



MINUTES

Hespeler Business Improvement Area Committee Hespeler Heritage Centre

74 Queen Street East, Cambridge, ON
Nov 9th, 2022

Committee Members in Attendance; Vice-Chair Cory DeVilliers, **Executive Director** – Darren Jolley, **Treasurer** - Kenn Norman, Councillor Reid, Councillor Devine, Tara O'Donnel, Mark Thomson, Kira Wilkinson, Kelsey Vere

Regrets: Cliff VanClief,

Meeting Called to Order

The Executive Director welcomed everyone present and called the meeting to order at 6:30 p.m. and the meeting adjourned at 8:30 p.m.

Motion to Approve August Minutes

THAT the Hespeler Village BIA Board Approved the Oct 2022 Minutes as written.

Moved by: Cory

Seconded by: Kenn

CARRIED

Exec Director Update – Darren

1. Received a document from Sheer Display about the planned replacement of all our Holiday lights. Total cost \$29,000. This is current cost of spend over next 3-4 years.
2. There is a Federal Tourism Grant we will apply for.
3. Bishop Brew Sign Grant Application
 - a. **Motion by Cory: That a \$1500 grant is approved to support Bishop Brew**
 - i. **2nd by Tara,**
 - ii. **Passed**
4. Purple Butterfly Sign Grant Application
 - a. Board in favor of Grant, however, no quorum for approval as Cory had to abstain from vote due to it is for a tenant in his building.
 - b. Will try to make a virtual meeting happen to approve it before next meeting

Vice Chair Update – Cory

1. Controller for Waterfall lights – recommends cellular controller
 - a. Will have controller in our hands this month.

2. Walk Queen
 - a. Final results of BIA survey presentation sent to Trevor at the City
 - b. Councillor Devine – Need to solve attendance issue on Sunday as part of 2023 plan
3. Will be applying for a Cambridge Community Grant for 2023 to support Walk Queen. Will have application in by end of November.

Update – Councillor Devine

1. No update – no council meetings

Update – Councillor Reid

1. No update – no council meetings during lead up to municipal election

Holiday Season Lights Update – Darren/Tara

1. Tree Lighting will be Friday Dec. 2nd at 7pm
2. Very high-cost increase for install/removal/and storage for lights this year.
 - a. Focal Tree \$2743.64
 - b. Snowflakes and Cross Street banner lights \$4147.10
 - c. White lights at Cenotaph Park \$3548.20
 - d. Gazebo Lights by Focal tree and 3 trees by BMO \$1152.60
 - e. TOTAL \$11,951

f. Motion by Cory: That \$2743.64 spend is approved to fix/repair and hang all lights on Focus tree

- i. 2nd by Tara,
- ii. Passed

g. Motion by Cory: That \$4147.10 spend is approved to fix/repair and hang all Snowflake lights and cross street banner

- i. 2nd by Tara,
- ii. Passed

3. Board agrees to provide lights for the evergreen on city property in front of Dewar Realty. They will provide electrical and dress the tree yearly
4. Darren will assemble volunteers to install white lights at Cenotaph Park to save some money
5. Will not put Gazebo lights or on trees by BMO this year

Other Business

1. Downtown Parking – Mark
 - a. There is no enforcement, need better sign, something needs to be done
 - b. Apartment tenants and visitors park all day long in parallel spots
 - c. Councillor Devine will address
2. Graffiti – Darren
 - a. what is process to get it removed or signs that graffitied replaced
 - b. Darren will address with Laura
3. Social Media performance report for next Month - Kelsey
 - a. will put something together for December meeting

Task List Updates and Maintenance - Darren

1. Concern over drought and dying trees downtown.
 - a. Laura is looking into how to get the trees watered – plan for 2023
2. Downtown WIFI
 - a. Laura is looking into who takes care of this. Check to see if signal repeaters are working properly
3. New Bicycle Racks – due spring 2023
4. Cenotaph damage – railings around cenotaph are rusting at base, and a set of them have broken off. What is plan for this area?
5. Christmas Lights aging and planned replacement (Darren)
6. Cowsill Corner Plaque – what to do with it?
7. Dam Lights cellular remote control – Cory
8. Cambridge Community Grant – Cory/Kenn
9. Storage space in basement of Townhall
10. Start Holiday Lights planning in July

Close of Meeting

THAT the Nov 9th, 2022 meeting of the Hespeler BIA Board meeting does now adjourn at 8:30 p.m.

- CARRIED
Moved by: Darren
Seconded by: Cory
Carried.

Chair – HESPELER BIA

Recording Secretary

