



MINUTES

Corporation of the City of Cambridge Hespeler Heritage Centre

11 Tannery St E, Cambridge, ON
Sept 13, 2017

Committee Members in Attendance; Cory deVilliers, Vice Chair, Aaron Fisher, Executive Director, Val Labbe, Recorder, Kenn Norman, Treasurer, Nicola Toon, Khalid Zaffar, Trevor McWilliams, Staff Liaison, Councillor Donna Reid, Dave Olesen, Streetscape Liaison.

Regrets: Stefany Kawka, Chair, Councillor Mike Devine

Meeting Called to Order

The Vice Chair welcomed everyone present and called the meeting to order at 6:37 p.m. and the meeting adjourned at 8:04 p.m.

Approval of Minutes

Moved by: Nicola Toon
Seconded by: Kenn Norman

THAT the minutes of the Hespeler Business Improvement Area Committee meeting of the July 12, 2017 be approved as written.

CARRIED

Correspondence - Increasing Customer Traffic

Former VP of Harry Rosen has approached a BIA member again looking to provide sessions for business owners around increasing customer traffic and marketing. Discussed possibility of having him attend a BIA social so he can provide an overview. Will provide option to sponsor a portion of the next General Meeting in November with option to present around the services he can provide to BIA membership.

Annual General Meeting (AGM) - November 8th

The Annual General Meeting is confirmed for 6:30 pm on Nov. 8, 2017 to be held at Hespeler Spaces. Aaron will ensure that this is posted 30 days prior to the event and that an email communication goes out to all membership. Aaron will also let Hespeler general membership know that there is one open position on the BIA board as Mike Widdis has stepped down as Treasurer. Kenn Norman has agreed to take over this Treasurer role based on his previous financial experience. Going forward we hope to have board members responsible for specific tasks. At this point we have a gap with social media and event planning (ex. Facebook page) so hoping that someone with experience in those areas is interested.

Clean to the Core Maintenance Funds

Dave provided an update around streetscaping and core maintenance. Dave is preparing a scope of work for Isley to sign off on including items such as power-washing the bridge on a monthly basis, spot-cleaning sidewalks periodically and removing weeds in grates around the trees. Dave is preparing scope of work for Isley to be provided at a future meeting.

Dave will reach out to Shannon Noonan, City of Cambridge to arrange with Cambridge Hydro for addition of an outlet on one pole on Queen West. For planters and banners in 2018, Dave recommended that Can-Lite be retained to strip off unneeded hardware on some poles where we cannot hang planters due to visibility etc. and to re-install the Hespeler beehive signs at the same time.

Moved by: Cory DeVilliers
Seconded by: Nicola Toon

THAT we agree to set aside up to \$2000 for the streetscaping items presented by Dave Olesen.

CARRIED

Snowflakes

To be installed by CanLite through the City of Cambridge. Snowflakes to be installed after Remembrance Day and to be removed mid-February. There are 30 snowflakes to be hung. Aaron will send Trevor McWilliams an email to confirm installation. Brackets are already on the poles ready for installation except for the three new snowflakes on order.

Lighting the Falls

Suggestion raised again around possibility of lighting the falls with LED lighting. Trevor McWilliams suggested we check with the City to review feasibility of putting lights on the pole and to review what was done in Preston Central Park for Candyland. Justin and Aaron will oversee this project and obtain quotes and look into feasibility.

Street Closure for Harvest Festival

Discussion around the street closure this Saturday Sept. 16th for the Hespeler Harvest Festival. Issues have occurred during past street closures with some visitors unsure of detour options. Suggestion going forward to make sure that street closures include detour signs as a best practice whenever possible. For this Saturday's event, Cory has agreed to loan some open house signs that can be used as detour signs on Tannery for visitors.

Close of Meeting

Moved by: Cory DeVilliers
Seconded by: Kenn Norman

THAT the September 13, 2017 meeting of the Hespeler BIA Advisory Committee does now adjourn at 8:04 p.m.

CARRIED

Chair – HESPELER BIA

Recording Secretary