



## MINUTES

### Hespeler Business Improvement Area Committee Hespeler Heritage Centre

11 Tannery St E, Cambridge, ON  
February 10, 2021

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

**Regrets:** Cliff VanClief, Chair, Khalid Zaffar, Councillor Donna Reid

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

The Chair welcomed everyone present and called the meeting to order at 6:32 p.m. and the meeting adjourned at 7:35 p.m.

#### **Approval of Minutes**

Moved by: Cliff VanClief

Seconded by: Cory deVilliers

THAT the minutes of the Hespeler Business Improvement Area Committee meeting of the December 9, 2020 be approved as written.

CARRIED

### **BIA Signage Application for 19 Queen**

This item was discussed at the last meeting and voted on over email following the meeting as we did not have quorum at the meeting. Stefany abstained from voting due to conflict of interest. Sign application and motion sent out and voted on via email on December 8th.

THAT the Hespeler Village BIA Board approve the signage application of 19 Queen for \$1,275 towards the cost of the sign.

Motion by: Cliff VanClief  
Seconded by: Cory DeVilliers

CARRIED.

### **Sponsorship of TODS 401 Signage - Fashion History Museum**

Review of the Municipal Accommodation Tax to reimburse the BIA is still ongoing. Brian Kennedy has the application in-hand, which is the same premise as the one submitted in 2020. This item was reviewed and voted on via email on December 8th.

THAT the Hespeler Village BIA Board approve the sponsorship request of the Fashion History Museum for the 2021 TODS 401 Signage for \$779.55.

Motion by: Cliff VanClief  
Seconded by: Cory DeVilliers

CARRIED.

### **Milling Road X Queen Street - BIA Request**

This item was reviewed and the December meeting and voted on via email on December 8th.

THAT the Hespeler Village BIA Board request that city staff investigate a possible permanent road closure on Queen between Tannery and Adam and include this study when evaluating any future studies or plans for Milling Road.

Motion by: Cliff VanClief  
Seconded by: Cory DeVilliers

CARRIED.

### **City Updates - General**

Laura shared that the stay at home order has been lifted which is great as all small businesses will be able to re-open next week. Also a reminder that the Chamber of Commerce continues to offer Ask the Expert sessions every Tuesday and Thursday from 2-3pm where they assist small businesses in accessing government support programs.

### **City Updates - 16 Guelph Ave**

The City was hiring a consulting firm to develop new trail and Laura confirmed that Stantec was awarded the contract and the City transportation group had the first meeting recently. Lisa will be putting together an update to share with the board shortly. The BIA was identified as a stakeholder and will be attending a meeting next week.

### **City Updates - Hespeler Sign Updates**

Laura asked for any update on the plaque to be installed at the corner of Queen and Guelph Avenue. As a reminder, for safety and security, it will be armour stone and a cast bronze plaque. Once the BIA board has put forth a resolution, a report needs to go to City staff for approval. A motion for the updated cost adding the additional logo for City of Cambridge will be provided once Brian is able to get an updated quote from either the original supplier or the supplier used by the City for Heritage plaques.

### **City Updates - Saturday Street Closure**

Motion discussed in a previous meeting around a temporary Queen Street closure for 2021 as most businesses found it helpful and there was positive feedback in general from the community. The BIA does have some concerns with the overall cost and will look into options to reduce expenses possibly through grants available to assist with funding for outdoor spaces. See more details under the Healthy Communities Initiative below.

### **Healthy Communities Initiative - Outdoor Public Spaces**

Prior to the meeting Cory had shared some information and a link for a grant application that can possibly be used to fund some sort of initiative here in the village. The document provided a list of sample projects such as possibly hosting social distancing events or infrastructure improvements to better host outdoor activities. Request that we all read the application this week and share any ideas based on what is eligible for funding and what isn't. Once we agree on an initiative and define the scope, we can work with Laura to direct us to a City resource who can help write the grant application. This may help with our Saturday street closure although any other suggestions are also welcome.

### **City Updates - Silknet (Len's Mill) Building**

Councillor Devine mentioned that the developer has put in an application to develop that property and suggested we invite him to a BIA meeting to give a presentation on his plans for the property.

### **City Updates - Parking Study**

Councillor Devine provided an update on the parking study that is going to be done in the second quarter of the year and that City staff advised that it may be postponed due to COVID lockdowns and the reduced demand for parking at this time.

### **Canadian Cancer Society - April Campaign**

Councillor Devine advised the board that City staff planted daffodil bulbs in the gardens around the Cenotaph last fall that should bloom this spring hopefully in time for the spring campaign. Big thank you to Nathan Harrington and the team at the City for their efforts. Discussion around any other initiatives for the spring campaign and agreement to light the falls in yellow and possibly the holiday lighting at the library could be extended into April and lit up in yellow as well. Laura will check into whether that is a possibility for the library lighting. Brian will reach out to Karen for a list of asks that we can support and also to see about the possibility of putting the yellow bikes back out with flowers in the baskets. We are eager to support any awareness with this campaign.

### **Sign Application - Graham's Interiors**

Graham Matthews came back with an updated quote that now includes acrylic lettering for their sign that will be 12' x 3' so now meets the sign application guidelines. A rendering and quote was supplied for review by the BIA prior to the meeting.

THAT the BIA board approve the Graham & Sons acrylic sign application for \$1454.88 towards the cost of the sign.

Motion by: Cory deVilliers  
Seconded by: Dave Olesen

CARRIED.

### **Hespeler Farmer's Market Update**

No updates at this time on whether the market will resume this spring. Councillor Devine will reach out this week for any updates and to see if the market plans to resume this year in Forbes Park and share any updates with the BIA.

### **Milling Road Study**

Cory and Brian plan to attend and will provide any update. They will also check into the possibility of a Saturday street closure being extended to Milling Street if possible.

### **Holiday Lighting and Snowflake Removal and Banner Installations**

Brian shared that the City will be removing the snowflakes shortly and that we will need to make arrangements to remove the lit banner on Queen Street West. Will also need to make arrangements for the banners to be hung by early April to brighten the core area for spring and April Cancer Campaign. Everyone agreed that the white lights on the trees in front of the Hespeler Heritage Centre looked lovely and definitely brightened the area. All agreed it would be nice to leave that lighting on year round.

THAT the tree lights be left on year round on the walkway in front of the Hespeler Heritage centre.

Motion by: Cory deVilliers

Seconded by: Councillor Devine

CARRIED.

