



## MINUTES

### Hespeler Business Improvement Area Committee Hespeler Heritage Centre

11 Tannery St E, Cambridge, ON  
September 11, 2019

**Committee Members in Attendance;** Cliff VanClief, Chair, Stefany Kawka, Kenn Norman, Treasurer, Brian Kennedy, Executive Director, Valerie Labbe, Recorder, Dave Olsen, Councillor Mike Devine and Councillor Donna Reid

**Regrets:** Cory deVilliers, Vice-Chair, Khalid Zaffar, Trevor McWilliams, Staff Liaison and Laura Pearce, Staff Liaison

#### **Meeting Called to Order**

The Chair welcomed everyone present and called the meeting to order at 6:34 p.m. and the meeting adjourned at 8:29 p.m.

#### **Approval of Minutes**

Moved by: Kenn Norman

Seconded by: Mike Devine

THAT the minutes of the Hespeler Business Improvement Area Committee meeting of the August 14, 2019 be approved as written.

CARRIED

### **Canadian Cancer Society**

Karen Griffiths visited to thank the BIA for all the contributions during last April's Cancer awareness month. Hoping to continue in April next year to increase Cancer awareness and any other ways to decorate outside during that month. The bike installations were very visible and popular and the bikes have been stored and will be available again next year.

### **City Updates**

Councillor Devine provided an update that the Highway 24 bridge construction is now targeted for spring 2020. The Sportsplex issues have been resolved and will be located in the south side of Cambridge. Twin pad will be going into Preston and also looking to add two more pads in the City. Location not yet finalized.

### **City Updates - River Road Development**

A Planning Development meeting was held last night around the pending development at the corner of Melran Drive and River Road. The developer is proposing a 52-unit townhouse development at this location. Deferred to November.

### **City Updates - Rainbow Crosswalks**

Councillor Reid mentioned that a decision on the proposed rainbow crosswalk in Galt has been deferred. Councillor Devine raised once again the possibility of a rainbow crosswalk at Guelph/Adam and Queen Street both for safety and visibility at that corner. This was previously discussed in 2017 but we understood the Region advised it was not possible to have rainbow crossings and must follow City guidelines. Will reach out to review again whether this is a possibility. The Hespeler BIA is fully supportive of installing a rainbow crosswalk in the City of Cambridge either in Galt, Preston or Hespeler.

### **City Updates - Go Train Service**

Councillor Devine provided an update that as next steps for possible Go Train service, a consultant has been hired as part of phase 2 of this project to review costs, ridership, etc. using the rail line that goes to Guelph as a potential option.

### **City Updates - General**

Laura Pearce was unable to attend the meeting tonight but provided an update by email that the parking study has been deferred. Dave shared that the Adam Street construction is now finished however some trees and grass planted by the library did not survive and will need to be replaced. Dave has also been waiting on an overall tree inventory that has not been completed yet. Any dead or damaged trees are to be replaced in the spring. The Ambassador team seemed to work very well this year and any maintenance issues were addressed quickly. Dave mentioned that the Jacob's Landing sign is quite dirty so will reach out to Ambassador team to see if it can be cleaned. He also noticed that the map is outdated as the trail no longer ends at the railway tracks. Cliff agreed to reach out to CTAC (Cambridge Trails Advisory Committee) to see if the map can be updated for 2020.

### **Cambridge Hall of Fame - October 10th**

Councillor Reid provided an invitation to join this event on October 10th in the Bowman Room of City Hall as the Cambridge Hall of Fame will be inducting 9 new members including Mr. Kribs.

### **BIA Budget**

Our BIA budget is due to be submitted by November. The annual BIA audit is currently under review with Graham Matthew and Kenn Norman will review any changes that need to be made and then meet with Laura from the City to finalize both the audit and the annual budget. An update from the tax department clarified that the levy adjustment as of December 31, 2018 reflects an adjustment of zone change from 2016 for 19 Guelph Avenue (Riverbank Lofts) so the BIA had to back pay 2 years worth of levies which is being reflected in our 2018 audited statements.

### **Remembrance Day Banners**

Remembrance Day banners will again be installed in October and removed in November when snowflakes are installed. This is typically handled by Bill Calvin who can work with Dave Olesen if needed to arrange for storage of any current banners removed.

### **Hespeler Sign**

Dave advised that the foundation is now in at the corner of Guelph Ave and Queen Street and hope to have the sign installed by next week. Dave will then work with Walter from the City to arrange for hydro and landscaping to be completed this fall.

### **Jacob's Landing**

Dave also met with Nathan and City staff about Jacob's Landing and reallocating the plants and maintenance funds from the bridge to Jacob's Landing. City staff also recently cleaned up and trimmed the area last week and the planter down by river will be fixed up. We need to advocate for future funding through Parks and Recreation for rehabilitation in that park. Talked about lighting for holidays this year which would also qualify for 50/50 funds. Dave will look into measurements and quotes to have new lighting installed and provide an update.

