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| City Crest  Crest of the Corporation of the City of Cambridge | MINUTES **Hespeler Business Improvement Area Committee**  **Hespeler Heritage Centre**  **11 Tannery St E, Cambridge, ON**  **November 14, 2018** |

**Committee Members in Attendance;**Stefany Kawka, Chair, Cory deVilliers, Vice Chair, Valerie Labbe, Recorder, Brian Kennedy, Executive Director, Kenn Norman, Treasurer, Khalid Zaffar, Dave Olesen, Streetscape Liaison, Councillor Mike Devine

**Regrets:** Nicola Toon, Trevor McWilliams, Staff Liaison, Councillor Donna Reid

**Meeting Called to Order**

The Chair welcomed everyone present and called the meeting to order at6:34 p.m. and the meeting adjourned at 8:39 p.m.

**Approval of Minutes**

Moved by: Stefany Kawka

Seconded by: Kenn Norman

THAT the minutes of the Hespeler Business Improvement Area Committee meeting of September 12, 2018 be approved as written.

CARRIED

**Sign Request from Le Jardin**

Moving to 24 Queen Street West. Requested up to $2K. Quote provided for $2200.

Moved by: Cory deVilliers

Seconded by: Khalid Zaffar

THAT we agree to provide 50% or $1100 towards the sign costs.

**Event Sponsorship Request - Hespeler Santa Claus Parade**

Requested $1000 towards cost of the event.

Moved by: Cory deVilliers

Seconded by: Kenn Norman

THAT we agree to provide $1000 towards the cost of the parade.

**Event Sponsorship request - Holiday Hop & Shop**

Holiday Hop & Shop event on Thursday November 29th. Tea Shop, O&V and a few other shops/restaurants have partnered and are spearheading a “stay open late” shopping event. They are requesting marketing assistance. Brian will provide graphics and we will agree to share on social media and boost their event. Funds are also needed for posters and flyers.

Moved by: Councillor Mike Devine

Seconded by: Kenn Norman

THAT we agree to provide $250 towards posters and flyers for the event.

**Event Sponsorship request - Hespeler Village Christmas Community Event**

To be held on Saturday December 15th. Carriage rides, live music, market vendors, Santa with free photos. Event running from 12-4pm. Request for $1500 towards event costs and horse carriage rental.

Moved by: Kenn Norman

Seconded by: Councillor Mike Devine

THAT we agree to provide $1500 towards the event with $1000 towards the event and $500 towards marketing.

**General Sponsorship Request - Hand & Fire Tea Shop**

Request submitted from By Hand and Fire Tea Shop for $800 towards radio sponsorship with CHYM-FM during their Christmas music-filled daily broadcasting. A radio day specifically dedicated to promoting downtown Hespeler businesses.

Discussed and agreed that timelines do not work at this time as there is no script or other details for review. Suggestion that we offer to host a meeting to encourage a focused marketing discussion and suggestions on how to promote and gauge which businesses are interested in participating.

**2018/2019 BIA Budget Review**

Kenn presented 2019 budget and confirmed with Councillor Devine that we can provide a more generalized budget. This way we can adjust our detailed version as expenses come up. We can remove the $3200 allotted to flower baskets in 2019 and use those funds towards other events, signage and marketing as we have learned that flower baskets will be provided by the City next year.

**BIA Property Tax Levies**

Discussion as a follow up to questions raised at the AGM in October around property tax levies which are tied to MPAC valuation. Would be interesting to find out the total commercial tax base in each BIA and what is the percentage of BIA levy against that? Should be available from Economic Development. Review to see comparison of rates paid and how it compares to Galt/Preston as well as how it is divided up and how much per square foot in each core as a comparable.

**Music & Lights**

Discussion around restrictions with Marketing for this City-run event. This affects all the BIA’s who have events as part of Christmas in Cambridge. The BIAs are not permitted to individually market or facebook boost this City event.

**Explore Waterloo Region Tourism**

Highlights a Christmas in Cambridge event running from November 23rd to December 31st. No other details were provided in their guide. We may need to provide some feedback as we do contribute and had expected a bit more detail as we did provide summary of events to be shared in their publication.

**2019-2022 BIA Board of Directors**

There is an open position on the board and Brian has had one inquiry about joining the board. Brian will check with Trevor around whether a vote is needed or if we can just fill the vacant position? Will also confirm if we have to call another nomination to see if anyone else is interested? To be confirmed.

**Tri-BIA Meeting**

Meeting was held recently with all three BIA’s in Cambridge. The City confirmed that we are being reimbursed for the 2018 flower baskets that died due to lack of watering when the City took over the maintenance in the core. We have been advised that in 2019 the City will provide all the hanging baskets for all three cores. Dave to provide scope for flower baskets including size, number of baskets to the City. Including Tannery Street we would need approximately 50 baskets. Further discussion around next April and daffodil month to include yellow pansies along with a few daffodils to be planted in the spring. General discussion and some hesitancy expressed by the board around having the City supply the flower baskets next year due to challenges encountered this year when City joined CCAP, Ambassador Teams and the core area maintenance. We noticed that the W.G. Johnson Centre, Library, Forbes Park and other areas were not maintained throughout the summer. A subsequent Tri-BIA meeting is happening this Monday at 12:30pm.

**Hespeler Sign at corner of Adam & Guelph Avenue**

The sign is in progress however due to the delays with construction it was agreed that it is too late in the year to install now. Discussed moving installation to late spring 2019 with landscaping done at the same time. Possibly include in pre-Mothers’ Day promotional event to spearhead activity in the village? Discussion around a possible family event with vendors and flowers for sale. All dependant on construction with Adam Street and when that is completed next spring.

**Mayor Kathryn McGarry**

Cory met with Kathryn McGarry after the Remembrance Day services. She wants to return and have a walking tour of Hespeler. Discussed the positive momentum in the core and continued focus on this area and beautification efforts. Parking to accommodate increased visitors was also discussed.

**Lighting of the Falls**

Discussed challenges with the timer for the lights and whether to install a photocell to control time of day lighting.

Moved by: Councillor Mike Devine

Seconded by: Cory deVilliers

THAT we agree to provide $330 for a photo-cell and installation so the falls lights stay on without manual timer requirement.

**Holiday Banner**

A Highway Occupancy Permit is required to install the banner at Queen and Adam. Cost is $160 + HST to put up the lit archway banner.

Moved by: Councillor Mike Devine

Seconded by: Cory deVilliers

THAT we agree to provide $160 plus HST to install the lit archway banner.

## Close of Meeting

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Moved by: Valerie Labbe

Seconded by: Stefany Kawka

THAT the November 14, 2018 meeting of the Hespeler BIA Advisory Committee does now adjourn at 8:39 p.m.

CARRIED

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Chair – HESPELER BIA

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Recording Secretary