### **BIA Social Media Reminder**

Brian has been overseeing the majority of our social media posts and discussion and suggestion from Cory that we should all assist where possible in sharing business and community updates. Natasa is available to assist with programming and initiatives and she is working with Brian to ensure social media activity increases especially with re-opening starting next week. Possibly launch some contests around the re-opening next week and reminders of the precautions and safety measures put in place by local businesses. We should encourage membership to start publishing more material. Brian will send branding assets so we can add logo in corner of any photos we post. Dave mentioned that the Hespeler Heritage Society is doing a really good job lately and posting regularly and we should share their updates as well. Discussion to carry over the motion for social media funding from December 2020 that was not utilized.

THAT we agree to carry-over and spend the \$500 allocated for December social media marketing contests to provide awareness and support of core area businesses.

Motion by: Cory deVilliers

Seconded by: Kenn Norman

CARRIED.

### **March BIA Meeting**

The next Hespeler BIA meeting is set for Wednesday March 10, 2021 to be held remotely via zoom.

Close of Meeting

Moved by: Valerie Labbe  
Seconded by: Cory deVilliers

THAT the February 10, 2021 meeting of the Hespeler BIA Advisory Committee does now adjourn at 7:35 p.m.

CARRIED

---

Chair – HESPELER BIA

---

Recording Secretary



## MINUTES

### Hespeler Business Improvement Area Committee Hespeler Heritage Centre

11 Tannery St E, Cambridge, ON  
March 10, 2021

**Committee Members in Attendance;** Cliff VanClief, Chair, Cory DeVilliers, Vice-Chair, Brian Kennedy, Executive Director, Valerie Labbe, Recorder, Khalid Zaffar, Stefany Kawka, and Councillor Mike Devine

**Regrets:** Dave Olesen, Kenn Norman, Treasurer, Councillor Donna Reid, Laura Pearce, Staff Liaison

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

The Chair welcomed everyone present and called the meeting to order at 6:36 p.m. and the meeting adjourned at 7:35 p.m.

#### **Approval of Minutes**

Moved by: Cory deVilliers

Seconded by: Councillor Devine

THAT the minutes of the Hespeler Business Improvement Area Committee meeting of the February 10, 2021 be approved as written.

CARRIED

### **Presentation - Hespeler Trail Project**

Hailey Sadler and Moira Davidson from the City of Cambridge attended the meeting and shared a presentation of the New Trail Design for 10/20 Guelph Avenue behind Ernie's Restaurant. They provided an overview of some of the preliminary conceptual designs. As next steps this information will be posted to Engage Cambridge website to gain feedback before design and tendered documents are finalized. Further proposal will be shared with BIA board at that point. The Hespeler trail is planned to run from Queen St West at Guelph Ave through to the Len's Mill development at Queen Street West and Winston Blvd and will be a multi-use trail. Existing trees will be maintained. Cory mentioned that a similar trail was built approximately 5 years ago on the Millpond side and they added black fencing. Current plan is to leave it open to the water and have fencing on private property side only. A bike repair station, trash and benches will be included near entrance to the trail along with pedestrian lighting to expand hours of use and safety.

### **Presentation - CIP (Core Incentives Program)**

James Goodram from the City of Cambridge shared a presentation around updates to the CIP Program to stimulate development in each of the core areas. As part of the project they developed a best practices review of municipalities across Ontario. Currently we have the BRP (Business Revitalization Program) that was passed in the mid-90's and is currently it is a mix of grant/loans. The new CIP program would be a straight grant. As far as core areas waiver of application fees they are thinking of continuing the way it currently operates and will still rebate fees until new zoning fees are in place.

This new program will take over for BRP later this summer. This is going to council for their approval in June and then hoping to wrap in July once provincial approval is received. There is a Core Area Connections Webpage that is set to go live by the end of this week can be shared with membership and will include a page on this project.

### **City Updates - March 8th International Women's Day**

Councillor Devine shared that as part of March 8th Women's Day events, Donna Reid and group did a great job and prepared a video that is available until the 15th of March. It was really well done and he encouraged all to take the opportunity to review the video.

### **City Updates - 401 Hespeler Road Bridge**

The first bridge is tentatively coming out this spring and Councillor Devine requested confirmation of timelines or if someone from the City could email the BIA on a timeline for awareness and any traffic impacts to share with membership.



### **Milling Road Study**

One item identified is the storage building down by river as the top priority propriety when we did walkabout with Mayor McGarry as a potential opportunity for a business such as it is along the river. We suggested that if City could do LA Franks model by leasing to private sector or sell so it could be used as a restaurant it would be very beneficial to the core area. Would like it brought back to Mayor McGarry as a reminder as nothing has occurred and no updates have been shared. It is our understanding that the building is currently being used by City for water meter replacement program.

### **Core Area Marketing and Beautification**

Reminder that it is cancer awareness with daffodil campaign next month. Brian reached out to Karen and unfortunately due to restructuring she is no longer in that position with the Canadian Cancer Society. Brian reached the new contact and learned they are doing everything online and digitally this year. They were happy to hear that we are looking to continue our bright yellow symbols for awareness and will work with us to provide digital materials to help promote the campaign on our social media platforms. Councilor Devine stated that bulbs were planted last fall by City staff in the gardens around the Cenotaph and Cliff has promised that the bikes will be put out on display but will need new flowers and possibly baskets.

We will try to ensure the falls are lit green for St. Patrick's Day and yellow in April for cancer awareness.

### **Queen Street Saturday Road Closure**

Discussed options for Saturday street closure from May 22, 2021 (May Long Weekend) to Saturday October 9, 2021 (Thanksgiving) from 8:00 am to 11:00 pm. In terms of support we are looking to the City to support with the setup and removal of picnic tables and to cover the cost of the barricade at Queen and Guelph Ave. Approximately \$500 each week to setup and remove for the 21 weeks for a total of \$10,500.

THAT the Hespeler Village BIA request support from the City of Cambridge for the closure of Queen Street East between Guelph Avenue and Tannery Street on Saturdays between 8:00 am and 11:00 pm starting Saturday May 22, 2021 until October 9 2021.

AND that the City of Cambridge provides in-kind for the set-up and removal of the street barricades and six (6) picnic tables as part of their support towards our recovery initiative to stimulate our local business economy.

Motion by: Cory DeVilliers  
Seconded by: Khalid Zaffar

CARRIED.

