They appeared to be well organized and efficient in their activity. Some of the businesses have been remunerated for any inconvenience. They also intend on making a donation to the BIA for help with some of the organizing details.

Given they had a positive experience, they are likely to return in the summer for additional filming.

Some local residents were not happy that this was taking place during the Covid lockdown. They expressed their concerns on social media.

#### Representing the Village with the Township

Edward reported on a meeting he had with David Brenneman where he raised the issue of the Village voice lacking in some planning activity. It seems that the interests of the Village have been overlooked recently. David recognizes there may be a gap and has offered to help us rectify that. He has offered to meet with BIA representatives regularly to ensure we are aware of key issues and have an opportunity to highlight our needs.

As a follow-up Councilor Redekop suggested we have someone from the Planning Dept. join one of our meetings to have a discussion regarding the development at the Stockyards / Market and potential implications for the Village.

#### **Action required:**

**Edward** and Bob will plan to meet with David on a regular but ad hoc basis once in-person meeting is possible.

**Councilor Redekop** to arrange for a representative from Planning to join an upcoming Board meeting.

#### Treasurer Update

Graham brought the Board up to date on financial activity. He has implemented a QuickBooks accounting software program to keep our finances organized. He provided new budget tracking reports, which will be circulated the minutes.

Graham requested that anyone submitting an invoice for payment or engages with a supplier who submits invoices directly to insure that all invoices are identified by the appropriate budget category. (ie. Administration, Marketing, Beautification or Events.)

Bob also let the Board know that the auditor has asked for our information for the past year. Bob has provided all information and the audit is in progress. Once that is complete Graham will be the contact for the auditor.

#### **Action required:**

**Bob** to include the current financial statements with minutes.

#### Beautification & Maintenance Update

Phil brought us up to date on spring beautification planning:

BIA members were made an offer by St. Jacobs Country Gardens. If they purchase flowers for their businesses from St. Jacobs Country Gardens, they would provide on-going maintenance for the season. There has been good uptake, which is positive for all involved.

The Public Washroom lease has been finalized with the Township. Signage should be installed within the next day. The cleaning contract is being finalized. The opening and closing logistics will be shared between Eco Café and Block3. We should be able to open within the next week. There will be a slight increase in our monthly costs due to an increase in liability insurance for Block 3, which we are assuming.

Phil brought us up to date in the proposed second Public Washroom.

The cost for renovations will be similar to the costs of the first washroom – roughly \$10,000. The proposal is for the BIA to cost share in order to make this accessible to the public. This would amount to a roughly \$5,000 commitment for the BIA. In addition there would be a nominal monthly charge for insurance and cleaning.

After a brief discussion the Board was in favour of moving ahead with this proposal.

Moved by Fred Redekop

Seconded by Mike Palmer

That the St. Jacobs Board of Management agrees in principle to this proposal for a second public washroom, based on rough cost estimates provided and pending confirmation of all costs.

....Carried

**Action required:**

**Phil** to provide a detailed cost estimate to the Board.

The next Mural is progressing for the side of the building that Rumba is in. The design will have a three-dimensional look and will feature birds and the river. The artist may need some assistance with the installation.

The call for Art Proposals has resulted in one submission so far. There is talk of a few more in consideration. The deadline is June 1<sup>st</sup>.

Marketing Update

Mike reported that signs for the public washroom should be ready to installed by the end of this week.

Arrangements have been made to increase our supply of letters for the entrance signs.

Carrie and Mike took an inventory of the Banners. There are roughly 6 that need to be replaced. The supplier has been contacted and they will produce and install new ones where needed.

Mike reported that we have applied for a grant from RT04 to produce another video promoting the Village. This one will follow the same format as the one we produced for Sparkles but will be focused on summer activities including dining, trails and the river.

Leslie reported that Social content and activity is light due to the lockdown. However, it is likely we can expect a flurry of activity once the lockdown is lifted.

#### Events Update

Brittany updated the Board on planning for activities through the summer and fall. The Events committee has been planning for a Canada Day sidewalk sale, a Pumpkin Parade and Sparkles. The plans for Sparkles will center around three consecutive weekends with activities and events on each.

All plans are tentative at this point pending public health guidelines.

There is potential for the Village to host a satellite event associated with the Kultrun Music festival.

#### **Action required:**

**Edward** to connect Brittany with a contact in order to discuss possibilities.

#### Walking Tours

Carrie reported that the content for the walking tours is in development. We hope to have these available for the summer. Once these are close to finalized some testing will need to be done. They are hoping Board members will make themselves available to participate in these trial runs.

We have also applied to RT04 for a grant for digital promotion of the Walking Tours.

#### New Business – New Associate Member

Carrie let us know that the Hampton Inn has expressed interest in becoming an associate member.

Moved by Craig Miller

Seconded by Mike Palmer

That the St. Jacobs Board of Management accepts the Hampton Inn as an associate member.

....Carried

## **5. Next Meeting**

Tuesday June 1, 2021, 4:00 pm - Location - on-line.