



MINUTES

Hespeler Business Improvement Area Committee Hespeler Heritage Centre

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

Committee Members in Attendance; Stefany Kawka, Chair, Brian Kennedy, Executive Director, Valerie Labbe, Recorder, Kenn Norman, Treasurer, Nicola Toon, Councillor Mike Devine, Trevor McWilliams, Staff Liaison and Justin Gomes.

Regrets: Cory deVilliers, Vice Chair, Khalid Zaffar, Dave Olesen, Streetscape Liaison, Councillor Donna Reid

Meeting Called to Order

The Chair welcomed everyone present and called the meeting to order at 6:33 p.m. and the meeting adjourned at 8:42 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 January 10, 2018 be approved as written.

CARRIED

Waterloo-Wellington Canadian Cancer Society

Kaitlynn and Karen from the Waterloo-Wellington Canadian Cancer Society provided a presentation around some new and different ideas and suggestions for businesses in the core to expand the Society's current outreach. Suggested was possibly decorating downtown core in yellow and/or get involved with local restaurants with events. Cancer Society volunteers will be at the local Zehrs and LCBO from April 5th -8th. Collection boxes could be distributed at local businesses. Discussion around possibility of having yellow flowers in the planters (either Daffodils or Pansies) to help paint the core yellow. Stefany suggested that they also meet with the local food establishments at their next group meeting on February 25th to see how they can partner to promote events within the core food establishments.

OBIAA Membership

Kenn received a application for membership with Ontario Business Improvement Area Association (OBIAA). In the past a Galt BIA board member attended and shared any key information. Decision not to apply for membership due to the cost and the small size of our BIA.

Falls Lighting

Trevor provided an update that the pole currently in place can be used. Some trees would need to be trimmed. City has agreed to cover 50% of the cost to replace the existing light fixture with an LED spotlight. Justin will proceed with quotes for electrical work. Justin has received two quotes. Both were reviewed and decision reached to proceed.

THAT we proceed with Little Electric for the lighting over the falls based on the quote received.

Moved by: Councillor Mike Devine

Seconded by: Kenn Norman

City Program - CAT (Community Ambassador Team)

Trevor provided an update that there is a new program starting this year through all downtown cores within the city. All types of core area maintenance will be covered including weeding, garbage cleanup, etc. This will be a dedicated team throughout the year. An information card will be provided to the BIA with one number to call for any maintenance issues. Priority is to get the team formed, get phone # out and get this

program started. Galt and Hespeler will be included this year and Preston will join in 2019. This will replace the Clean to the Core program so any funding previously provided will be re-allocated to this new program.

C-CAP (Cambridge Core Area Patrol)

Trevor provided an update that the C-CAP co-ordinator has left. There is a meeting with the city tomorrow to see how to proceed and possibility that this program will be combined with the CAT program. More details next month.

Business Changes

Trevor requested that we notify Devon at the City whenever businesses open/close for statistical purposes. Brian Kennedy will send updates whenever new businesses open in the core area and also whenever any businesses close and he will also work to ensure the BIA website is updated as well.

Gazebo at Jacob's Landing

Refresh needed at Jacob's Landing. Suggestion to reach out to Jason Reeves at the City to review possibility of refreshing lights which are no longer working. This would be covered under 50/50 with the City.

2018 Budget and Accounting Updates

BIA's are not typically permitted adjustments to budgets for 2018 however there are changes to the BIA budgets due to the City program changes with Clean to the Core and CAP. Propose we make changes for April (ex. Falls Lighting) as well as raising the Executive Director fee and allow for any bookkeeping fees. Kenn will look into possibility of having someone retained to assist with bookkeeping entries. Kenn is also working on HST online access and will provide an update once access is available.

BIA Re-Branding

New letterhead has been approved and will be used going forward for external correspondence and on our website.

Associate Membership Benefits

Signage program is limited to downtown core. Do we want to expand the program to Associate Membership? Levies are not currently paid by those outside of the BIA downtown core. There is the possibility of extending the boundary and then levies would be paid by those property owners.

St. Patrick's Day & Restaurant Meeting

Stefany and Brian held a meeting on January 26th with core area food establishments. Productive meeting with lots of discussion. Everyone really liked the opportunity to meet together. Plan to meet again on Sunday Feb.25th @ 4:00pm. Talked about what can benefit them for St. Patrick's Day? Goal of Four Fathers brewery is to have soft opening for St. Patrick's Day. We can gather the event information for each restaurant and create an event that we can promote to raise awareness. Feedback provided was that St. Patrick's day is one of their busiest days and they would prefer more assistance and awareness during quieter months. Possibility of Taste of Hespeler Food Festival. Nicola raised suggestion of renting a shuttle bus from the Hespeler Arena to downtown core to avoid driving and have a safe way home. Trevor agreed to look into possibility and cost to rent a city bus and to provide an update at a future meeting.

Remembrance Day

Request from Branch 272 to have street shut down for 1-2 hours. Bill Calvin would like to have Remembrance Day items on the banner poles and to honour local vets. Brian and Stefany have been working on our previous proposal to allocate banner budget to commemorative banners for the 2018 Remembrance Day 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.

Hespeler Village Highway 401 Signage

Brain has reviewed requirements and learned that we do not have three submissions that qualify to meet the tourism criteria.

Next BIA Meeting

Previously set for March 14th however some board members unable to attend so agreement to move the next meeting to **Wednesday March 7, 2018.**

Close of Meeting

Moved by: Valerie Labbe
Seconded by: Stefany Kawka

THAT the February 7, 2018 meeting of the Hespeler BIA Advisory Committee does now adjourn at 8:42p.m.

CARRIED

Chair – HESPELER BIA

Recording Secretary