### **Hespeler Sign Updates**

Laura asked for any update on the plaque to be installed at the corner of Queen and Guelph Avenue. As a reminder, for safety and security, it will be armour stone and a cast bronze plaque. Once the BIA board has put forth a resolution, a report needs to go to City staff for approval. A motion for the updated cost adding the additional logo for City of Cambridge was provided by Brian and shared with board for approval.

THAT the Hespeler BIA approve the cost of the 8.5" x 11" plaque. Cost of plaque includes a complete rendering, artwork approval ahead of production and a 4-week turn-around before order will be ready. Cost of the plaque is \$860.00 plus tax with the two logos included.

Motion by: Councillor Devine

Seconded by: Khalid Zaffar

CARRIED.

**April BIA Meeting**

The next Hespeler BIA meeting is set for Wednesday April 14, 2021 to be held remotely via zoom.

Close of Meeting

Moved by: Valerie Labbe  
Seconded by: Cory deVilliers

THAT the March 10, 2021 meeting of the Hespeler BIA Advisory Committee does now adjourn at 7:35 p.m.

CARRIED

---

Chair – HESPELER BIA

---

Recording Secretary



## MINUTES

### Hespeler Business Improvement Area Committee Hespeler Heritage Centre

11 Tannery St E, Cambridge, ON  
April 14, 2021

**Committee Members in Attendance;** Cliff VanClief, Chair, Cory DeVilliers, Vice-Chair, Brian Kennedy, Executive Director, Kenn Norman, Treasurer, Valerie Labbe, Recorder, Stefany Kawka, Laura Pearce, Staff Liaison, Councillor Mike Devine and James Goodram, Director of Economic Development.

**Regrets:** Khalid Zaffar, Dave Olesen, Councillor Donna Reid

#### **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 7:58 p.m.

#### **Approval of Minutes**

Moved by: Kenn Norman

Seconded by: Cory deVilliers

THAT the minutes of the Hespeler Business Improvement Area Committee meeting of the March 10, 2021 be approved as written.

CARRIED

### **City Updates - Saturday Street Closure**

Report has been drafted by staff and will be presented to Council on May 11th. Brian sent out an email to our general membership today as awareness of what the BIA is looking to do for May to October on Queen Street East and to request feedback. City staff are having an internal meeting to talk about operational impacts ahead of Council approving this report and are hoping to be ready for the May long weekend. Downtown Cambridge is looking at closing lower Main Street between Water and Ainslie seven days a week and they are purchasing proper safety barriers for use at both Galt and Hespeler locations. Brian is working closing with Eric from eBolt Music however all live music is currently on hold based on COVID-19 restrictions. Optimistic that there will be restrictions lifted in June or July to allow live music to occur in both locations.

### **City Updates - Plaque installation at Queen/Guelph Ave**

The report is now finalized and ready to present to Council on May 11th for the plaque installation at Queen and Guelph Avenue.

### **City Updates - Virtual Meetings**

Council has approved to remain virtual until end of this year. Should the guidance from Public Health change and we are able to go back to in person then we will adjust but currently set to continue to hold all meetings virtually until the end of 2021.

### **City Updates - Milling Road**

Milling Road stakeholder meeting was held with few board members in attendance. Some contextual designs have been created and there is an upcoming meeting for stakeholders to review options on April 26th at 3pm.

### **Grant Programs and Funding Opportunities**

Ontario Small Business Support Grant opened in January to provide up to 20K in funding to help small businesses with shutdown for wages, support with rent, etc. For those business owners that had applied and received funding previously, the government has advised that they are moving forward with a second phase. Any small business that received funding during first phase will received a similar amount without the need to re-apply. Great to see this support for small businesses. All details are also available on Invest Cambridge website.

## **Wonders of Winter Light Festival**

Cory shared that a productive meeting was recently held with James Goodram and Laura Pearce from the City on how we can structure installation and lighting of Forbes Park and Jacob's Landing. There is a good possibility of funding for this initiative through the City Core Area Transformation Fund. There is a grant already being utilized by the City on another project and has very tight timelines. The advantage of this funding option compared to the grant is that it takes some of the pressure off for deadlines and will allow for more time to put together a defined plan. We need to clearly articulate our vision of this lighting for Jacobs and Forbes Park along with the value and spinoff benefit of having that lighting installation for the downtown businesses. Developing a solid business case and then working with James and Laura who will help facilitate meetings with City Staff and City Parks along with budget considerations based on funding available.

City will help sponsor the project and then can ensure the right staff is dedicated and earmarked to this project. Then it can be operationalized with the Christmas in Cambridge addition and there may be opportunities to keep some lighting up throughout the year such as white lights throughout the summer months. Next steps are to create a sub-committee to scope out what is desired and where it should be installed along with power and power pedestal requirements. Sub committee and high level proposal to be reviewed by parks staff to determine the project feasibility. Will then be presented to council to tender the work for 2022. The City will engage an electrical contractor to scope out the detailed design and then we go out to tender on the project. Both areas are outside of the boundaries of the BIA but is part of the core area and encourages pedestrian traffic. As next steps the sub-committee will provide a sketch with locations identified the the City who will then work with a contractor to define the scope of work and requirements. Also looking at sponsorships from local companies that will agree to sponsor decorations as well. Installation and removal and ongoing repair, maintenance and storage are other considerations. Brian will send an email to the board as some are not at the meeting tonight and a further suggestion to send an email to the BIA general membership in case other BIA members are interested in participating.

THAT we strike a sub-committee of at least two BIA board members and possibly volunteers from the BIA general membership to create a Wonder's of Winter Light Festival installation at Forbes Park and Jacob's Landing. This will include a review of the parameters required for the creation of this sub-committee.

Motion by: Cory DeVilliers  
Seconded by: Kenn Norman

CARRIED.

### **Marketing and Social Media Updates**

Over the last month Brian and Natasa have increased the BIA social media as asked by the board and Brian mentioned how helpful it is to have someone in the core area able to capture photos and assisting with the social media updates.

### **Canadian Cancer Society April Campaign**

The yellow bicycles and flowers are now out on display along Queen Street for Canadian Cancer month and the falls lighting has been changed to yellow for the month of April.

### **Social Media Core Area Business Ad Campaign**

Hoping to re-create and possibly re-use the ads created last year that were really effective to be shared again on social media to promote the downtown businesses.

### **Spring Banner Installation**

Banner installation to occur either the week of May 10th or May 17th dependant on if we move forward with a cross street banner to advertise the Saturday street closure. Once we have approval from Council for the Saturday street closure then arrangements will be made to have CanLite install both the banners and potentially the street banner at the same time along with the removal of the holiday light banner on Queen West.

