



MINUTES

Hespeler Business Improvement Area Committee Hespeler Heritage Centre

11 Tannery St E, Cambridge, ON
August 14, 2019



Committee Members in Attendance; Cliff VanClief, Chair, Stefany Kawka, Kenn Norman, Treasurer, Brian Kennedy, Executive Director, Valerie Labbe, Recorder, Dave Olesen, and Laura Pearce, Staff Liaison

Regrets: Cory deVilliers, Vice-Chair, Khalid Zaffar, Councillor Mike Devine, Councillor Donna Reid, Trevor McWilliams, Staff Liaison.

Meeting Called to Order

The Chair welcomed everyone present and called the meeting to order at 6:35 p.m. and the meeting adjourned at 8:31 p.m.

Approval of Minutes

Moved by: Kenn Norman

Seconded by: Dave Olesen

THAT the minutes of the Hespeler Business Improvement Area Committee meeting of the July 11, 2019 be approved as written.

CARRIED

Walking Tour of Hespeler with Mayor

Walking tour with Mayor is set for August 27th from 2-4pm. Reviewed the itinerary and areas of focus. Walking tour will start at Fashion History Museum and end at Four Fathers. Dave mentioned that the Short Stop building sign is broken and falling off so Laura will review with City to see if anything can be done to tidy that up. Areas to review

during the walking tour include the strategic parking plan for lot on Queen & Guelph, boundary expansion as well as the docks both at Jacob's Landing and on Guelph Avenue. Possible skating rink at Cenotaph would be nice to draw people out into the village during winter months. Also discussed the Hespeler Farmer's Market and the fact that the Cambridge market is City-run and Preston and Hespeler are privately organized. Might be helpful to work together on marketing and advertising to cross advertise all three markets to increase awareness. This would also help with unification of shared resources and cost savings. Discussion around municipalities to increase tourism with Fashion History Museum along with the trails which are recognized with Ontario Bike Tourism. Discussion around a bike repair centre as there is one available in Galt that is not being used. Lary provided an update that there is a new historical plaque now installed at Jacob's Landing.

Laura mentioned that "Back to the Rivers" is still being actively discussed with City staff. Kenn suggested we look into getting TODS (Tourism Orientation Directed Signage) tied in as this is the gateway to region and it would be nice to tie in the two signs for both the Fashion History Museum and the trails. Suggestion to reach out to the Trails Advisory Committee with a "welcome" sign and/or maps. There is currently no signage for trails. As an example, a sign on Guelph Ave would be nice to direct people to the trails.

Kenn would like to ensure we encourage finding out about creating a City staff position using the municipal accommodation tax for the promotion of tourism to have a staff member devoted to coordinating tourism.

Laura will review what has been formerly presented to City around GO transit within Hespeler on Sheffield.

City Updates - General

Laura provided several updates from the City. 654 Signs said installation to start next week. Reminder that there is a road closure for Queen and Harvey Streets from Aug. 26-30th. Reminder to all that the ambassador survey is out and City is requesting input. Brian forwarded it to the BIA general membership by email today.

City Updates - BIA Expansion

Following the BIA expansion discussed at the last meeting, Laura checked with the Tax Dept but due to summer vacations and 2019 final property taxes going out she was only able to provide estimates at this time. Recommendation to invite Fern to a BIA meeting

in the fall so she can provide a formal presentation to the board. Economic Development staff have proposed a budget for a 5-year marketing and strategic plan for the core areas, pending council approval.

City Updates - Digital Mainstreet

Information distributed to BIA membership that as part of an Ontario government initiative to help small businesses improve their digital capabilities, Downtown core area businesses can register for a digital assessment and once training is completed they can apply for a \$2500 grant. The goal of the DMS digital transformation grant is to help small core area businesses with their digital platform and/or social media. To date 42 Cambridge businesses have completed training. Overall, 7 businesses have received the grant so far. Program ends on December 31, 2019 and no confirmation yet on whether it will continue into 2020.

City Updates - Budget

A reminder that our BIA budget need to be submitted in November.

Re-assessment of our levies and reminder that there is no relief for vacancies in 2019 as City has removed that option. Good topic to review with Fern at a BIA meeting in the fall.

BIA Budget Update

As we did not have a cost this year for flowers we have been able to use those funds for other areas

Banners

Banners and installation that have been included as a capital project will be included in 50/50 funds. 60 banners have been ordered. Following the revised banner size restrictions, Brian and Dave did a survey of the banner poles and advised the board that there are only two poles that need 18" clearance. Dave drafted a letter to Dennis and Shannon to review the banner size restrictions and remove the two poles that are causing the issue. Both are located on Tannery Street. Laura will follow up with Shannon and Dennis for a response.

Core Area Maintenance

The planters on the bridge have again been vandalized twice this summer. We have received an email from Tricia Lewis that the City is recommending the planters on the bridge be removed as the City has planted flowers twice this summer and each time within days all the flowers have been removed. Best suggestion is to have them re-

moved and possibly put more horticultural effort into other areas such as Jacob's Landing.

Motion by: Kenn Norman

Seconded by: Dave Olesen

THAT we agree with the City to remove flower baskets along the bridge and reallocate resources to Jacob's Landing

Special Events/Beautification

Cory and Brian met with City staff around the Music & Lights event and minimal tree lighting at previous events. The BIA made a recommendation to take over sourcing the lights that can be combined with other beautification projects. The City has agreed to contribute \$2000 and the BIA will coordinate the purchase and installation of the lights as part of a three-year agreement. The BIA is hoping to get the parameter trees lit all year round possibly through business sponsorship. Laura and Brian will check to see if there can be a tax receipt for charitable contributions.

Fall Annual General Meeting (AGM)

Discussed possible locations for the AGM in November for hosting the event. Potentially reach out to the new Storehouse 408 and/or Forbes Estate and to ensure Associate Members are invited. Textile factory at the former Len's Mill location is another option. Brian will reach out to the Textile factory as a first option and provide an update.

Event Sponsorship Request - HVNA Hespeler Harvest Festival

Event sponsorship request for \$1000 towards event on Saturday Sept. 28th. This is an annual family event that moved to Forbes Park last year during Adam St construction and due to feedback from participants is being kept in Forbes Park again this year. BIA provided \$1000 last year.

Moved by: Dave Olesen

Seconded by: Kenn Norman

THAT we agree to provide \$750 towards the event as well as \$250 in kind advertising.

Sponsorship Request - Fashion History Museum TOD Signage

The Fashion History Museum has submitted a request for the sponsorship of the TOD (Tourism Oriented Directional) signage. Annual cost is \$311.82. We previously looked at getting Hespeler Village included but we did not qualify so having something out on the 401 drawing people into Hespeler is a good thing and attracts tourism. As Kenn did not participate, the vote will be finalized over email.

THAT we agree to spend \$311.82 for the TODS (Tourism Oriented Directional) sign

Moved by: Dave Olesen

Seconded by: Valerie Labbe

Sign Request - Merakai Beauty Bar

Sign request resubmitted with cut lettering instead of a lit box. Small secondary sign was also placed with cut letter vinyl. New quote submitted for a total cost of \$1815.91.

Motion by: Dave Olesen

Seconded by: Kenn Norman

THAT we agree to provide \$907.96 towards the sign as it now meets the guidelines.

September BIA Meeting

The next meeting is set for Wednesday September 11th, 2019.

Close of Meeting

Moved by: Valerie Labbe

Seconded by: Cliff VanClief

THAT the August 14, 2019 meeting of the Hespeler BIA Advisory Committee does now adjourn at 8:23 p.m.

CARRIED

Chair – HESPELER BIA

Recording Secretary