



**MEETING MINUTES**  
**Board of Management Meeting**  
**Wednesday, May 9/18 - 6:35 pm**

**Committee Members in Attendance**

Stefany Kawka, Cory DeVilliers, Valerie Labbe, Brian Kennedy, Khalid Zaffar, Trevor McWilliams, Dave Olsesen, Mike Devine

**Guests/Guest Speakers**

Not applicable.

**Regrets**

Kenn Norman, Nicola Toon, Donna Reid

**Approval of Previous Minutes**

Moved by: Corey DeVilliers

Seconded by: Mike Devine

THAT the minutes of the Hespeler Village Business Improvement Area Advisory Committee meeting of April 11/18 be approved as written.

**Century21 Street Piano Project**

Discussion of adding a piano in one of the gazebos as a trial. This would be sponsored by Century21 and has proven successful in other cities including Montreal who has over 40 street pianos in the summer. Cory and the Century21 team are still finalizing the details. The piano would be locked overnight but available throughout the day for use by anyone wishing to try it out.

**Build and Strengthen Social Media Campaign**

Brian provided an update on the recent social media advertisement on our Facebook and Instagram accounts to increase our followers while sharing our new BIA re-brand and the resources we now more actively provide. The advertisement also had a link to our new website, highlighting the events and promotions we feature on behalf of our businesses in Hespeler Village. Results of the the 14-day campaign, saw an increase of 300 followers to our Facebook page and almost 1,000 page visits to the website. The website events tab and restaurant listings were the most popular.

**April Cancer Society - Paint the Downtown Yellow**

Karen from the Cancer Society attended and provided an update that the April campaign to "paint the downtown yellow" is now complete. Overall they were pleased with the results for this first year attempting this in the downtown cores. Hope to start a bit earlier next year and expand. Suggestion that we discuss at the January and February BIA meeting around ways we can help the Cancer Society raise awareness for this campaign. Mike will make a request in the fall through the City of Cambridge Parks & Recreation that planters

have daffodil bulbs planted so they are ready in the spring. Mike also approached Cliff at the Hub Bicycle Shop to get 4-6 old bikes donated that could be painted yellow and chained up in bike racks around the core to further highlight and raise awareness for the campaign. Some other ideas discussed for next year could possibly include Cancer Society logos in business windows or sidewalk temporary art as ways to provide more visibility and awareness.

### **Social Media Update**

As part of our review of our social media platforms we noticed a similar website. Stefany reached out to the person who owns the hespelervillage.ca website to touch base and see if she wants to continue using that site and also if she had any plans to add further content to identify the site's intent. It is still quite generic and without content could be confusing for those looking for the BIA website. The owner of the domain indicated that she hopes to use it to promote the arts within Hespeler in the future and that she does plan to add content to identify the purpose of the site.

### **HIP Development Awards**

Cory shared an update from the recent Waterloo Region Home Builders Association that HIP Development won two awards for the Riverbank Lofts and Riverview Apartments. Awards won for Best Re-urbanization Project (Residential) for the conversion of the American Standard lands along the Speed River in Hespeler. They also won an award for the Most Outstanding Mid/High Rise Design, and best Unit Design (Unit 408 in the Riverbank Lofts).

### **City of Cambridge Update**

Cory also recently attended the Mayor's address and shared updates with respect to Hespeler where the Mayor emphasized the river be highlighted and discussion around Milling Street area possibly being converted to a pedestrian-only street. There was also mention of the possibility of a boardwalk from the dock to Ellacott Landing. Further discussion around lighting on bridges along the Grand River including the bridges in Hespeler and Preston. More details to follow.

### **City of Cambridge BIA Summit**

Trevor reminded the board of the upcoming BIA Summit. All three BIA's are invited and encouraged to attend. An update from each BIA on what was accomplished in 2017 as well as areas of focus in 2018 can be shared. Summit will be held on May 22nd from 6 - 8pm in the Bowman Room at City Hall.

### **Hespeler BIA Spring Social**

BIA Spring Social confirmed to be held at Ernie's restaurant on June 6th. Request to have CAT team members present to provide an overview and phone # to call and discussion around any wish list ideas from membership around core area maintenance items. Will also share an update on the Adam/Franklin street construction and the Hespeler sign installation. The social will finish with a walk down to the falls to see the new lighting installed.

### **Food Trucks at the Market**

Survey done with BIA membership. We had 42 responses within a very timely manner. Restaurants are not as happy about it. Parking/space is a concern as you need visibility of the market and spaces for market parking. Majority of respondents preferred it to be weekly rather than bi-weekly. The other concern is noise for the generators. Also request from surgery participants that we don't duplicate what the current restaurants offer.