### **Special Events Pods at Forbes Park in July**

Update that Leanne with the City of Cambridge Special Events team shared that they have submitted a report to council for a COVID-friendly event space to be set up at Forbes Park for the month of July with a series of 25 pods and that groups of 4 people can sit and enjoy each pod near the stage. There are some events planned and other groups can look at renting the space through an application with the City. The pods will be shifting to Churchill Park for month of August. We may ask the Special Events team to have a meeting to share what they learned from Public Health and any other guidelines and criteria such as live music set to a 90 minute cap as these details may assist with our own programming. Another opportunity may be to have 100 flyers pre-printed such as coupon books with different sale promotions and provide the flyers to each organizer to distribute as part of COVID screening that will occur when visitors arrive. All pod and stage events will be ticketed events for a maximum of 100 participants. Also suggested there be signage as awareness on how to book the space and the fact that this will only be available at Forbes Park for the month of July.

### **Hespeler Rock Installation at Jacob's Landing**

Work progressing for Hespeler Rock installation at Jacob's Landing. The agreement with the City is signed off now so it would be nice to get the art installation in place later this spring. Painting and distributing rocks could be a good partner opportunity with HVNA to have families come out and take part in that initiative. Discussion around whether we can leverage picnic tables on Saturdays on Queen Street in the mornings when they are not busy and possibly have a 9-11a.m. rock painting activity and possibly use of the pods installed in Forbes Park in July. Rock painting kits could be assembled with rock/paint/brush as part of HVNA partnership available in the pods when pre-registered guests show up. The BIA will look into securing 100 rocks from a local landscape company and Brian will re-visit with Amanda to see might be an option with HVNA. Stefany mentioned that the Library has pre-bagged crafts and wondered if they could also be involved and help with distribution of the kits.

### **Saturday Street Closure from May to October**

Brian emailed businesses impacted by the Saturday road closure so they are aware of the plans and so we can get ahead of any concerns to make sure we have full support. Discussion around whether we should consider moving the barricade further to Tannery Street to allow both Choun Kitchen and PressPlay to participate and provide more space for picnic tables however this may negatively impact Continual and Essence Hair Salons and restrict parking for businesses and tenants in the area beside 27 Queen East. Brian will reach out to Jay at PressPlay at other businesses affected at this end of the street to get an update on whether they would like to participate as last summer Choun Kitchen had their own patio area set up outside their door so they may also not participate at street level and PressPlay may prefer to use their back deck if installed for summer? Brian will collect feedback and then we can reach a decision and barricade location can be finalized. Site maps for barricade will be needed by the City shortly. We want to make sure all businesses are supported and can participate if they wish but also want to support businesses who may be negatively impacted. Would be great to have info confirmed prior to it going to council in May.



### **Municipal Accommodation Tax and Tourism-Oriented Directional Signage**

Councillor Devine asked how the MAT tax can get accessed and questions around TOD sign and whether it is covered by MAT tax? James Goodram shared that we have not yet collected a lot of MAT tax and hoping to come back to council with discussions on how to access it. James will be bringing a report before council on what can be included in a TOD sign and tourism in Cambridge and how we can use TOD signage to potentially support directing people to Hespeler Village as a potential project. Tourism locations in Cambridge are important and would be good to have other opportunities for other projects including TOD signage. More details and discussion to follow.

### **Core Area Beautification**

Discussed flowering baskets for all core areas. Brian has reached out to Nathan at the City for an update and Brian will share an update by email once received. Councillor Devine mentioned that the daffodils while planted last fall have not yet bloomed and that the City will be adding some yellow pansies in the planters by the Cenotaph.

### **Hespeler Village Market**

Update provided by Councillor Devine that the Hespeler Village Market will not be happening this year due to COVID. The Galt market has continued to operate with support from the City and has been a year-round location for 100 years. Mike and Cliff will reach out to the Market group to see if there is anything that can be done to find a way to operate this year. Also wondered if there is any official communication that we can promote on our BIA social media pages as awareness. Possibly have the market committee reach out to their craft and other vendors to see if they want to have space on Saturday for non-food options and will provide an update.

### **Bridge Closures and Bike/Pedestrian Traffic Impacts**

With the 401 bridge construction on both Hespeler and Franklin Roads it looks like we may be losing all bike lanes into Hespeler at once. Franklin ramps are going to close and not sure if multi-use will be impacted. Cliff will notify Councillor Devine so that discussions can be held with the City staff and any options with City Engineering for the projects the MTO is undertaking.

**May BIA Meeting**

The next Hespeler BIA meeting is set for Wednesday May 12, 2021 to be held remotely via zoom.

Close of Meeting

Moved by: Valerie Labbe  
Seconded by: Cory deVilliers

THAT the April 14, 2021 meeting of the Hespeler BIA Advisory Committee does now adjourn at 7:58 p.m.

CARRIED

---

Chair – HESPELER BIA

---

Recording Secretary



## MINUTES

### Hespeler Business Improvement Area Committee Hespeler Heritage Centre

11 Tannery St E, Cambridge, ON  
May 12, 2021

**Committee Members in Attendance;** Cliff VanClief, Chair, Cory DeVilliers, Vice-Chair, Brian Kennedy, Executive Director, Kenn Norman, Treasurer, Valerie Labbe, Recorder, Stefany Kawka, Dave Olesen, Laura Pearce, Staff Liaison, Councillor Mike Devine and James Goodram, Director of Economic Development.

**Regrets:** Khalid Zaffar, 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 8:38 p.m.

#### **Approval of Minutes**

Moved by: Kenn Norman

Seconded by: Cory deVilliers

THAT the minutes of the Hespeler Business Improvement Area Committee meeting of the April 14, 2021 be approved as written.

CARRIED

### **Kayaking Speedriver Presentation**

Jodi Weatherhead the owner of Kayaking Speedriver attended the meeting to share an overview of her business. It was launched last year to provide kayaks and paddle board rentals with a launch site at Blackbridge Road. She is hoping to relocate the business to the dock at Spring Street although she is aware that there is an agreement with the City to reserve that parking lot for St. Andrew's Church on Sunday mornings. She offers kayaking and paddle boards on Speed River for rental at affordable rates and more detail is available on her website or her Facebook page. The business is temporarily closed to adhere to the current Provincial lockdown. She has reached out to some local businesses to offer cross-promotion discount with both Papou's and Indulge Ice Cream. As part of the proposal to re-locate to Spring Street she has reached out to the City and is awaiting an update. Laura has been working with Jodi and will reach out to assist with any further licensing detail required by the City so this can hopefully move forward at the new location. Councillor Devine suggested a motion for a letter of recommendation to assist this recreational business on the River.

