



MINUTES

Hespeler Business Improvement Area Committee Hespeler Heritage Centre

11 Tannery St E, Cambridge, ON
June 12, 2019



Committee Members in Attendance; Stefany Kawka, Chair, Cory deVilliers, Vice-Chair, Brian Kennedy, Executive Director, Valerie Labbe, Recorder, Kenn Norman, Treasurer, Dave Olesen, Streetscape Liaison, Councillor Mike Devine, Councillor Donna Reid, Trevor McWilliams, Staff Liaison, Cliff VanClief

Regrets: Khalid Zaffar

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 8:25 p.m.

Approval of Minutes

Spring Social was held in May so no minutes to approve.

City Updates - Cambridge Planning Meeting

Held last night with City of Cambridge and Councillor Devine shared updates from the meeting. Some concern on development at Melran and River Road with 54 townhomes proposed. Also a developer representing the Smart Centres inquiring about changes to minimum square footage requirements. Stated that by-laws in Cambridge require minimum of 6000 square feet and he would like it reduced. The minimum requirement was originally set at 6000 square feet so as not to impact downtown cores. BIA may send a written communication back to the City stating that we oppose reduction of square footage by-law as it could impact our BIA businesses.

City Updates - Forbes Estate

Public Meeting was held recently. Smaller community meetings will also occur.

City Updates - Adam Street construction

On track and near completion.

City Updates - Municipal Accommodation Tax Review

Tax is levied on hotels and visitors and the funds are used for tourism. Portion used for Waterloo regional tourism. Tricia Lewis is involved for the City for this tax review.

Hespeler Sign Updates - A site meeting was held today with City staff, BIA members and 654 Signs. Reviewed all aspects including landscaping to be completed when sign installed and illumination for the sign. Blocks of limestone we were going to re-used and Dave is looking into whether than can still occur as blocks were moved when work by utilities was recently completed. Trevor suggested the City look into purchasing new stone if required. Dave will send an email to Peter who is the building owner at that corner as awareness of next steps and that sign installation is proceeding. Plans for a press release when the sign is installed.

Hespeler Sign Commemorative Plaque

Previous discussions around a commemorative plaque to possibly be installed at the Hespeler Sign. Trevor suggested we talk with Shirley Bowman with the Preston BIA who has a contact for a company that installed a plaque at Central Park as an option jlrsmith@mac.com that looks like bronze but costs much less. Brian and Dave will take care of wording and ordering the plaque and a draft will be sent to BIA board for review and approval.

Flower Baskets (Maintenance)

Planters have now been hung and the size and quality is excellent. Hung incorrectly possibly due to new company (not on i-hook). Dave sent letter to city staff and response that it will be rectified. Completed today.

Adam Street (Maintenance)

Concerns as grass planted in front of library however a small strip left out. also new trees planted without water bags so does not seem that the trees will survive. City staff aware and are looking into it.

Banner Initiative

Brian has been working with the 3 BIA's and with Creative Capital of Canada and proposing banners with a similar look for all 3 cores. Creative Capital of Canada is an exciting new movement and our hope is that it can foster good conversation with 3 BIA's to work together on this and future initiatives. Brian also worked with Joel from HIP Developments as well as the Him & Her Agency to design the banners for 3 BIA's which recognize the creative history of Cambridge. Brian received artwork yesterday. As next steps, Brian will present to both Preston and Galt BIA's for artwork approval. Quote from a print agency in Kitchener to complete full order for all three BIA's will be submitted. Dave has confirmed that we can hang 60 in Hespeler and that the print company will be aware of the specifications to ensure they hang correctly as we have had previous design issues with banners tearing or becoming unfastened. Trevor confirmed we can use 50/50 funds for this initiative. Tentative target is to have banners ready to install by early July. Brian to submit artwork to Dennis Lopes for formal City approval.

THAT we approve artwork for the six banner designs with further approval for cost once that is finalized.

Moved by: Dave Olesen

Seconded by: Kenn Norman

Sponsorship Application - Hespeler Village Music Festival

Requesting \$750 towards one hour of entertainment at the festival and \$250 towards social media boost. Festival is also branding festival and will sell branded items at the festival to provide other revenue streams.

THAT we agree to provide \$750 towards entertainment costs at the festival along with \$250 towards a social media boost.

Moved by: Kenn Norman

Seconded by: Valerie Labbe

Sponsorship Application - Santa Claus Parade

We have previously given \$1000 sponsorship. All agreed this is a great event and very popular every year. The route changed last year and now turns onto Guelph Avenue and ends at Sheffield Drive. This reduces traffic for some businesses on the east side of Queen Street however the parade committee felt the change was required for safety of unloading and due to turning radius at Queen and Cooper St.

THAT we agree to provide \$1000 towards the cost of the Santa Claus parade.

Moved by: Kenn Norman

Seconded by: Cliff VanClief

Sponsorship Application - Shop the Block

Proposed shopping event to be held on the 3rd Friday from June to October. Brian talked with the organizers about using the BIA facebook page and website to promote the event. Currently One Sixty One Artisan Market and the By Hand and Fire Shop are confirmed. Suggestion from BIA board as to whether this could this be held every Friday and cross-advertise with the market til 7pm? this could allow for synergies with marketing. Brian will discuss with organizers. Sponsorship request for \$300 towards printing costs and \$100 social media boost. Printing and design assistance to be provided by BIA.

THAT we agree to provide \$400 towards printing costs and social media boosts provided the event is held every Friday until 7pm to cross-advertise with the Farmer's Market.

Moved by: Cory deVilliers

Seconded by: Dave Olesen

Video Power Up

This business owner presented at the BIA Spring Social and has volunteered to start on business profiles and work with individual businesses to create live Facebook videos. Brian will send the information out to businesses so they can sign up if interested.

Letter of Support - Forbes Estate

Email notification sent to board members before June meeting around a letter of support for this development with 5 votes to proceed.

Sponsorship Application - HVNA June Neighbourhood Day in the Park

Request from HVNA to sponsor a neighbourhood day in Forbes Park that was held June 1st. Request for \$750 towards cost of event. Voted on over email prior to June meeting with vote to proceed with this request for sponsorship.

As a follow up, Cliff suggested we invite all neighbourhood groups to a meeting and cross promote with them. Cliff is president of Active Cambridge and he has met with all three in the past. Suggestion deferred to a Marketing discussion in Feb/March 2020.

Board of Directors 2019 - 2022 Term for elected positions

Nominations for BIA board positions were voted on and approved as follows:

Nomination for Chair: Cliff VanClief

Nomination for Vice Chair: Cory deVilliers

Nomination for Treasurer: Kenn Norman

Nomination for Executive Director: Brian Kennedy

A formal vote was held and all voted to proceed. Councillor Devine and other BIA board members thanked Stefany for all the hard work and support as Chair for the past four years and for her commitment to continue as a board member.

July BIA Meeting

The next meeting is set for Wednesday July 10, 2019.

Close of Meeting

Moved by: Valerie Labbe
Seconded by: Stefany Kawka

THAT the June 12, 2019 meeting of the Hespeler BIA Advisory Committee does now adjourn at 8:25 p.m.

CARRIED

Chair – HESPELER BIA

Recording Secretary