



## MINUTES

### Hespeler Business Improvement Area Committee Hespeler Heritage Centre

11 Tannery St E, Cambridge, ON  
June 8<sup>th</sup>, 2022

**Committee Members in Attendance; Chair** - Cliff Vanclief, **Vice-Chair** Cory DeVilliers, **Executive Director** – Darren Jolley, **Treasurer** - Kenn Norman, Cindy Avila-Sanford, Tara O'Donnell, Laura Pearce, Councilor Reid, Councillor Devine

**Regrets:** n/a

#### **Meeting Called to Order**

The Chair welcomed everyone present and called the meeting to order at 6:30 p.m. and the meeting adjourned at 8:30 p.m.

#### **Approval of May Minutes**

Moved by: Cory DeVilliers

Seconded by: Kenn Norman

THAT the minutes of the Hespeler Business Improvement Area Committee meeting of the May 2022 Minutes be approved as written.

CARRIED

#### **City Business – Laura**

1. The Memorandum of Understanding, document with appendix has been approved by the City. Laura will send a final version
2. Reminder the 2022-2023 budget is due Sept 30<sup>th</sup>
  - a. Should be presented to members at the AGM
    - i. Clarity needed on timing relating to when AGM is, and when budget is presented to members and voted on.
3. Hespeler Core Area Parking Study is underway. Check City Website
4. Hespeler Trail Update – archeological studies are approved.
5. BIA Events – remember to get applications in sooner
6. The Queen St banner – city will pay half

## **Update – Councillor Devine**

1. Working with City to get Queen Street cleaned Friday mornings
2. Just FYI the City has approved the purchase of the Cottage on Spring Street

## **Update – Walk Queen**

### Concerns

1. Street Barrier Improvement needed, not pretty, not safe enough
2. There are missing Walk Queen signs (who is investigating? – DJ)
3. Discussion about closing the street earlier than 4:30pm – suggestion is closing at set up time of Market on Fridays. Regional decision. Councillor Devine looking into it with City Staff
4. Is there a way to get access to electricity from Hespeler sign by the Aging Oak?
5. City commented businesses were not happ. Farmer's market didn't bring people into their stores.
6. With all Cindy's efforts, businesses are saying they are not informed of the daily events or overall plan for the closure time

## **Sponsorship of Walk Queen Street**

There is a proposal coming forward next week. Nice for of funding. Branding corn hole, or other games. Fellow will then get other sponsors for other simple little

## **Operations**

1. Need to work on checklists for everything, Opening, Closing, PreWork – to make things easier next year...including Queen Street closure, AGM and any other process
2. New Membership Application – Walking Tree Wellness. Board Voted
  - a. Cory 1<sup>st</sup>, Terry 2<sup>nd</sup>, PASSED
3. Darren looking for an invoice template
4. Music Festival request for \$1000 support.
  - a. Cory 1<sup>st</sup>, Kenn 2<sup>nd</sup> PASSED
5. Need to try to mention Good Deeds by our businesses to at our board meetings
6. Need to come up with a communication cadence
  - a. What gets posted where
  - b. Social media
  - c. Web page update
7. Need a membership push...will lead to more board members which we need.
  - a. Laura – we can appoint board members if we are within 6 months of the next election. City still needs to approve.
8. Request will be put in for a TOD sign
  - a. It is the blue highway sign
  - b. It will be 50/50 spend with the city contributing
    - i. Cory 1<sup>st</sup>, Cliff 2<sup>nd</sup>, PASSED

**Close of Meeting**

Moved by: Clifford Vanclief

Seconded by: Cory

THAT the June 8<sup>th</sup>, 2022 meeting of the Hespeler BIA Advisory Committee does now adjourn at 8:30 p.m.

CARRIED

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Chair – HESPELER BIA

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Recording Secretary