THAT the Hespeler BIA provide a letter of recommendation to Kayaking Speedriver in support of this initiative in Hespeler Village.

Motion by: Councillor Devine

Seconded: Kenn Norman

CARRIED.

### **City Updates - Memorial Plaque**

Laura shared that the report provided to City council for the Hespeler BIA to install Memorial plaque has been approved. The BIA board can now move forward with design and installation and may also want to have some promotion or media coverage once the plaque is installed as an unveiling.

### **City Updates - Street Closure**

Laura confirmed that the Saturday street closure has been approved for the 2021 summer season. More details to be worked out internally for number of tables, barricade placement and start date based on Provincial lockdown.

### **City Updates - Budgets**

The City has requested the budget for 2022 be provided no later than October 1st and an Annual General Meeting (AGM) will need to take place before that.

### **City Updates - Bridge Construction**

Councillor Devine shared that the 401 bridge at Hespeler Road has now been removed and has already negatively affected businesses. Update for the bike lanes into Hespeler that Franklin Road will remain open and Townline Road will close for bike access at the beginning of July but will then re-open as soon as paving is completed.

### **City Updates - General Updates**

Councillor Devine shared that there has been some vandalism at the Holiday Inn building and more security is now in place and suggested that they might look at demolition. The Len's mill property development will be presented to City Planning and Development on May 25th. Currently the top 2 floors of the mill building will be residential rentals with commercial on main floor. As part of the second phase of the development there may be stacked townhomes added on the east side. Development on River Road is underway and on June 22nd a secondary plan will be presented to City council for the entire River Road area. No updates at this time on the Forbes property and it has not come to City Planning and Development yet.

### **Security Updates**

Laura and James Goodram met with BIA board members to review current security and enhancements to the core area security program this summer. The City Clerks Dept put together a new program with City By-law officers taking over security. Bylaw currently works 24/7 and will be bringing on additional staff from June - September between 8-8pm with a focus on core area patrols as well as parking enforcement to be done both by foot and by car. The City will no longer be contracting a 3rd party security service and as such any funds traditionally provided by the BIA will not be collected. At this time the City will not commit any specific times to be assigned in each core area but they will instead be responding to calls as their focus and they will have police radios as well. A contact sheet will be provided to the BIA that can be shared with membership on who to call for by-law, parking or security issues. Noted that this does not replace the City Ambassador program for cleanup and maintenance as that program will continue to operate as it currently does. It was mentioned that there have been some security concerns with large groups of youth in Forbes Park through evening hours who have at times vandalized property both in and around the park. Suggestion from Laura that we identify and share any hot spots so they can be monitored and checked regularly when time permits.

### **Historical Structure Relocation from Polocorp**

Polocorp has identified thru discussions with neighbourhood groups that the historic stone ruins from the 1800's limestone tower on the Forbes Estate is something the neighbourhood would like to see saved. Polocorp would like to partner with the BIA in order to qualify for a COVID grant that promotes outdoor and distance opportunities. Their plan is to take the tower down, relocate and rebuild the entire tower in Jacob's Landing as a 2-1/2 story stone lookout tower. Plan includes rebuilding the stone exterior with steel stairs so people can go up to 2nd floor with gazebo style roof for viewing the waterfall and millpond. They also plan to work with with the city to install a periscope so those with mobility issues can still check out the view safely from the ground. Laura met with some City staff today and shared the proposed plan and stated that Polocorp is working with City to see whether the Core Area Transformation Fund could be accessed once the tower is placed at Jacob's Landing. This project would fit nicely with Core Area Transformation Fund and an application is going to be made. City is looking to assist with costs related to staircase and making the area accessible. Funding through the City will be available for that portion. Timeline is a bit of a concern as development has not yet received grant approval and no City project approved at this time. Discussion with the board around any liability concerns and any legal responsibilities if we partner in taking this on and how it would work as part of City audit? Confirmed that we are not the applicant but we are being asked to sponsor this to allow Polocorp to qualify for the federal grant as it must be done thru a tax funded or charitable partner. Confirmed that the City would be responsible for any maintenance and updates. Suggested that a sub-committee meet outside of this BIA meeting to go over our questions and concerns and get more details so a fully formed decision could be made. Review any concerns about liability, possibly include Natasa who is overseeing the grant application. All agreed that we need to be careful with terminology and want to make sure we can make the project happen while ensuring that everyone is protected. Basically we are facilitating the funds if grant is approved.

THAT a sub-committee be formed to investigate the partnering with Polocorp and Canada Health Community Initiative to review any liabilities and concerns dealing with the stone structure relocation from he Forbes Estate to Jacob's Landing. Will report back to the BIA within 14 days. If any board members have any concerns please reach out as soon as possible.

Moved by: Cliff VanClief  
Seconded by: Councillor Devine

CARRIED.

### **Walk Queen Saturday Event Update**

Start date for the Walk Queen Saturday street closures was postponed to June 5th due to the provincial stay-at-home order and will be adjusted if the order is extended. Details around number of tables are being finalized and the three tents used last year can be donated by the Forbes Park Festival but will need some volunteers to put up and remove tents. Laura will bring that forward and provide an update to see whether this can be done by City staff when the picnic tables are setup and removed. As a follow up to our last meeting around barricade placement, Brian spoke with Press-Play and he would like to have his own section within the closure. Continental Salon again expressed their concern and need to have accessible drop off in front of their building for elderly clients. Leaving the barricade where it was placed last year also allows for parking for both Essence Salon and the area used as parking for many businesses and residents beside 27 Queen Street East. For these reasons the board agreed to keep the barricade reduced and in the same layout as last year.

THAT the Hespeler BIA agree to the previous barricade setup every Saturday through the summer months on Queen Street East from Adam Street to 27 Queen leaving the end of the street up to Tannery accessible for the existing businesses for parking and drop-off.

Motion by: Cory DeVilliers  
Seconded by: Kenn Norman

CARRIED.

### **Walk Queen Banner**

A proposed banner design and quote had been sent prior to the meeting by email for the board to review. The company selected is one we have previously used and we need to ensure the banner meets the design and quality proposed but the City for durability. Discussion around possible enhancements to the design but overall the board agreed that having this in place will help promote the Saturday street closure.

