



MINUTES

Hespeler Business Improvement Area Committee Hespeler Heritage Centre

11 Tannery St E, Cambridge, ON
March 7, 2018

Committee Members in Attendance; Stefany Kawka, Chair, Cory deVilliers, Vice Chair, Brian Kennedy, Executive Director, Valerie Labbe, Recorder, Kenn Norman, Treasurer, Khalid Zaffar, Councillor Mike Devine

Regrets: Nicola Toon, Trevor McWilliams, Staff Liaison Dave Olesen, Streetscape Liaison, Councillor Donna Reid

Meeting Called to Order

The Chair welcomed everyone present and called the meeting to order at 6:39 p.m. and the meeting adjourned at 8:57 p.m.

Approval of Minutes

Moved by: Kenn Norman
Seconded by: Mike Devine

THAT the minutes of the Hespeler Business Improvement Area Committee meeting of February 7, 2018 be approved as written.

CARRIED

City of Cambridge Insurance at Events

Special Events Strategy underway. As part of this initiative we will no longer have insurance coverage for any events we hold. Going forward we would have to apply and pay for insurance at these events ourselves.

City of Cambridge CAT and C-CAP

The City has approved that CAT (Community Ambassador Team) is now going under C-CAP (Cambridge Core Area Patrol). The City will provide the information card and the phone # to call for any maintenance issues. We will also provide a list of the standard maintenance items currently covered by Isley. All types of core area maintenance will be covered including weeding, garbage cleanup, etc. This will be a dedicated team throughout the year. This will replace the Clean to the Core program so any annual funding previously provided to the BIA will be re-allocated to this new program effective immediately.

Adam Street Reconstruction

Adam Street reconstruction to occur between September and November 2018. Reminder will be sent to membership in our newsletter advising them of Adam Street reconstruction. Mike will confirm timelines with the City and Project Engineers and then confirm details with sign company around the installation of the new Hespeler art installation sign to be installed at this corner once reconstruction is complete.

Social Media

Instagram and Twitter are not finalized. While we own hespelervillage.com, the hespeler.ca domain is owned by another person in Hespeler who is looking to form a site and events around the arts. Stefany will reach out as we just want to ensure that there are some disclaimers on her website that she is not the Hespeler BIA as it could cause some confusion. Brian will look into setting up Hespeler BIA instagram and twitter accounts.

New BIA Documentation

Reviewed the new re-branding that will be included on the website as well as the re-branded Hespeler BIA documentation. This includes Sponsorship Applications, Request to speak at BIA meeting, Signage Improvement grant forms and Donation and Sponsorship forms. All Hespeler BIA documentation has now been re-branded and available for use.

Signage Program

Stefany raised the idea of possibility of expanding signage program to include facade improvements such as paint, trim. This would be done initially as a pilot project. Further details will be reviewed once the City's Building Revitalization Program (BRP) is compared to avoid a duplication of resources.

2018 Budget and Accounting Updates

Still waiting on finalized numbers from Fern at the City around some additional new property levies. The budget was shared and reviewed to see if anything else needs to be included or revised aside from the Falls lighting project. To be confirmed next month and then sent to City to finalize.

St. Patrick's Day & Restaurant Meeting

Second meeting with local restaurants was held on Feb.25th. An Event page on Facebook will highlight the businesses participating in St. Patrick's Day events. Analytics will be reviewed afterwards to see if any value in Facebook boosts. Four Fathers will also be participating on St. Patrick's Day with tours and tastings. Next restaurant group meeting tentatively set for April. Discussion around possibly having a Taste of Hespeler event in the summer.

Falls Lighting

This is now underway with a projected 8 week timeline to complete.

Spring Social

Tentative date June 6th. Discussed having an open forum at the meeting to promote the Farmer's Market and allow businesses to share what ideas they have to promote their business during the Friday market.

2018 Fall AGM

Suggestion to host the Fall Annual General Meeting in October as there will be an election in November. October 17th proposed for the fall Annual General Meeting.

Charity Requests

Discussed was how do we differentiate between supporting and promoting the Cancer campaign vs. smaller events and organizations. Brian had a discussion with other BIA's and reminder that our mandate is the promotion and beautification of the downtown core area. Agreement to share awareness of the campaign being hosted in Hespeler by spreading the word to our membership in our upcoming newsletter. Local businesses can then reach out directly to the Cancer Society if they wish to be involved.

Remembrance Day

Brian spoke with Bill Calvin around having the Remembrance Day banners created to honour local vets. Bill will be reaching out to the City and looking at individuals to cover the cost of each banner. Discussion about including an update in fall newsletter as awareness of the 2018 Remembrance Day banners and celebrations and to possibly have a link to our website or Facebook page so visitors can read biographies and more details of any Hespeler WWI vets.

Farmer's Market and Food Trucks

An individual has a food truck and had questions around whether it is possible to do a food truck day in Hespeler. Mike's suggestion is to spread out the trucks around the downtown area to create foot traffic within the core. Just need to ensure it adds to the downtown and does not replicate existing businesses. Also, suggestion that they check with other food truck vendors around availability as most are pre-booked on Saturdays throughout the summer so Friday or Sunday may be better.

Close of Meeting

Moved by: Valerie Labbe
Seconded by: Stefany Kawka

THAT the March 7, 2018 meeting of the Hespeler BIA Advisory Committee does now adjourn at 8:57p.m.

CARRIED

Chair – HESPELER BIA

Recording Secretary