



## MINUTES

### Hespeler Business Improvement Area Committee Hespeler Heritage Centre

11 Tannery St E, Cambridge, ON  
January 9, 2018

**Committee Members in Attendance;** Stefany Kawka, Chair, Kenn Norman, Treasurer, Valerie Labbe, Recorder, Brian Kennedy, Executive Director, Khalid Zaffar, Trevor McWilliams, Staff Liaison, Councillor Donna Reid, Councillor Mike Devine

**Regrets:** Cory deVilliers, Vice Chair, Dave Olesen, Streetscape Liaison

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

The Chair welcomed everyone present and called the meeting to order at 6:38 p.m. and the meeting adjourned at 8:26 p.m.

#### **Approval of Minutes**

Moved by: Kenn Norman  
Seconded by: Stefany Kawka

THAT the minutes of the Hespeler Business Improvement Area Committee meeting of November and December 2018 be approved as written.

CARRIED

#### **City Updates**

Construction for Adam Street going forward from May to July 2019. Jeff Nyenhuis has already reached out to 654 Signs to co-ordinate sign installation.

### **Core Area Maintenance**

The BIA has received the refund from the City for flowers that died in 2018 after the City took over core area maintenance under the newly formed C-CAP and Ambassador team. We have been advised that in 2019 the City will provide all the hanging baskets for all three cores. Dave to provide scope for flower baskets including size, number of baskets to the City. Including Tannery Street we would need approximately 50 baskets. City is still planning to have both yellow pansies and some daffodils planted in the spring as part of April Cancer awareness month.

### **Franklin & Hwy 24 Bridges**

BIA board have only heard positive feedback on the Franklin bridge now that it is completed. Highway 24 bridges are set to be rebuilt in 2019. Councillor Devine has talked with City staff trying to get timing for bridge removal. It is our understanding that only one bridge will be removed at a time.

### **Mayor McGarry Meeting in spring**

As discussed at the December BIA meeting we are still hoping to confirm a date in the spring for Mayor McGarry to have a walking tour in Hespeler. Cory had agreed to provide a draft overview to the BIA board of items that could be reviewed and then provided to Mayor McGarry as an agenda with initiatives we have underway so Mayor McGarry can review our comprehensive vision. Cory will email a draft overview including the public works building, sign to be installed at corner of Adam and Guelph Avenue and other items so we can review at our February meeting to finalize before her visit.

### **2019-2022 BIA Board of Directors**

There is an open position on the board and Brian has had one inquiry about joining the board. Brian will check with Trevor around whether a vote is needed or if we can just fill the vacant position. Will also confirm if we have to call another nomination to see if anyone else is interested. To be confirmed before next meeting.

Reviewed current board members for the 2019-2022 term.

Moved by: Councillor Mike Devine

Seconded by: Kenn Norman

THAT we re-elect Brian Kennedy as Executive Director for the Hespeler BIA for the 2019-2022 term.

### **2019-2022 BIA Board of Directors**

A second motion was held around the balance of the nominations currently on the board.

Moved by: Councillor Mike Devine

Seconded by: Khalid Zaffar

THAT we defer the balance of the 2019-2022 BIA Board of Directors nominations until the next meeting or to vote over email since all members were not present at this meeting.

### **2018 Action Items - Holiday Lights**

Discussed the holiday light installations in the core area. We usually aim to take holiday lights down by end of February. Brian will co-ordinate to have holiday lighting removed.

### **Music & Lights Event Recap**

As discussed at last month's BIA meeting, tree lights were added this year however decorating was very minimal and no other decorating or lights were installed. Seemed very anti-climactic with the countdown to light one tree. It also doesn't encourage walking through the square throughout the season without lighting any of the other trees. Cory has suggested that we meet with the committee and share our findings and have a discussion around how they are funded and how we can work together to improve next year's event. At the December meeting, Brian agreed to set up a meeting with Leanne and let us know the date. Also discussed using the funds we provide to the event towards lights for the other trees in the square. At the December meeting Cory had suggested that possibly white lights be installed year-round on the trees at the entrance of the square. Councillor Devine asked Trevor to look into the possibility of the City providing white lights on the trees leading up to the square from Queen Street East.

### **Budget Update**

Still waiting on an adjustment from the City so the final year end adjustment will be provided at the next meeting. Following that there is a yearly audit. The audit is \$2000 plus HST

### **Fashion History Museum Update**

Update provided from Kenn that the Fashion History Museum is re-opening in mid-March with a Made in France exhibit and that this year also marks the 10th Anniversary of the museum.