THAT we approve the cost of \$1285 plus HST and installation for the design and installation of a Walk Queen banner to promote the Saturday street closure. Final design options will be circulated and approved over email.

Motion by: Cory DeVilliers  
Seconded by: Kenn Norman

CARRIED.

### **Christmas Tree Lights**

Cory mentioned that the tree lights are still installed and should be removed and stored. While we want to leave the white lights up year-round, the coloured lights on the big evergreen tree should be removed and stored. Brian mentioned that the contractor that installed the lights has not been working during the provincial lockdown so that is why they were left up. Brian will reach out to see if the contractor is working now and whether they can get them removed and stored.

### **Milling Road Proposals**

BIA members attended meetings with City staff around possible Milling Road design proposals recently. Design options were shared so the BIA can participate and provide input. Keeping the road straight would be preferred for transport traffic but there is discussion about the possibility of moving street access for traffic to the back of the buildings. Discussion around the fact that we feel strongly that the building be saved and restored. As a BIA we do have concerns about demolition of the building due to neglect. Strong recommendations that it remain in City ownership that would allow for more opportunities to develop this asset to the downtown core. Keeping and maintaining the building and correcting the structural deficiencies and then working to lease it out to a private food service business so it can become a destination within the village is preferred.

THAT after reviewing the design options presented, the BIA supports phase 2 concept 2 with a curved road and patio area and with the current building left intact.

Motion by: Dave Olesen  
Seconded by: Councillor Devine

CARRIED.

### **2020 Audit Update**

Kenn mentioned that we have not received the final documents from the team but Kenn was included in the draft for the audit and Brian will follow up with KPMG for an update.

### **Fall BIA Annual General Meeting (AGM)**

The Fall AGM was discussed and set for Sept so that it can occur before the budget is due in October. Time will be set aside at the next meeting to review details.



### **Executive Director Update**

Brian stated that he has already had discussion with Cliff and will be resigning effective June 30th. Brian will be here during the transition and to assist whoever comes in to transfer responsibilities over. We should do a posting and promote that opening and talk further about applicants in June. Laura to provide clarification on how we go through that process. Hope to have new director in place for August meeting. Everyone shared their thanks and appreciation to Brian for his dedication to the Hespeler BIA these past four years.

### **May BIA Meeting**

The next Hespeler BIA meeting is set for Wednesday June 9, 2021 to be held remotely via zoom.

Close of Meeting

Moved by: Valerie Labbe  
Seconded by: Cory deVilliers

THAT the May 12, 2021 meeting of the Hespeler BIA Advisory Committee does now adjourn at 8:38 p.m.

CARRIED

---

Chair – HESPELER BIA

---

Recording Secretary



## MINUTES

### Hespeler Business Improvement Area Committee Hespeler Heritage Centre

11 Tannery St E, Cambridge, ON  
June 9, 2021

**Committee Members in Attendance;** Cliff VanClief, Chair, Cory DeVilliers, Vice-Chair, Brian Kennedy, Executive Director, Kenn Norman, Treasurer, Valerie Labbe, Recorder, Dave Olesen, Trevor McWilliams, City Liaison, Councillor Mike Devine

**Regrets:** Stefany Kawka, Khalid Zaffar, Councillor Donna Reid, Laura Pearce, Staff Liaison

#### **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 7:36 p.m.

#### **Approval of Minutes**

Moved by: Cory DeVilliers

Seconded by: Dave Olesen

THAT the minutes of the Hespeler Business Improvement Area Committee meeting of the May 12, 2021 be approved as written.

CARRIED

### **City Updates - BIA Annual General Meeting (AGM)**

Reminder from Trevor that the AGM must be held before the budget submission due in October 2021. Forbes Park was designated as an event space for month of July with COVID-approved Pods although as the current public gatherings only allows for 10 people so that may need to be adjusted. The City is continuing to review options based on public health guidelines as it needs to get to 25 plus attendees to make use of the space so more details to come.

### **WalkQueen Saturday Street Closure**

The WalkQueen road closure is scheduled for June 19th through to Thanksgiving weekend although no live music performances are allowed at this time based on current public health guidelines. The City will provide six picnic tables as requested although unable to assist with installation of tents so we will not be providing tents over the picnic tables for shade and rain coverage this year. Brian confirmed that the Aging Oak put in their patio permit so they are ready to go and Brian will speak with Jay at Press Play to make sure he is aware. One revision this year is that we are closing the north side.

### **BIA Newsletter**

A BIA newsletter will be going out to membership over the next couple of weeks for the street closure reminder, the AGM and other general items to share with the membership. The BIA newsletter will encourage retailers to put racks out during WalkQueen with displays to promote their business. Also a reminder that tents are permitted but cannot have any walls on the tents. Only a canopy structure is allowed.

### **Historical Structure Relocation from Polocorp**

As discussed at our last meeting, Polocorp had identified through discussions with neighbourhood groups that the historic stone ruins from the 1800's limestone tower on the Forbes Estate is something the neighbourhood would like to see saved. Polocorp wanted to partner with the BIA in order to qualify for a COVID grant that promotes outdoor and distance opportunities with a plan to relocate and rebuild the entire tower in Jacob's Landing as a 2-1/2 story stone lookout tower. A sub-committee was formed and met to review the possibility of partnering with Polocorp to assist in the grant application.

After meeting and reviewing in more detail, the sub-committee advised that while we are fully supportive of the idea, there are concerns with liability and the range and scope of the partnership so it was suggested we do not participate at this time. The sub-committee included Stefany, Kenn, Cliff and Councillor Devine. Dave went to look at the proposed space and shared that at least 4-5 trees would have to be removed based on the current site plan. There are other locations where tree removal would be limited so suggestion to have a site meeting and review other location options. The footprint is about 20 x 20'. Might also be good to have City Parks and Recreation, City Engineer and GRCA involved at the site meeting to discuss what options are available. Trevor will have Laura talk to the Project Manager to see if we can arrange a site visit.

### **Social Media Marketing and Promotion**

Brian will launch the videos created last year and will promote those for 10 days at a cost of \$100 each to promote on social media as well as the Walk Queen promotional video that will be updated and launch for 30 days throughout July.

THAT We approve \$200 to promote Walk Queen and \$300 to promote the second promotional video on our social media platforms.

Moved by: Cory DeVilliers  
Seconded by: Kenn Norman

CARRIED.