### **Farmer's Market Collaboration**

The Manager of the Cambridge Market has indicated an interest in doing some cross promotion or partnering on a joint advertisement of some kind. Additional discussions around making some edits to the Cambridge Farmers Market website to be a little more inclusive have also taken place. Brian will be meeting with the Cambridge Market committee this week to discuss further and then potentially reach out to our Hespeler Farmer's Market if there is an option to proceed with cross promotion opportunities.

### **Walking Tour with Mayor McGarry - Tuesday October 8th**

The walking tour of Hespeler has now been rescheduled for Tuesday Oct. 8th from 2-4pm. Councillor Devine asked that we include Spring Street dock and park in this tour. Suggestion to prepare a high level overview that can be provided to the Mayor and City staff after the tour summarizing the areas of focus.

### **Hespeler Halloween Hunt - Saturday October 26th**

We will continue to partner with Melissa Francis and her team to run the Hespeler Halloween Hunt this year on Saturday October 26th. A motion that we agree to provide \$600 plus tax towards print materials and social media promotion was discussed but will be voted on over email after Kenn has a chance to confirm the budget. Currently there are no other events planned for the balance of the year that we are aware of.

### **BIA Annual General Meeting (AGM) - November 13th**

The AGM is set for Wednesday November 13th. Location still be determined and Brian to provide an update at the next meeting.

### **BIA Fall Summit Tues. Oct. 22nd 6-8pm**

The BIA fall summit will be held on Tuesday October 22nd from 6-8pm possibly in the Bowman Room. Possible discussions could include the Core Area Transformation fund that was recently approved with the City as our understanding was that the BIA's could provide input and that there would be parameters set for how that money would be spent.

Suggested topics could include more joint Initiatives in 2020 and to look at other areas to partner. The installation of the new banners were a good first step. Other opportunities could include a craft beer tour between the three core areas. CARAC was looking at a Roots festival and could involve all three core areas. This would include a history of where each community came from and can be unique to each part of Cambridge.

We need to revisit policies around the BIA's relationship with the City as our scope of work doesn't seem clear. As an example we recently learned that the banner permits might need to be renewed every 6 weeks? Councillor Devine believes the BIA's are legislated thru the Province and that the OBIA guidebook should outline scope.

### **Municipal Accommodation Tax**

Spoke with Laura and it was positioned as a committee that would have ongoing meetings. One meeting has taken place, however no others have been initiated. May review this at the BIA summit.

### **Hespeler-Preston Mill Run Trail Re-Opening**

The Mill Run trail was re-opened under 401 connecting to Preston and while we were hoping to do an opening day event it was decided to postpone until spring 2020. Could possibly tie into our Spring Social as well. Cliff has reached out to Waterloo Cycle and will also reach out to local hiking groups and the Cambridge Trails Advisory Committee as awareness. Date in spring 2020 will be arranged and to possibly include a ribbon cutting ceremony. Discussion on whether there are CTAC budget funds available for trail signage to be installed on Guelph Avenue directing visitors to the trail. Cliff will follow up and look into signage on Guelph Ave for Mill Run Trail.

### **Hespeler Rocks Art Installation Proposal**

Brian suggested that as part of the ongoing movement in the community to decorate and share rocks in the neighbourhood with the #Hespeler Rocks and since we are already working on improvements at Jacob's Landing it would be nice to have a boulder wrapped or painted with the #Hespeler Rocks on the back. A goal to have 5000 rocks hidden within Hespeler and other areas in the region could promote Hespeler as a destination. This could also be tied into a family event possibly working with the neighbourhood associations to have tables and supplies for attendees to decorate rocks. Possi-

bly done at the same time as the Hespeler Easter Egg hunt. Brian is meeting with Amanda Horne of HVNA this Friday to try to come up events and ways to partner.

### **TOQUE Magazine**

Brian provided an update that Downtown Cambridge BIA has secured a 6-page spread in TOQUE Magazine and he is working on getting Hespeler Village and Preston featured in the same edition. This magazine comes out quarterly with a different theme and showcases Kitchener-Waterloo, Guelph, Cambridge, Hamilton, and surrounding areas.

### **October BIA Meeting**

The next meeting is set for Wednesday October 9, 2019.

Close of Meeting

Moved by: Valerie Labbe

Seconded by: Cliff VanClief

THAT the September 11, 2019 meeting of the Hespeler BIA Advisory Committee does now adjourn at 8:29 p.m.

CARRIED

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Chair – HESPELER BIA

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Recording Secretary