



MINUTES

Hespeler Business Improvement Area Committee Hespeler Heritage Centre

11 Tannery St E, Cambridge, ON
July 10, 2019

Committee Members in Attendance; Cliff VanClief, Chair, Cory deVilliers, Vice-Chair, Brian Kennedy, Executive Director, Valerie Labbe, Recorder, Dave Olesen, Khalid Zaffar, Trevor McWilliams and Laura Pearce, Staff Liaison

Regrets: Stefany Kawka, Kenn Norman, Treasurer, Councillor Mike Devine, Councillor Donna Reid

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 8:23 p.m.

Approval of Minutes

Moved by: Dave Olesen

Seconded by: Khalid Zaffar

THAT the minutes of the Hespeler Business Improvement Area Committee meeting of the June 12, 2019 be approved as written.

CARRIED

Sponsorship Application - Hespelerlicious

Nicole and Jeff from Ernie's Restaurant joined the meeting to share that based on the success of Winterlicious and to help offset lower capacity months for the downtown restaurants, they are looking to host Hespelerlicious from Aug. 9 - 25th. The purpose of the event is to encourage people to visit at a time during low periods of business. As with the winter event they are planning a special 3-course menu at participating restaurants. Four Fathers, Choun Kitchen, Ernie's and Aging Oak have agreed to participate. The event went over really well in the winter. The sponsorship request is for promotional material. After last winter's event they did receive feedback that some people were not aware the event was happening so the organizers want to increase awareness with print materials, posters, menus, social media advertising. They hope the additional print materials will help bring other visitors into the village.

THAT we agree to sponsor Hespelerlicious by assisting with promotional materials and advertising on social media for the event.

Moved by: Dave Olesen

Seconded by: Cory deVilliers

City Updates

Trevor introduced Laura Pearce who is the new Senior Economic Developer for the City. He also provided an update that Michael Marini is now the Economic Developer for small business component.

Hespeler Sign

654 Signs is set to proceed with installation in July. Then City will then move forward with landscaping and electrical. A commemorative plaque is still on track to be included. Brian and Dave will come up with wording and will send a draft to the BIA board for review and approval. Blocks of limestone were going to re-used however the blocks were moved during recent utility work and damaged. Dave will reach out to Walter and Jamie at the City and explain that the blocks are not usable and work on an alternate solution. Plans for an official press release when the sign and plaque are installed and landscaping and electrical done. Cory will look into marketing for the launch of the new sign.

Hespeler Sign Commemorative Plaque

As discussed at the June meeting plans are still underway for a commemorative plaque to possibly be installed with the Hespeler sign. Trevor had suggested we talk with Shirley Bowman from the Preston BIA who has a contact for a company that installed a plaque in Central Park as an option 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.

Mill Run Trail Re-Opened

The Mill Run trail has re-opened under the 401 allowing access again between Hespeler and Preston. As the trail goes from Hespeler to Preston it was suggested to coordinate the official launch and involve the Person BIA as well. Cliff will reach out to the Preston BIA and provide an update at the next meeting.

City Updates - Forbes Estate

As next steps in this process a City Liaison Committee has been created to speak with those in the neighbourhood and review any concerns.

City Updates - Regional Development Charges

Regional development charges are exempt as of August 1st however educational charges will continue. This will be in effect for 5 years.

City Updates - Digital Mainstreet

Information distributed to BIA membership that as part of an Ontario government initiative to help small businesses improve their digital capabilities, Downtown core area businesses can also register for a digital assessment and once training is completed they can apply for \$2500 grant. The goal of the DMS digital transformation grant is to help small core area businesses with their digital platform and/or social media. To date 78 Cambridge businesses have signed up and 41 have completed training. There are 13 businesses in Hespeler who have completed the assessment. Overall 7 businesses have received the grant so far. Program ends on December 31, 2019 and no confirmation yet on whether it will continue into 2020.

