



MINUTES

Corporation of the City of Cambridge Hespeler Heritage Centre

11 Tannery St E, Cambridge, ON
January 11th, 2017
6:30 p.m.

Committee Members in Attendance: Stefany Kawka, Chair, Mike Widdis, Treasurer, Aaron Fisher, Executive Director and Recorder, Val L'Abbe, Trevor McWilliams, Staff Liaison, Donna Reid, Councillor, Kenn Norman, Cory deVilliers, Vice Chair.

Regrets: Khalid Zaffar, Nicola Toon. Dave Olson, Streetscape Liaison.

Guests: Larry Turner, Mike Devine, Councillor, Jennifer Pataki, Hespeler Village Market, Gord Whitney, Hespeler Village Market.

Meeting Called to Order: The Chair, welcomed everyone present and called the meeting to order at 6:34p.m. and the meeting adjourned at 8:34p.m.

Hespeler Village BIA Website and Facebook Page: Board discussed Hespeler BIA meeting times and posting meeting times on website. Aaron Fisher will update Khalid on Hespeler BIA meeting times and dates of events. The board discusses dates on Hespeler BIA Socials. The dates of March 22nd 2017, and November 8th 2017 may be suitable dates for the events.

2017 Letter of Appreciation: Stefany Kawka and Aaron Fisher will write a letter to be sent to the Cambridge Times to thank all of the volunteers, event organizers, and businesses for a great year in 2016.

Hespeler Village Sign: The board discusses progress with the Hespeler Village sign to be made for the corner of Guelph Ave and Queen Street East. Nicola Toon and Dave Olson received a sign design that the board likes. Dave Olson and Nicola will keep going with the idea but try different fonts for the lettering and get a quote from 654 Signs. The quote and final design will be presented to the city in hopes of approval.

2017 BIA Budget: The board discusses increase in BIA budget. Hespeler BIA levies have not been raised in three years.

Motion: THAT the levy be increased in 2017 by 10.5% to make up for approximately 3.5% from the last three years which had not been raised

Moved by: Cory deVilliers

Seconded by: Mike Widdis

CARRIED

Waterloo Regional Tourism Marketing Corporation: Aaron Fisher submitted the five events that was agreed on to advertise in Explore Waterloo Region magazine. The board discussed the full page that will be in the 2017 Explore WR magazine.

Motion: THAT Kenn Norman will design the full page advertising for the 2017 Exploring Waterloo Region Magazine using the “trails” photo provided by Nicola Toon.

Moved by: Stefany Kawka

Seconded by: Val L'Abbe

Hespeler Village Market: Jennifer Pataki and Gord Whitney update board on progress for the Hespeler Village Market for 2017. The Hespeler Market had a good year in 2016 and look to make improvements. The board discusses ways which the BIA can help including help advertising and planning dates for events to coordinate with the Hespeler Village Market. Aaron Fisher will ask Jennifer Reiner if she would be interested in being a volunteer and possible board member for the Hespeler Village Market.

The opening date for the Farmers Market will be in June 9th.

Close of Meeting: THAT the December 11th, 2017 meeting of the Hespeler BIA Advisory Committee does now adjourn at 8:34p.m.

Moved by: Stefany Kawka

Seconded by: Mike Widdis

CARRIED

Chair – HESPELER BIA

Recording Secretary