### **Event Sponsorship Request - Hespeler Village Winter Warmup**

Submitted by Natasa deVilliers. Event organized to help bring people into the core during winter months. Participating business will offer a small food, drink or other item for just \$2 - \$5 each. The participating businesses will also display a sign in their window advertising their special dish, drink or item. Proceeds from the sale of these exclusive items will be donated to The Haven House a shelter in Cambridge for abused women and children. The event will run on Saturday January 26th from 11-3pm.

Event is requesting \$200 towards creating posters as well as facebook boosts and balloons in the colour for Haven House.

Moved by: Kenn Norman

Seconded by: Councillor Devine

THAT we provide \$200 towards the cost of this event towards creating posters, facebook boosts and balloons in the colours for Haven House.

### **Event Sponsorships**

Further discussion around post-event updates providing an overview back to the BIA around the success of the event and how it could be improved if offered again in future. Suggestion that we create an evaluation tool to review after each event that we sponsor. Further recommendation that we implement a guideline that sponsorship requests must be received whenever possible 30 days prior to the event and that sponsorship details should be shared with the board prior to meeting via email so all members have a chance to review before discussion at the meeting.

Motion by Councillor Devine

Seconded by Khalid Zaffar

THAT an event evaluation form be created that can be provided to the event organizer to complete within 30 days of them hosting the event.

### **Advertising Partnerships - WRMTC Explore Waterloo**

All BIA's are members although this year Hespeler is not advertising or renewing its' membership with Explore Waterloo as decided at our December meeting. Explore Waterloo has come back to the BIA with an offer for 2019 to have advertising in their Play guide that is specifically for visitors once in the area. Event listings are by month and cost is \$75 per event. There is approximately 10000 play guides distributed. Seems a little restrictive in terms of what we receive as there is a cost to list each event. Their mandate is to promote events in the region and a suggestion was made around possibly combining with Galt, Preston next year to combine our advertising. Trevor will confirm if other BIA's pay a membership fee annually as well?

Additionally, Kenn suggested that we try to get more analytics both from past events as far as digital posts and also from the City as feedback.

### **2019 Strategic Plan**

Discussion and assessment around what we want to accomplish this year with 50/50 projects with guidelines to invest where we know there will be development. Milling Street has plans to eventually be developed. Dock on west side of Guelph Avenue does possibly need some maintenance and new lighting to replace the older holiday lights. Trevor suggested speaking to Jason and Tricia Lewis with the City to discuss adding to the capital budget. Site visit will be done by Councillor Devine and Brian to see what is necessary as well as getting an update from Dave on whether the maintenance at that dock and gazebo have already been done.

### **2019 Core Area Banners**

To be discussed at next meeting so we have time to order before installation in spring. Hespeler BIA boundaries and expansion?

### **BIA Core Area Boundaries**

Four Fathers had mentioned interest in becoming part of the BIA core area. Other businesses may also be interested so discussion around expansion of core area boundaries and required next steps. Regulated under the municipal act and there is a formal process should we wish to extend the current boundaries. Next steps would be to review current and proposed extension and then speak to those individuals to see if they would like to be part of proposed new area. Would also need to speak with Fern at the Taxation Dept. so that we have figures to provide so proposed locations/businesses would know what additional property tax they would be receiving. Following those steps, City Council would have final say in whether the BIA boundary could be expanded. More discussion at next meeting.

### **Jacob's Landing Historical Plaque**

Lary met with the City and provided information for interpretive plaque for Jacob's Landing. Looking at quotes and then decision will be made when it will be installed.

**Back to the River - Canoes & Paddleboats**

Councillor Devine mentioned the possibility of having Canoe and Paddleboat rentals at the dock past St. Andrew’s Church on Queen Street. Possible proposal through the City as part of back to the river initiatives to have paddleboat and canoe rentals. Trevor and Councillor Devine will raise this with Tricia Lewis and James Gooderam and find out next steps to take and to see if this is feasible and will then provide an update at the next meeting.

Moved by: Kenn Norman  
Seconded by: Khalid Zaffar

THAT the BIA is in full support of better utilization of the millpond and to explore options with the City around increasing usability of the millpond for recreational use.

**Close of Meeting**

Moved by: Valerie Labbe  
Seconded by: Stefany Kawka

THAT the January 9, 2019 meeting of the Hespeler BIA Advisory Committee does now adjourn at 8:26 p.m.

CARRIED

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Chair – HESPELER BIA

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Recording Secretary