



MINUTES

Hespeler Business Improvement Area Committee Hespeler Heritage Centre

11 Tannery St E, Cambridge, ON
December 11, 2019

Committee Members in Attendance; Cliff VanClief, Chair, Cory DeVilliers, Vice-Chair, Kenn Norman, Treasurer, Brian Kennedy, Executive Director, Valerie Labbe, Recorder, Dave Olesen, Councillor Mike Devine, Councillor Donna Reid and Laura Pearce, Staff Liaison

Regrets: Stefany Kawka, Khalid Zaffar

Meeting Called to Order

The Chair welcomed everyone present and called the meeting to order at 6:28 p.m. and the meeting adjourned at 8:28 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 October 9, 2019 be approved as written.

CARRIED

City Updates:

Laura shared a reminder that a report for the Core Area Transformation Fund has been deferred to 2020. It will be raised at the December 17th City Council meeting confirming that it is deferred to 2020 and that the 3 BIA's will have an opportunity to review prior to it being presented. The report will include that City staff are looking at the Community Improvement Plan (CIP) that includes the residential loan program for upper floors on commercial buildings, facade improvements, interior work, etc. The new CIP is tentatively set to start in 2021. Once the report is finalized it will be approved by City Council and by the Province of Ontario. Existing programs could be modified and/or updated which could include the BRP program.

Film Project - In the Dark

Devon sent a survey that Brian will send to our BIA general membership to get feedback on how filming went to ensure it went smoothly and any recommendations for improvement can be included for future filming projects? It was noted that there seemed to be issues with pre-production and lack of communication to building owners who were surprised to find cabling installed and filming prep underway. Approval for his filming occurred last Friday so there was very little time to provide notice. The City approves the filming permit and the BIA became aware of the possibility of filming last Wednesday. Discussion around better communications for future projects by both the City and the BIA to the membership to ensure better communications and awareness. The BIA will be receiving a \$500 donation from the Film crew.

Budget Updates:

Dave and Cliff provided an update that some of the 50/50 funding was used for Music & Lights for both the main tree and parameter trees at the Cenotaph. The pergola at Jacob's Landing will also be lit using the same white lights that will be left up throughout the year. Laura asked that we ensure the invoices for lighting are provided to the City prior to Christmas holidays.

Adam Street Road Maintenance:

Councillor Devine mentioned that he raised concerns over the reappearance of the large pothole on Adam Street since the street was resurfaced recently. The City patched it last week and Councillor Devine has asked that the contractor be brought back to fix it properly.

Bike Repair Station

Discussed recently with Mayor McGarry during her walkabout in Hespeler. Laura mentioned that if the BIA board is interesting in having it installed in Hespeler we should come to a consensus on a location. Most feasible location is near the Bank of Montreal by the bus stop in front of municipal parking on Queen Street West. Due to the weight as cement pad is required for the Bike Repair Station. Dave and Cliff will review available space and property lines near Ernie's and Bank of Montreal and provide an update to Laura.

River Road Redevelopment:

Redevelopment has been approved by City Council after a number of changes were made. Councillor Devine shared that Reid Homes was quite cooperative and the revised plan is for upscale townhomes with less units overall. Also looking to put a multi-use trail in front instead of a sidewalk as well as discussions on street lighting to keep the heritage look.

Charging Station on Tannery Street:

Councillor Devine confirmed that no discussion was held with BIA before these charging stations were installed on Tannery Street. This takes away 2 parking spots in a key parking area for the downtown core. Further discussion will occur at a future meeting.

Beautification Updates:

GSK Electric are replacing wiring throughout the Hespeler core as much of the connectors in the grid are coming apart. This should resolve current issues with lights that are flickering.

Core Area Maintenance Reminder

Dave is away this winter but should we see any damaged snowflakes that we feel are a safety hazard we should contact the City so AI from Can-Lite can be retained to remove.

Holiday Snowflakes:

Dave mentioned that we have 8 snowflakes that were damaged last year partially as there were several storms with high winds and also as the snowflakes age. During installation this season he noticed some snowflakes that require welding, replacement lights and tie wraps that are brittle. Dave requested a motion to provide funding to repair these before next winter.

THAT we agree to spend approximately \$1000 to repair the 8 snowflakes to be welded and the cost for any replacement lights needed.

