



## MINUTES

### Hespeler Business Improvement Area Committee Hespeler Heritage Centre

11 Tannery St E, Cambridge, ON  
March 13, 2019



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

**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 6:41 p.m. and the meeting adjourned at 8:00 p.m.

#### **Approval of Minutes**

Moved by: Kenn Norman  
Seconded by: Khalid Zaffar

THAT the minutes of the Hespeler Business Improvement Area Committee meeting of the January 10, 2018 be approved as written. No meeting was held in February due to weather.

CARRIED

#### **Adam Street Construction Updates**

Councillor Devine provided an update that Adam Street Reconstruction is set to resume on March 25th and expected to be completed by end of May. We confirmed that 654

Signs has now been paid for the Hespeler sign to be installed at the corner of Adam and Groh Avenue to be installed before end of May.

### **Highway 24 bridge construction**

Councillor Devine provided an update that the North Hespeler Road bridge is being removed in 2020. Hwy 24 will be down to single lanes for 2020. Once that is complete the South bridge will be removed and replaced in 2021. No construction on Hespeler bridges will occur in 2019. Also confirmed that there is no need to replace the Townline Road bridge as part of the 401 widening project.

### **Christmas in Cambridge**

Brian, Cory, Trevor, Leanne and Wanda met recently to review Music & Lights in 2018 and plans for 2019 event. A further meeting with Trevor and Wanda will occur to finalize options for the event and hopefully include lights along the walkway similar to previous years along with the main tree lighting. The BIA has proposed using the Music & Lights donation towards purchasing and installing lights. This has the added benefit that we could use 50/50 funds to increase the amount of lighting in the cenotaph area.

### **CCAP Security Update**

Trevor provided an update from Brian Geerts that the Ambassador team is going with a security company to patrol core areas this summer. There will be 2 security guards with access to a vehicle patrolling the core areas starting Victoria Day in May thru to Labour Day in September. Need to meet to ensure the security team hired are friendly and both approaching and interacting with the businesses and visitors similar to previous patrols by the Ambassador team.

### **BIA Summit**

Trevor is hoping to organize a BIA summit so the three BIA's can get together for a chance to discuss common challenges and opportunities with our core areas.

### **Parking Areas and Electrical Charging Station**

Trevor will follow up with the city and provide an update about the electric charging spot allocated at the city parking area near the Bank of Montreal.

### **Waterloo-Wellington Canadian Cancer Society Bike Display**

Councillor Devine provided an update that Cliff from the Hub Bike Shop has donated 5 bicycles to display around Hespeler core area as part of April Cancer Society awareness month. Ean Kools has agreed to paint the bikes yellow and Cliff has ordered baskets and chains so they can be locked. Karen Griffiths at the Cancer Society is aware and will arrange for daffodils for the baskets.

THAT we agree to spend up to \$150 on the bicycle locks and baskets ordered by Cliff to be used on bikes positioned around the Hespeler core during April cancer awareness month.

Moved by: Kenn Norman  
Seconded by: Khalid Zaffar

### **Waterloo-Wellington Canadian Cancer Society Ribbons & Flowers**

Karen from the Cancer Society would like to put up yellow ribbons again this year in the core area. Suggestion that the BIA assist in providing the yellow ribbons in a quality that would last for the entire month as we found that last year the ribbon material deteriorated quickly. Brian will reach out to Trish at the city to arrange for daffodils and pansies to be planted for April.

THAT we agree to spend up to \$200 on yellow ribbons to decorate the downtown core as part of April cancer awareness month.

Moved by: Councillor Mike Devine  
Seconded by: Kenn Norman

### **Drop Mobility Bike Share Pilot Program**

Further discussion around April Cancer Society awareness month and that it might be an option to promote the Drop Mobility bike share location options within Hespeler and encourage residents to vote on an area for a bike share within Hespeler. More information on how Drop Mobility works can be found on their website. Direction from the board to draft a letter for the board's approval to then provide to the City to be forwarded to the region highlighting our two proposed sites. The two site options previously suggested by Cory are between the Library and the Fire Hall as this location is between 2 bus stops for 2 bus

routes or on Queen Street West between Ernie's and BMO as it is also beside bus shelters and across from the Hub bicycle shop.

### **Hespeler Village Easter Egg Hunt Sponsorship Request**

Event sponsorship request for \$1200 towards the cost of this event started in 2018. Discussion around many other events we hope to sponsor and limited budget and how best to partner on this event.

THAT we agree to sponsor the Hespeler Village Easter Egg Hunt by providing a maximum of \$600 towards event as well as assisting with posters, decals, maps and advertising on social media for the event.

Moved by Kenn Norman

Seconded by Khalid Zaffar

### **171 Forbes Estate - Polocorp Inc. meeting**

Some members of the BIA met last week with Polocorp who requested an opportunity to share their plans for the property and answer any questions. We asked Joseph Puopolo, Chief Marketing Officer at Polocorp Inc. if there could be a webinar for those unable to join that meeting before any further discussion on potential support from the BIA. Stefany, Kenn, Dave and both Councillor Reid and Devine will be invited to join. Discussion around the fact that this property is not currently not in BIA area which may set precedent for giving support outside of the BIA core in future. There has been discussion of extending the BIA boundaries to include Four Fathers so there is the potential of including the main building which is being preserved and targeted for a business opportunity as well but currently it is outside of the BIA boundary. Councillor Devine has asked for a traffic study and will provide an update at a subsequent meeting. Discussed having a presentation by Polocorp at the spring BIA social to get feedback and input from general membership as well.

### **BIA Spring Social**

Proposed suggestion to host at Four Fathers on Wednesday May 8th. Brian will reach out to Four Fathers to confirm whether there is availability to host the spring social at their location and provide an update at the next meeting.

### **ION Rapid Transit**

TJ Flynn Mgr. of Commercial Relations for the Regional ION rapid transit. Looking to meet with all 3 BIA's in April for a 30 minute presentation. Brian will look at possibility of inviting him to our April meeting.

### **Banners**

New banners need to be decided upon and ordered to be hung by June 1st. Hope to discuss and finalize design at next meeting in April.

### **April BIA Meeting**

The next meeting is set for **Wednesday April 10, 2019.**

### **Close of Meeting**

Moved by: Valerie Labbe  
Seconded by: Stefany Kawka

THAT the March 13, 2019 meeting of the Hespeler BIA Advisory Committee does now adjourn at 8:00 p.m.

CARRIED

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Chair – HESPELER BIA

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Recording Secretary