### **Falls Lighting Update**

Trevor confirmed the City has now received the invoice for their portion of the falls lighting. Stefany, Brian and Justin recently met with Little Electric after the new light was installed. Confirmed the light was directed towards the falls and not the building. Branch trimming still needs to be done. Little Electric also gave a demonstration of how to change colours and also displayed the rainbow options. Need to finalize timeline for colour changing around events and holidays which can be pre-programmed. Need to determine who will have access to the remote control and program the lights. Also plan to invite Waterloo Regional Tourism, KW Record, local MP's, Cambridge and regional councillors. Brian met with Mario Dabek about the possibility of arranging for a 30 second promotional video to post on social media.

- Agree to spend \$250 on video footage plus \$100 for a social media commitment to promote Hespeler millpond and the new lighting over the falls.

*Cory DeVilliers moves, Khalid Zaffar second; motion carried*

### **Hespeler Village Corner Sign**

Dave arranged for a meeting tomorrow at the corner of Adam and Guelph with all participants including sign company, Hydro, City and BIA representatives, Councillor Mike Devine, and City of Cambridge landscaping team to review plans. Dave wants to ensure the sign is placed so it does not obstruct visibility when exiting parking lot on Guelph Avenue. Discussion to see what options there are for placement and any challenges around construction and sign installation. Also whether the sidewalk area can be increased and landscaping options around the sign. Timeline for sign installation is June/July.

### **Banners & Flower Baskets**

Dave provided an update that we do have Canada 150 banners (20) that can be re-purposed with a fresh cover and used next year. Will need to review this in January 2019. For this year we are re-using the Hespeler Village on the River/Fashion History Museum banners along with the art banners designed previously for A Day and A Night. All banners are going up next week as well as the beehive signs will be re-installed. Dave has worked with Jason about the Market banner with a reminder to Jason to get the necessary approvals so it can be installed if possible next week along with the other banners. There are also 40 flower baskets which have been ordered and should be hung shortly.

### **Hespeler Village Music Festival (Forbes Park Music Festival) - Event Sponsorship Request**

Forms submitted for sponsorship of this annual event. Dave provided an update that the car show will not be happening this year to full extent as with Adam Street closed for constructions we are unable to close Queen Street. A few cars will be on display in Forbes Park and they hope to have full car show again next year.

- We allocate \$1,000 to support the Hespeler Village Music Festival with \$810 as a cash payment and the rest will be allocated towards marketing the event.

*Cory DeVilliers moves, Valerie Labbe second; motion carried*

### **Table for Two - Sponsorship Request**

First introduced by Devon Hogue through the City in October, Mr. Chris Alexander is a local photographer and filmmaker who has embarked on filming a web series called "Table for Two" show on YouTube with a tri-cities focus. Since the initial introduction Chris has shot the first episode in Hespeler Village at The Aging Oak and is set to shoot another two episodes at Hespeler Village restaurants. Chris provided his application/ cost breakdown and requested \$170 to cover the equipment rental costs for all three episodes filmed in our core area. This was voted on and approved through email in mid-March outside of the BIA meeting.

### **Event Sponsorship General Discussion**

Discussion around financial requests for sponsorship increases. It was recommended by Brian that once an event is established we start to provide guidance around next steps for local events and how they can start to bring in corporate sponsors and/or get other businesses involved. As each event grows, costs increase and as a small BIA we are not in a position to increase our financial assistance but we can perhaps provide other guidance.

### **Hespeler Historical Plaques**

Lady does provide historical walking tours of Hespeler to various groups including the Urban Adventure Race, etc. He raised concerns around the lack of historical plaques, monuments in the downtown core. Very little around the history of Hespeler area including the dam and Jacob's Landing. Trevor to discuss with the City Heritage Planner to see about the possibility of a plaque or signage added at Jacob's Landing. Waterloo Region Heritage added the two sign boards at the Hespeler Reunion in 1996.

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*End of Closed Session - 8:28 pm*

### **Next Meeting**

Reminder that there will not be a BIA monthly meeting in June as the meeting is replaced by the Spring Social to be held at Ernie's on June 6th.

### **Close of Meeting**

Moved by: Valerie Labbe

Seconded by: Stefany Kawka

THAT the May 9/18 meeting of the Hespeler Village Business Improvement Area Advisory Committee adjourns at 8:28 pm.

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*Hespeler Village BIA Chair*

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*Hespeler Village BIA Recording Secretary*