Moved by: Cory deVilliers

Seconded by: Mike Devine

Crosswalk Pedestrian Safety:

Discussions at our fall AGM from membership around crosswalk at Queen and Guelph Avenue. Several business owners expressed safety concerns with this intersection. Cliff has received both verbal and written concerns. Nicole from Ernie's had reached out to Councillor Devine after a pedestrian was struck in November 2018. As this is a regional road he advised she reach out to the region to push for better safety at that intersection. The region re-painted larger and more visible ladder crossing for better visibility. Most issues seem to occur during the day and when vehicles are turning at this intersection. The BIA suggested a motion that this be raised with the region by the City and that the City appoint a Project Lead to communicate with the region about our safety concerns and to provide updates back to the BIA

THAT the Hespeler Village BIA acknowledges and shares in the deep concern for pedestrian safety at the intersection of Queen Street, Guelph Avenue and Adam Street.

AND THAT the BIA respectfully asks that the City of Cambridge Council urgently request the Region of Waterloo to implement a Leading Pedestrian Interval at the intersection of Queen Street and Guelph Avenue and Adam Street.

AND THAT Council appoint a Project Lead that can coordinate next steps with the Region and communicate updates back to the BIA

Moved by: Cory deVilliers

Seconded by: Dave Olesen

Special Events - Hespelericious

Nicole from Ernie's presented a sponsorship request to repeat this event in February 2020. The event started last winter with much success so it was repeated in the summer with continued success. Plan is to run the event from February 22nd to March 8th. There are also 2 new restaurants set to participate. Both the Duke and Duchess and Rabbid Fox will participate this winter. We will reach out and provide the package and they will be encouraged to become Associate Members however both will be included for this event. Social Media analytics after last event showed that 30K were exposed to the event using marketing social media on both Facebook and Instagram. On average the restaurants saw an additional 50 customers during that timeframe. Printed menus, posters, brand consistency that ensured that all participants and advertising was consistent. Reviewed menus to ensure they weren't all offering the same thing. This year there will be 5-6 restaurants participating. The organizers hope to include Village Eatery and Queen's Fancy in the summer when there is a smaller 2 course option.

Moved by: Dave Olesen

Seconded by: Kenn Norman

THAT we approve \$500 in like and kind advertising towards the event.

Hespeler Village Christmas

Set to run again this Saturday December 14th. There will be the horse-drawn trolley Rides and Lary Turner confirmed that Santa Claus can be set up inside at the gallery area of the Company of Neighbours to help with the weather. The event is set to run from 12-4pm.

BIA Financials

Discussion around arrangements for a BIA credit card as it is important for City finance Dept to track expenses. Also helpful for auditor review. The City CFO has advised that a BIA credit card be arranged and should be linked to BIA account. Brian has already sent in the inquiry. Cliff has also agreed to be brought on as a signing authority for BIA.

HST Update

Kenn shared that he is looking into HST and discovered that Tim Hilborn was the previous contact point for the CRA. Needed Tim's authority to speak to the CRA around HST rebates. Kenn is looking to have this investigated and will provide an update at a future meeting.

2020 Priorities and Next Steps

Discussion around the BIA priorities for 2020 and agreed on three key areas.

1. A formalized push on a plan for the Public Works building on the water by Jacob's Landing. Cory and Dave learned at CARAC meeting that in 1996 a recommendation was made to sell or lease that building. Councillor Reid and Laura Pearce along with a member of the BIA will work to set up a meeting to review and determine next steps.
2. A second priority is to work on a pedestrian and cycling strategy for the entire BIA catchment that would include safety and identify areas for improvement. Opportunity to push for tourism within this area with the Municipal Accommodation Tax and there is an opportunity to tie into the feasibility study. Cycle master Plan and Bike Share program being worked on based on feedback sessions and consultation with Kitchener and Waterloo as well. Laura will see about having someone speak to BIA in 2020 possibly at our February meeting.
3. Expansion of BIA boundaries. Need to consult with new clerk to review process. Need to communicate to businesses as awareness and to benefits. Laura will touch base with new clerk to clarify next steps and quantify what the new levy would be and that we could then lower the average contribution slightly but still result in a higher budget.

Moved by: Cory deVilliers

Seconded by: Cliff VanClief

THAT we notify the City Clerk of our wish to expand the BIA boundary based on the map provided by Brian.

January/February BIA Meeting

As Cliff, Dave and Cory are all unable to attend the January 8th meeting is being cancelled. The next BIA meeting is set for Wednesday February 12, 2020.

Close of Meeting

Moved by: Valerie Labbe

Seconded by: Cliff VanClief

THAT the December 12, 2019 meeting of the Hespeler BIA Advisory Committee does now adjourn at 8:28 p.m.

CARRIED

Chair – HESPELER BIA

Recording Secretary