City Updates - Municipal Accommodation Tax

The Municipal Accommodation tax came into effect on July 1st. Members from all BIA's as well as City council reviewed ideas on how to move forward with tourism in the core areas. Information has been compiled and under review and will be shared once review is completed.

City Updates - Banners

Brian continues to work diligently on the banner project for all 3 BIA's. The project has now expanded as both Kitchener and Waterloo have expressed interest with the Creative Capital of Canada designed banners. **Some concerns from City and Regional staff that it could be viewed as advertising since HIP Developments came up with the idea <<any suggestions for re-wording this?>>**

The compromise is to change the wording and keep the artwork. Both Cambridge and Kitchener/Waterloo are supportive of the cause but wanted to have it modified to ensure no potential conflict. The banner designs are now with the City of Cambridge for approval but also with Kitchener and Waterloo for formal approval for their core areas as well. Should Kitchener or Waterloo decide not to proceed, Cambridge BIA will still support and encourage the banners. Preston wants to be included however due to construction it may be best to postpone until next year. Creative Capital of Canada could also participate at one of our events so we can showcase their agenda and partner as an opportunity. Possibly when the banners go up we can use that as a gateway to support the movement publicly. If possible a video asset around "creative gateway to Waterloo region" could highlight areas of Hespeler including the graffiti wall, Fashion History Museum, etc. and showcase the creative side of Hespeler.

City Updates - New Banner Size Restrictions

The City has now advised of an 18" restriction for the size of banners where previously the banners were 22 - 24". This is a result of the streetscaping that was completed a couple of years ago and the pole placement. The City wants to ensure the banners don't obstruct the roadway. As the current poles are 24" long there was the suggestion to possibly wait until fall and cut and re-thread the poles. Signman Realty can provide a quote to be reviewed in the fall.

City Permits

Brain raised a discussion around the fact that all three BIA's pay for permits of \$70 to hang banners and \$85 plus HST for highway occupancy permit along with \$70 when banners are removed. So whenever banners are hung/removed the fees are approximately \$300. Should there be a fee charged by the City for permits when required by the BIA's? The policy also requires 30 days for approval and while usually approved within 10 days it can cause delays. Suggestion that the fees be reviewed for future budget consideration as BIA's have very limited funds. Will be reviewed with Councillor Devine.

Ambassador Team Maintenance Update

Dave met with Andy and Nathan from the Ambassador Team program to share a positive report so far in 2019. This year the hanging baskets are a good size and quality and are being watered regularly. Also the weeds in grates have been cleaned up and garbages emptied regularly. Nathan is going to get Horticulture to inventory trees in the core area and identify a plan to replace any that have died. There have been some issues with vandalism of the flowers on the bridge that have now been replaced twice by the City and then vandalized and pulled and removed within days. Discussions around whether we continue to attempt to plant flowers along the bridge will have to be reviewed for 2020.

Ambassador Team Security Update

The new security teams seem to be doing a good job patrolling the area and they are going into businesses and talking with business owners. It was raised that they are not identified as City of Cambridge staff so that will be shared with the City for any future ability to ensure the security teams are recognized as City of Cambridge staff.

Boundary Expansion

Discussions around expanding the core area boundaries have been raised recently. Cory and Brian shared new proposed boundaries that capture many new businesses including the Len's Mill Building and Four Fathers which would be included. Cory agreed to be the point of contact and will send an electronic copy to Laura Pearce. Laura provided an overview on how to proceed with a possible BIA expansion and the steps required including a membership meeting, a public meeting and then City staff would write a report to Council for the clerks to initiate the process.

THAT we agree to approve the draft of the new Hespeler core area boundary expansion and proceed with next steps to initiate the process

Moved by: Cory deVilliers

Seconded by: Khalid Zaffar

August BIA Meeting

The next meeting is set for Wednesday August 14, 2019.

Close of Meeting

Moved by: Valerie Labbe

Seconded by: Cliff VanClief

THAT the July 10, 2019 meeting of the Hespeler BIA Advisory Committee does now adjourn at 8:23 p.m.

CARRIED

Chair – HESPELER BIA

Recording Secretary