



MINUTES

Hespeler Business Improvement Area Committee Hespeler Heritage Centre

11 Tannery St E, Cambridge, ON
January 10, 2018

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

Regrets: Nicola Toon, Dave Olesen, Streetscape Liaison, Councillor Donna Reid

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 8:32 p.m.

Approval of Minutes

Moved by: Kenn Norman
Seconded by: Cory deVilliers

THAT the minutes of the Hespeler Business Improvement Area Committee meeting of the December 13, 2017 be approved as written.

CARRIED

BIA Levies

Income Projections for BIA levies needed. Kenn sent email to Fern Nunes-Farias at the City of Cambridge to find out the levy for 2018 and to ensure it includes new commercial properties within the core. Trevor will follow up with the City to confirm the amount and details.

Hespeler Village BIA Rebranding

Brian presented a document on Hespeler Village rebranding with logos, font and social media guidelines. New logo suggested was the one used last year on banners thru collaboration with HIP Developments.

Social Media Update

Brian and Justin provided an update on work they are completing with the website to update it. Discussion around ensuring that the Hespeler historical beehive and shamrock are both highlighted on website and other social media where possible. Possibility of adding some history on the website around both the beehive and shamrock and their history. This could also include a link to the Company of Neighbours for more information. Brian will reach out on Facebook to gather some photos of Hespeler to add to the website ensuring that any photos used have copyright permission. Brian will also complete a review of social media guidelines to provide to BIA board.

Explore Waterloo Region

Package provided from Waterloo Region around advertising rates for 2018. Last year is was offered for free to the Hespeler BIA as a trial. This would provide promotion of our events throughout the region. Event guide included 5 of our events last year and a Hespeler BIA writeup. Additionally unlimited events can be promoted on their website as they come up throughout the year. The #explorewaterloo hashtag is also available for use. Councillor Devine reminded that they also have an annual meeting that we should try to ensure someone from the board attends.

Moved by: Cory deVilliers

Seconded by: Councillor Mike Devine

THAT \$500 plus HST from surplus funds be used towards advertising with Explore Waterloo Region.

CARRIED

Canadian Cancer Society

Board was approached to see about possibility of being involved in a “painting the downtown yellow initiative” the Cancer Society is looking into. Brian will reach out to see if they would like to become a BIA Associate Member now as their office is located on Jamieson Parkway. Brian will also suggest that they attend a BIA meeting for a discussion and to share ideas. This request was also a reminder that guidelines should be established for future inquiries for other fundraisers. ex. Does it support downtown businesses, is it a well supported cause, etc. Brian will provide an update at a future meeting around these suggested guidelines.

Associate Membership

Discussion around Associate Memberships for businesses in Hespeler but outside of the core area.

Moved by: Cory deVilliers
Seconded by: Councillor Mike Devine

THAT Hespeler BIA Associate Membership fees be increased from \$50 to \$75 annually. Non-Profit organizations would continue at \$25 annually.

CARRIED

St. Patrick's Day

Stefany and Brian have reached out to food establishments in the core to have a meet & greet. Would also like any update on what they are doing for St. Patrick's Day especially as it is on a Saturday this year so that we can promote events on social media. Brian and Stefany will work on a promotion of any events for that day. Fashion History Museum will also be re-opening that day so that can be shared on social media as well.

Falls Lighting

Cory posted an update to Facebook page today around replacing the non-working light currently at Jacob's Landing and installing coloured flood lights for the Hespeler Dam Waterfall. Request for a commercial electrician to quote, supply and install. Justin has previously received two quotes that are under review. Email request was sent to Community Services. Trevor will provide contact info for CSD Manager for this area so they can be involved in any site visit and provide any other guidelines or feedback around this project. Tentative plan is to have this installed prior to March 17th if possible.

Regional Arts Funding

Initiatives and funding has been provided to Waterloo Region for LRT. Cory raised questions around how we get included in Arts Funding to possibly include more art at the corner of Queen and Guelph Avenue and/or other areas within the core. Trevor advised that Leanne Bond is a good contact for public art and should be able to provide some information.

Music & Lights Event 2018

Cory reached out to Lowe's in respect to donating or providing us with lights for next year's event. Lowe's are interested and asked that we provide a sponsorship package for their review. Brian will propose putting together the sponsorship package for them and will share this update at the next Music & Lights Committee meeting.

Further discussion around the fact that the Christmas lights are still on. Trevor reached out during the meeting and learned that Little Electric was delayed due to weather but will have the lights turned off this week.

Kayak and Canoe Rentals

Stefany will write a proposal around kayak and canoe rentals as it would be nice to see a business open offering this service over the summer.

City of Cambridge Snow Event Reminder

Councillor Mike Devine reminded everyone that whenever the City declares a snow event that parking is not allowed on city streets but also not allowed on Queen where we currently have on-street parking within the core area. These areas need to be clear to allow city to complete the snow removal. Brian will post a reminder on Facebook and send out an email reminder to businesses.

Next BIA Meeting

Previously set for February 14th which is Valentine's Day. Agreement to move the next meeting to **Wednesday February 7, 2018.**

Close of Meeting

Moved by: Valerie Labbe
Seconded by: Stefany Kawka

THAT the January 10, 2018 meeting of the Hespeler BIA Advisory Committee does now adjourn at 8:32p.m.

CARRIED

Chair – HESPELER BIA

Recording Secretary