



MINUTES

Hespeler Business Improvement Area Committee Hespeler Heritage Centre

11 Tannery St E, Cambridge, ON
April 11, 2018

Committee Members in Attendance; Stefany Kawka, Chair, Valerie Labbe, Recorder, Kenn Norman, Treasurer, Nicola Toon, Khalid Zaffar, Trevor McWilliams, Staff Liaison Dave Olesen, Streetscape Liaison, Councillor Mike Devine

Regrets: Cory deVilliers, Vice Chair, Brian Kennedy, Executive Director, Councillor Donna Reid

Meeting Called to Order

The Chair welcomed everyone present and called the meeting to order at 6:38 p.m. and the meeting adjourned at 8:27 p.m.

Approval of Minutes

Moved by: Kenn Norman
Seconded by: Stefany Kawka

THAT the minutes of the Hespeler Business Improvement Area Committee meeting of March 9, 2018 be approved as written.

CARRIED

Sponsorship Request

First introduced by Devon Hogue through the City in October, Mr. Chris Alexander is a local photographer and filmmaker who has embarked on filming a web series with a Tri-cities focus. Since the initial introduction Chris has shot the first episode in Hespeler Village at The Aging Oak and is set to shoot another two episodes at Hespeler Village restaurants.

He provided his application/cost breakdown and requested \$170 to cover the equipment rental costs for all three episodes filmed in our core area. This was voted on and approved through email in mid-March outside of the BIA meeting.

Budget and Accounting Updates

Kenn provided an update that signing authority is now completed at the bank with both Brian and Cory approved with signing authority. Last year's books are going to the auditor next week. Review of property levies done with Fern at the City and now understand that the commercial portion of the new HIP Apartment building will qualify for levies next year. Associate Membership has increased and is now \$75 annually. Motion to approve the revised budget.

Moved by: Valerie Labbe

Seconded by: Nicola Toon

THAT the revised 2018 budget be approved as written

CARRIED.

City Update

Trevor provided an update that everything is on schedule for the Adam Street construction. Energy+ to begin hydro relocations in April. Early to mid-June proposed schedule for new Hespeler sign installation. Trevor will reach out to Jeff Nyenhuis to contact the sign company and provide an update on sign installation dates. All Adam Street reconstruction should be complete by end of October. The Franklin Street bridge reconstruction is also scheduled to occur during this same time period. Construction updates to be shared in the next BIA newsletter and on the BIA Facebook page with a reminder to businesses to make sure their clients are aware of construction dates so they can plan alternate routes. Dave and Trevor will consult with the City landscape architect on design for landscaping around the sign and possibility of moving sign and landscaping back a bit if possible to allow for more sidewalk room at that corner.

City of Cambridge CAT and C-CAP

There will be a BIA summit on Tuesday May 22nd in the Bowman Room for all three core area BIA's. This will provide a chance to introduce the Manager and Supervisor of the Community Ambassador Team (CAT) and ask any questions on the program. Cambridge Core Area Patrol (C-CAP) will be included in this summit. The City will provide the information card with the phone # to call for any maintenance issues. Business owners should be reminded to call for any issues and each call will be logged.

St. Patrick's Day Review

Stefany reviewed the Facebook analytics provided by Brian. The \$300 investment resulted in 777 engagements and reached 14726 people. Restaurants were very happy with results and want to work together again in the future to boost events. Brian will provide a summary including the stats and feedback will be provided to all businesses downtown shortly.

BIA Rebrand Launch

Our rebranding is now completed and launched. Our Facebook page has a 4.7 star rating right now. Also 3300 people have been reached since rebranding and comments and activity are increasing on the Facebook page. Our new Website has had 286 visitors and 713 page visits. Instagram and Twitter accounts are also now set up with the new Hespeler Village BIA address.

Millpond Falls Lighting

Lighting set to arrive this week. Tree trimming scheduled to be completed prior to light installation. Brian and Justin will attend training for the programming of the lights which can then also be provided to other BIA board members. Troy Electric will be there to support as well. On track for Installation to be complete by the end of April.

BIA Social

Confirmed for June 6th 730-930pm at Ernie's. Tentative plan to head out at the end of the social to see the falls lighting. Other themes or areas of discussion at that meeting could include introducing the CAT team and providing an overview on how it will operate with card with phone number to call provided. Previously discussed having an open forum at the BIA Social to promote the Farmer's Market and allow businesses to share what ideas they have to promote their business during the Friday market.

Flower Baskets

We have 40 flower pots ordered for installation. Dave has an outline of where planters should be installed. Councillor Devine suggested that the City plant yellow pansies if possible to add to Cancer Society painting the downtown yellow campaign. Discussion about getting an additional planter on Queen West. There are currently 5 planters but all grouped together. Feedback at last BIA social with request to spread them out further along Queen West. Plan to order an additional planter through the City (budget permitting) and to spread out planters further down Queen West with two groupings of three. Nicola will reach out to Trevor to coordinate.

Banner Updates

We still have Hespeler Banners with our village logo and the Fashion History Museum as well as the artist banners that were previously used. Dave has provided a total inventory of the banners to Brian and will contact Can-Lite to install the street banners and the Market banner at same time. There are 7 beehives that need to be installed that were removed when the snowflakes were installed.

Food Truck Presentation

Jennifer Pataki, Gord Whitney and Mike Hamilton joined as guests to discuss the possibility of having a food truck as part of the Farmer's Market. Current suggestion is to operate 1 - 2 trucks/once a month as a trial this summer at the Market. Mike operates a food truck that serves gourmet wraps and would like to participate. As a next step it was agreed that we need more details around type of food offered and location at the Friday Market so this can be shared with BIA membership possibly as a survey for any feedback or suggestions. The Library would not be an option as the parking space is needed.

Another option discussed was to have a Food Truck Day at various locations throughout Hespeler but most Food Truck businesses are already booked weekends throughout the summer. There is a group starting to run Truckin' Tuesdays at St. Luke's on Franklin Street starting in May. The Farmer's Market starts up this year on June 8th.

Close of Meeting

Moved by: Valerie Labbe
Seconded by: Stefany Kawka

THAT the April 11, 2018 meeting of the Hespeler BIA Advisory Committee does now adjourn at 8:27 p.m.

CARRIED

Chair – HESPELER BIA

Recording Secretary