



## MINUTES

### Corporation of the City of Cambridge Hespeler Heritage Centre

11 Tannery St E, Cambridge, ON  
July 12, 2017

**Committee Members in Attendance;** Stefany Kawka, Chair, Cory deVilliers, Vice Chair, Aaron Fisher, Executive Director, Val L'Abbe, Recorder, Kenn Norman, Trevor McWilliams, Staff Liaison, Councillor Mike Devine, Councillor Donna Reid, Dave Olesen, Streetscape Liaison.

**Guests:** Jay Brown, Hespeler Spaces, Gord Whitney, Hespeler Village Market and Christina Restoule, Grassroots Pow Wow Committee.

**Regrets:** Mike Widdis, Treasurer, Nicola Toon, Khalid Zaffar, Larry Turner

#### **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 8:40 p.m.

#### **Approval of Minutes**

Moved by: Cory deVilliers  
Seconded by: Kenn Norman

THAT the minutes of the Hespeler Business Improvement Area Committee meeting of the June 14, 2017 be approved as written.

CARRIED

#### **Correspondence**

KW Record reached out looking for comments on commercial vacancies and the credit given to landlords for long-term vacancies. Aaron directed them to Cory to provide his understanding of this issue and his opinion. Discussion about possibility of inviting the reporter to attend a BIA meeting if further opinions and feedback are required from the BIA board.

### **Mailing List update**

Continuing to work on updating our mailing list. Cory identified that we have business owners on our mailing lists however several landlords are missing. Cory is working on finalizing and updating email contact information. Suggestion was also raised to gather a mailing list for community groups within Hespeler to help improve communications and awareness of events.

### **Social Media Update**

Cory reminded board members that we need more of a presence on social media. Reminder that BIA meeting minutes need to be on the website as well as the city website. Val will follow up with Justin to ensure minutes are posted. Justin was going to make sure that events are posted to the website. Local businesses need to be reminded to share events and updates with the BIA Facebook page @HespelerVillage as well as the BIA website ([www.hespelervillage.com](http://www.hespelervillage.com)) so they can be shared.

### **Parking Working Group**

Latest update from the City is that some BIA members in Galt and Preston were unaware of existing regulations and how they would be changing. Council has agreed it would go back again for review and also host a public information forum with presentations tentatively planned for the fall.

### **Hespeler Core Area Parking**

Aaron suggested that Cory draft a letter that can be shared with the BIA membership as a reminder that parking on private property is not permitted and to include a reminder of the various short and long-term parking options currently available for both staff, business owners and clientele.

### **Treasurer Role**

Mike Widdis has advised that he needs to stop working as Treasurer due to work and family commitments. Main tasks are annual budget and summary for AGM. Minimal bookkeeping. Kenn has previous finance experience and has agreed to meet with Mike and review the various tasks. Communication to the BIA membership is needed to make all aware of the vacancy and plan to elect a new member at the November general meeting. As Kenn is overseeing the Treasurer role it was highlighted that there is a specific need for a member who can oversee all social media content.

### **August BIA Meeting Cancelled**

Due to board member vacations and inability for majority to attend, the August Hespeler BIA meeting is being cancelled. Meeting will resume in September.

### **Forbes Park Music Festival**

Great weather and very good attendance at this year's event with positive feedback from visitors. Fashion History Museum had much higher attendance that day. Surveys were done at the event and 13% of attendees were from outside of Cambridge. The Galt Stokers Car Club have agreed to return next year along with the soap box derby on Adam Street. Plan to continue to extend the music festival out onto Queen Street. Dave mentioned that plans for next year include more signage to make visitors aware of the various activities.

### **Hespeler Village Market**

Update from Gord that overall the vendors are very happy. Seems to be steady traffic during market and businesses along Queen St are finding Fridays are now their busiest day of the week. All 25 stalls are booked for this Friday. Banners look amazing and provide more visibility and awareness. One challenge the committee is facing is a way to get volunteers to host barbeques in the gazebo as community fundraiser. Hespeler Spaces will host an activity table this weekend geared towards children's activities. Gord mentioned that the Market also needs volunteers to help with the Hespeler Santa Claus parade walking along the route handing out information.

### **Hespeler Pow Wow in August**

Christina joined the meeting to provide an update on the Grassroots Pow Wow to be held in Forbes Park on August 19th. This will be the first Pow Wow in Cambridge. Grounds open at 10am with official opening ceremony at noon and closing ceremony at 6pm. A community potluck will be held at St. Andrews Church after close of event at 6pm. Information page on their website outlining what to expect, Pow Wow protocol, what to bring, etc. This will also be shared on the BIA Facebook page. Sponsors are still needed.

### **Core Maintenance, Banners & Flower Baskets**

Reminder to discuss banners/planters early in the new year. Dave advised that the banners and flower baskets have now been put up in conjunction with Dennis at the City. For next year we need more flower baskets and banners as some spots had to be skipped. Also banners must be 23" wide by 49" long to fit on the posts and if possible a baffle should be on bottom as well for stability. Dave is also looking into possibility of using past banners in different sections (ex. one set of banners along Tannery Street). Dave is working on a map to identify placement for banners and flowers and to ensure that nothing is hung by stop signs or intersections for safety and visibility. Smoking and need for butt receptacles has been raised to the board so we will look into possibility of ordering receptacles to collect cigarette butts to help keep the Gazebos and street clean.

## **Close of Meeting**

Moved by: Stefany Kawka

Seconded by: Valerie Labbe

THAT the July 12, 2017 meeting of the Hespeler BIA Advisory Committee does now adjourn at 8:40p.m.

CARRIED

---

Chair – HESPELER BIA

---

Recording Secretary