



MINUTES

Hespeler Business Improvement Area Committee Hespeler Heritage Centre

11 Tannery St E, Cambridge, ON
October 9, 2019

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

Regrets: Councillor Donna Reid, Trevor McWilliams, Staff Liaison

Meeting Called to Order

The Chair welcomed everyone present and called the meeting to order at 6:30 p.m. and the meeting adjourned at 8:10 p.m.

Approval of Minutes

Moved by: Kenn Norman

Seconded by: Khalid Zaffar

THAT the minutes of the Hespeler Business Improvement Area Committee meeting of the Sept 11 2019 be approved as written.

CARRIED

Starter Company Plus - Laura provided an update that this program has re-launched and could have positive impact to some of the new businesses in the Hespeler BIA . Runs in partnership with Waterloo Region Small Business Centre providing grants to new small businesses in operation less than 5 years. Grant is up to \$5000 and has great mentoring and workshops. Deadline is November 14th for businesses to apply. There are 2 mandatory workshops in November. Program launches again in April 2020. Laura agreed to send an email summary to Brian to be shared with BIA membership.

Bike Repair Station - discussed yesterday with the Mayor during the walking tour in Hespeler. There was a repair station in downtown Cambridge for a period of time which has been dismantled and stored. Hespeler BIA expressed interest in having it re-installed within Hespeler. Laura spoke with Shannon Noonan and will follow up to Economic Development and the new sustainable transportation co-ordinator later this month. Laura will provide an update following these discussions.

BIA Summit - will be held on October 22nd in the Secord Room from 6-8pm. Cliff, Brian and Dave all agreed to attend and represent the Hespeler BIA.

Core Area Transformation Fund Presentation to BIA's - James Goodram recently provided an overview presentation for the Core Area Transformation Fund to all three BIA's. Further discussion around the content of that meeting and that the BIA would like to see what is going to be presented to City Council before it is presented. Each core is on a cusp of growth and like to see further definition around what the funds could be used for and what the goals of the fund are with a balance between short and long-term goals.

Cambridge Hall of Fame - October 10th

Lary Turner reminded the BIA of the Cambridge Hall of Fame event to be held tomorrow Thursday October 10th at 7pm in the Bowman Room of City Hall. The Cambridge Hall of Fame will be inducting 9 new members including Mr. Kribs from Hespeler.

City Update - Councillor Devine shared that the City acquired the land along the trail behind Ernie's this month. As next steps it will be reviewed to see how it can be developed in the future.

City Update River Road Development - Councillor Devine reported that City council has put an Interim Control Bylaw for River Road to allow staff to put a better development plan in place. This Bylaw is for one year with nothing to be built with the exception of one developer that had already submitted a development application and exempt from the Interim control Bylaw.

Hespeler Village Market - Councillor Devine shared that the Hespeler Village Market may move to Forbes Park next year as they feel they have out-grown the current space at the Cenotaph area.

Remembrance Day Banners - Dave worked with Bill Calvin this past Monday to arrange for the installation of 54 legion Remembrance Day banners. The BIA will remove the banners when the snowflakes are installed later in November.

Hespeler BIA Budget Discussion - Kenn shared the proposed budget for 2020 along with an update on the projected year end 2019. There is also a 2017 CCAP surplus that the City will be returning to all three BIA's with Hespeler's portion being approximately \$300. Kenn also advised that there are funds left in the 50/50 budget which will help with Christmas lighting and installation costs.

Further discussion around the cost of the former bike patrol that is now handled by a security company and provided to each core with longer hours during the summer months. Laura to review and provide an update on the availability in Hespeler during 2019 and any Incident Reports. Further review can be done with Brian Geertz at the BIA summit.

Agreement to review and approve the 2020 BIA budget over email in the next couple of weeks so it can be provided to the City in early November.

Core Area Beautification - Dave provided an update that it seemed the Ambassador team stopped watering the hanging baskets in early September so the plants died and were removed. Previously these were hung until Thanksgiving. This may be another item to bring up at the BIA Summit. Dave recently met with Walter who is the City Engineer in charge of streetscaping to review next steps to finalize the Hespeler sign installation. Hoping to push to get this finished prior to December. Need to work with Energy Plus to complete electrical work to back-light the sign followed by a stone retaining wall, landscaping and once those steps are completed the sidewalk can be finished.

Cambridge Music & Lights - Brian received a quote to light the parameter trees in the Cenotaph area as well as installing new lights at Jacob's Landing. Quote is for 48 sets of lights with a combination on mini lights and larger lights which come with a two-year warranty. Installation quotes will be determined at a later date but hoping to install before Music & Lights event on Friday November 22nd.

Moved by: Kenn Norman
Seconded by: Dave Olesen

THAT we agree to spend \$1245.62 on white lights for the parameter trees at Cenotaph and at Jacob's Landing. These lights will be installed year-round at both locations.

Event Application - Holiday Hop & Shop - set to run again this year on Thursday November 21st. The event is a retail shopping event and was quite successful last year. Last year we provided \$250. This year they they are requesting \$450. Our recommendation will be \$300 in social media and promotional material.

Moved by: Kenn Norman
Seconded by: Mike Devine

THAT we agree to provide \$300 in kind advertising and social media assistance towards the event.

Event Application - Hespeler Village Christmas - Event will be held on Saturday December 14th from 12-4pm. It was a very successful event last year and it was noted that \$300 was raised at last year's event from the carriage rides to be used for this year. Last year the BIA provided \$1500 towards the event which is a partnership event between the BIA and Century 21 Village on the River. Reviewed current sponsorship funds available and agreed to provide \$1300 towards the event this year.

Moved by: Kenn Norman
Seconded by: Mike Devine

THAT we agree to provide \$1300 towards the Hespeler Village Christmas event.

Fall Annual General Meeting (AGM) - now confirmed for Wednesday November 13th at Storehouse 408 at 630pm.

November BIA Meeting

The November meeting is cancelled and replaced by the Annual General Meeting to be held on Wednesday November 13th. The next meeting BIA meeting is set for Wednesday December 11, 2019.

Close of Meeting

Moved by: Valerie Labbe
Seconded by: Cliff VanClief

THAT the October 9, 2019 meeting of the Hespeler BIA Advisory Committee does now adjourn at 8:10 p.m.

CARRIED

Chair – HESPELER BIA

Recording Secretary