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| City Crest  Crest of the Corporation of the City of Cambridge | MINUTES **Hespeler Business Improvement Area Committee**  **Hespeler Heritage Centre**  **11 Tannery St E, Cambridge, ON**  **December 12, 2018** |

**Committee Members in Attendance;**Stefany Kawka, Chair, Cory deVilliers, Vice Chair, Valerie Labbe, Recorder, Brian Kennedy, Executive Director, Khalid Zaffar, Dave Olesen, Streetscape Liaison, Councillor Donna Reid, Councillor Mike Devine

**Regrets:** Nicola Toon, Kenn Norman, Treasurer, Trevor McWilliams, Staff Liaison

**Meeting Called to Order**

The Chair welcomed everyone present and called the meeting to order at6:41 p.m. and the meeting adjourned at 8:35 p.m.

**Approval of Minutes**

Approval deferred to next meeting as the November minutes were not provided to board for review prior to the meeting.

**Kids Country Club**

Stephanie and Vanessa visited to share an overview of their facility and services they offer at their location on Guelph Ave. Trying to increase educational awareness of their facility to serve families better and also looking for any corporate donations as they have not had any funding increases in the last few years. They provide support and services in the form of respite care for children and their families from Halton Hills to Windsor and have a location here as well as in London, Ontario.

**Franklin Bridge Update**

Update from Councillor Devine that they expect to have the bridge open next week.

Highway 24 bridge is also set to be closed and rebuilt next year (two-year plan). Councillor Devine has not had any other updates about timelines for the Highway 24 bridge.

**Mayor McGarry Meeting**

Have not been able to confirm a date for Mayor McGarry to have a walking tour in Hespeler but we hope to finalize that in the spring next year. General discussion around having an agenda with initiatives we have underway so Mayor McGarry can review our comprehensive vision. Cory will email a draft overview including the public works building, sign to be installed at corner of Adam and Guelph Avenue so we can review at our January meeting to finalize before her visit.

**Review Music & Lights event**

Tree lights were added this year however decorating was very minimal and no other decorating or lights were installed. Seemed very anti-climactic with the countdown to light one tree. It also doesn’t encourage walking through the square throughout the season without lighting any of the other trees. The weather was good so crowds lingered and we had feedback that restaurants and retailers were busy that night. The library event was popular and the Church had standing room only for the choirs performing. We have seen a decline in recent years in the lighting and decorations for the Music & Lights event from the City. Cory suggested we meet with the committee and share our findings and have a discussion around how they are funded and how we can work together to improve next year’s event. Brian will set up the meeting with Leanne and let us know the date. Also discussed using the funds we provide to the event towards lights for the other trees in the square. Another possibility would be to have the BIA install white lights year-round on the trees at the entrance of the square.

**Hespeler Santa Claus Parade**

The last minute change to the route this year negatively affected the businesses on Queen East. Some businesses brought in extra staff based on volumes last year when parade route included Queen East however they did not have anywhere near the volume of business this year. Discussion around other possible options for events that day to keep attendees in the village. To be reviewed again next fall.

**Explore Waterloo**

Requesting $400 towards three listings of attractions, places to eat and six social postings. Question raised on whether we have to option to review and approve the social media posts? The value provided are the three listings on their website under dine, shop, explore trails and biking, canoes and kayaking, visit graffiti alley. After discussion a decision was reached to pass this year based on the content and as the advertising seemed ineffective.

**Ice Sculpture Sponsorship Request**

Sponsorship request from Cory and Century 21 team towards an Ice sculpture event on Jan.26th. Cory has received a quote for a 5 ft ice sculpture that is expected to last 2-3 weeks on the shady side in gazebo depending on weather. Quote includes the extra cost to have someone carve onsite and talk about technique and tools.

Cost is $2000 and request for BIA to contribute $1250 towards cost of event and to be covered by BIA insurance as sculpture is on City property. Benefits the day of the event drawing visitors to the core but also ice sculpture design chosen is something social media friendly and expect visitors to take pictures and post on social media. Selected week of Jan 26th as it is the slowest time of year for retail shops and restaurants. Event would run 4 hours. To be reviewed by email as other board members were not present to ask any questions and to confirm whether there are funds to proceed.

## Close of Meeting

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Moved by: Valerie Labbe

Seconded by: Stefany Kawka

THAT the November 14, 2018 meeting of the Hespeler BIA Advisory Committee does now adjourn at 8:35 p.m.

CARRIED

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Chair – HESPELER BIA

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Recording Secretary