### **Administrative Updates**

Moonglow lightscapes will remove all holiday lights the first week of July. Brian will get a permit from Denis for that removal. Next year the BIA may want to look at other installation companies. Currently the white lights are not working at the Cenotaph as ground fault GFI receptacles on top of poles are needed with new plugs and proper covers. This replacement needs to go through Hydro One. Trevor will ask Laura to talk to Energy One about it and see what can be done to have it costed and fixed and to ensure this happens before the holidays. Suggestion that since the lights will not be removed prior to July 1st we might want to have a Christmas in July promotion if we can get the lights working?

Al at CanLite will be retiring at the end of June so will no longer be our contact for banner install and removal. He has passed along information to Sheer Display and a quote for a service contract to include installation, removal and storage of banners. Signman Realty have also volunteered to help us in the past so Cory will share a contact with Brian to arrange for a second quote. We can also investigate with the City for the contract with Moonglow to see if it is one year or multi-year contract. Need to confirm who has the contract for the install of snowflakes.

### **2022 BIA Budget due on October 1st and Election of Board Members**

We will have to call an election for the two board member and Executive Director positions to be held during the August 11th board meeting. That way Brian could arrange a call for nominees and work with Laura on how we can facilitate that. It will then give the two new board members a chance to meet with BIA in September to discuss the budget prior to it being due. Brian will give Laura a brief to share with the City Clerk who can also assist if needed. Still waiting on the final report from KPMG auditors so we can review and ask any questions before it is shared with the City. Brian will work with Kenn on any budget items.

### **Core Area Maintenance & Beautification**

There is a new system in place again this year for Core Area Patrol with By-Law officers assigned rather than security team contracted out. We will have to monitor and see if there is a presence in Hespeler and if the team is visible on foot.

The hanging planters were high quality this year and watering has been happening regularly by Isley so plants are thriving. Unfortunately when they were hung there were none included on Guelph Avenue and half of Tannery is bare so the mapped guidelines didn't seem to be followed? We had ordered 40-45 baskets but City staff wasn't sure how many would be provided and there didn't seem to be any communications with the BIA on the placement which is unfortunate. Also the dead trees that have been downtown for three years have still not been replaced. Flowering pear trees are hardy and blossom in the spring so would be nice to get those planted if possible. Mike Hauser, Trevor and Mike Devine will meet on Friday to address how some of these items can be addressed with the dead trees and lifted bricks as some interlock bricks are lifted and not fixed properly. Every City staff has a cell and can provide feedback if they see something that needs to be fixed so wondered if a reminder when training City staff to watch and report issues when noticed or possibly a monthly inspection by City staff and BIA membership to address these neglected items. Perhaps a reminder in a newsletter to general membership to also watch and report any maintenance issues could help as well.

### **City Updates**

There is a pilot program to reduce speed limit to 40 KM in some neighbourhoods. Also the BIA agreed to support Jodi Weatherhead with her Kayaking on Speedriver business renting canoes and kayaks on Spring Street and she is also working with the City. Cliff will arrange for a letter of support to assist with the process.

### **Fall Lighting Changes**

Brian will send written instructions on how to change the lights at the falls. Currently Dave has the keys and the lights are now set to orange for the First Nations children. Dave has agreed to look after the lights until December. A new person can be assigned to take over this task and change the lights when needed once the new board members are elected.

**July BIA Meeting**

The next Hespeler BIA meeting is set for Wednesday July 14, 2021 to be held remotely via zoom.

Close of Meeting

Moved by: Valerie Labbe

Seconded by: Cliff VanClief

THAT the June 9, 2021 meeting of the Hespeler BIA Advisory Committee does now adjourn at 7:36 p.m.

CARRIED

---

Chair – HESPELER BIA

---

Recording Secretary



## MINUTES

### Hespeler Business Improvement Area Committee Hespeler Heritage Centre

11 Tannery St E, Cambridge, ON  
July 14, 2021

**Committee Members in Attendance;** Cliff VanClief, Chair, Brian Kennedy, Executive Director, Kenn Norman, Treasurer, Valerie Labbe, Recorder, Dave Olesen, Khalid Zaffar, Councillor Mike Devine, Councillor Donna Reid, Laura Pearce, Staff Liaison

**Regrets:** Cory DeVilliers, Vice-Chair, Stefany Kawka

#### **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 8:01 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 June 9, 2021 be approved as written.

CARRIED

## **City Updates**

James Goodram attended a recent BIA meeting to talk about the new Community Improvement Plans (CIP). Update that Council passed the new CIP on June 29th including the expanded area for Hespeler with no alternations to the proposed programs. All 5 programs have been approved. The notice was sent out on July 8th and has started the 20 day appeal period required by the Planning Act. Therefore July 30th is when the appeal will end and the City will launch the new CIP program to start on August 3rd. A request came forward to increase the core area for Hespeler to include Queen Street West as well as along Guelph Ave to Clements Ave (near Four Fathers). All details are posted on CIP website for review if required.

## **Milling Road Updates**

Some BIA members recently attended stakeholder meetings and design options were shared for input by the BIA at the May BIA meeting. The conceptual design with the curve in the road for calming measures and parking on both sides of the street have been shared to the public for feedback from June 28th to July 16th. The City-owned building at 30 Milling Road is referenced in the document. GSP have done a baseline estimate of substantial costs that would be incurred by the City to retain and restore the building and a structural assessment will occur later this year to see whether the building can be preserved. All agreed that this historic Public Works Building should be preserved if possible although the City might not have the funds to restore it due to cost and as it is on a GRCA flood plain a building cannot be built on that site going forward should the current building be removed. At the previous meeting there were strong recommendations that it remain in City ownership that would allow for more opportunities to develop this asset to the downtown core. Keeping and maintaining the building and correcting the structural deficiencies and then working to lease it out to a private food service business so it can become a destination within the village is still the BIA preference.

## **WalkQueen Road Closure Update**

Discussion about the road closure so far this summer. There seemed to be good use of all patios and picnic tables later in the day although mornings have been quiet and lack of live music noticed. The City placed all 6 picnic tables close together so perhaps they could be further spaced out in coming weeks for more social distancing. All agreed that the street closure would definitely benefit from music as soon as able to add live music to support our local artists. Laura will get an update from the Special Events team as the closure is occurring on a City street and so is not considered a special event but geared towards patio extension parameters during COVID. She hopes to have an update next week. Laura did share that the Province is allowing a private local business to have live music on their own patio but it must be separated by 2 meters from patrons and have a plexiglass barrier. The information to keep patrons away from musicians is online and Laura will circulate that detail should any business wish to explore that option. Right now neither the Aging Oak or Press Play have room on their patios to include an option for live music.



### **WalkQueen Vendor Requests**

Cliff mentioned that the BIA has had a couple of requests for vendors on the street. City staff are reviewing the request for one vendor to ensure local bylaws be adhered to including a valid business license. Vendor bylaws are being reviewed right now with Planning Department and Special Events team. The board also agreed that we need to be considerate to our current local businesses who are finally able to re-open as we would not want competing businesses setting up a cart outside of their retail store. Another question was around BIA Associate Members and whether these vendors need to be an associate member. For now it was agreed to wait and see what the City states can happen with Phase 3 as it could affect vendors and have further discussions around process and next steps for any vendor requests at that time. Also reminder that all vendors must have a business license and approvals from the City. Finally if there is a way to simplify the vendor permit to a one-page document that would also be helpful.

### **Forbes Park Estate**

City Council met last night and the motion was approved to defer the Forbes Estate development. The developer can now apply to the Local Planning Appeal Tribunal (LPAT) and this does mean there will be a further delay in having this development move ahead. Local Council now will not have any say as it will be up to the Provincial body to approve or deny the development. There were a number of concerns by residents with questions around the old coach house, the subdivision going out to Shaw Ave as well as the density and tree management plan as there are multiple trees on the property. The topic was heavily discussed at the City Council meeting which is recorded and available on-line should anyone wish to review it for full details.

### **Kayaking Speedriver**

The business has now launched and going well so far and attracting visitors from Cambridge and Guelph so it is nice to see the river being utilized and a small business succeeding.

### **Memorial Plaque at Adam/Guelph Avenue**

Laura following up to see if any updates or progress on this item as it was approved by City and the BIA board can now move forward with design and installation along with any promotion or media coverage once the plaque is installed at an unveiling. Due to continued COVID restrictions it was agreed to hold off on any media coverage or promotion for now but Cliff will follow up with Brian to see if the plaque is ready to be installed once restrictions are lifted.

## **Holiday Inn**

Although not in the BIA core area, Councillor Devine shared an update that the Holiday Inn on Holiday Inn Drive is going to be demolished. It is owned by the Marriott Group and they have not put a development application in yet but he believes they will be putting in an application for a new structure.

## **BIA Board Nominations and Annual General Meeting (AGM)**

Brian sent out email with new proposed date for the AGM of August 25th to ensure we meet requirements for the nomination period of 30 days (July 23rd - Aug 19th), that must close one week ahead of the election. Discussion around members who have already expressed interest in joining the BIA board. As next steps an email needs to go to the general membership about the two vacancies and the Executive Director position as well as the date of the virtual AGM. Cliff has reached out to someone about the ED position. Cliff will meet with City Clerk to go over details on voting virtually.

The Executive Director position is not elected so discussion around the process should there be multiple people interested. Stefany sent out a job description so we have that available to refer to. As a priority the position needs to be advertised so Cliff and Brian will work on that. The ED position does include a budgeted payment of "\$3,000 per annum", although it has not been increased in a few years. Discussion around whether we can take a portion of the former CCAP funds to increase the allocated budget provided to the ED as it is quite a time consuming position. Kenn will explore and see if we can possibly increase this slightly for now and then further possible increase later when we expand boundaries.

THAT Kenn explore the current funds available to allow an increase to the Executive Director honorarium to be reviewed at our next meeting in August prior to the election.

Moved by: Cliff VanClief  
Seconded by: Khalid Zaffar

CARRIED.

## **2021 Remembrance Day Poppy Campaign**

Jane Herring reached out to the BIA as chair for the Remembrance Day Poppy campaign to let us know that they are hoping to have 20K poppies to distribute with the City and Idea Exchange in Hespeler.

## **Holiday Decor Review**

Back in 2020 City staff investigated with the 3 BIA's some potential changes to holiday decoration and the banner program. Currently through the City procurement process the City hires a contractor for installation and removal of the street decorations for Hespeler and the BIA splits cost 50/50. The portion billed to the Hespeler BIA for install and removal was \$621.78. Other costs include the hydro used by the decorations that the City bills out to the BIA as well as any maintenance of the snowflakes and street banner.

Downtown BIA has taken care of entire holiday decoration program including storage, installation, removal and maintenance and Preston is looking to adopt that model as well. The City would like a new process that is autonomous for all 3 BIA's. Any contractor hired would need to be approved by City but the BIA would hire the contractor and arrange for all installation, removal, storage and maintenance and all financial transactions would go thru the BIA. Classic Displays is currently contracted by Downtown Cambridge and they store the decorations in one of their facilities. Preston has a quote from Sheer Display. Previously there were issues with storage that resulted in extra damage so it would be beneficial to have storage done properly by a contractor with more responsibility. The City would like to have this resolved and decided on for this holiday season if possible. MoonGlow is the current contractor commissioned by the City for this year and they were in Hespeler today finally removing the holiday decorations on the large evergreen tree. The BIA should also request to City Council that fees are waived going forward for Energy Plus and that any permits for installation and removal be waived. Brian provided a quote from Sheer Display should they take over this task through the BIA and Kenn will look into previous years costs as a comparison so the board can make an informed decision at the next meeting in August.

## **Maintenance and Beautification Updates**

Mike Hauser, Councillor Devine and Dave walked through downtown Hespeler recently to assess the dead trees, raised pavers and broken Cenotaph steps. The gardens at the Cenotaph and gazebo have been trimmed and cleaned up as well as the grassy hill beside the Fashion History Museum. They are looking at tree replacement but Dave advised that some trees may just be removed as they were planted where there wasn't enough soil for them to grow and mature. Mike is doing a comprehensive look to see where they can be replaced or where we just to remove the dead trees and replace with paving stones. Discussion around the white lights at the Cenotaph that were installed last December as white we would like to see them lit year round there are ongoing maintenance issues and concerns. The lights around the base of the trees will have to be removed as they will affect the health of the trees and we do not want to see the trees affected. Also the lights were powered by running a cord from the base of the tree to the gazebo and the cord is now shredded at ground level possibly due to grass cutting. Laura is aware of the GFCI plugs that are quite old and tripping regularly causing further lighting challenges. Someone from Transportation is arranging with Energy Plus to have a look and see what can be done to replace these very old GFCI plugs that have not worked well in years.

**August BIA Meeting**

The next Hespeler BIA meeting is set for Wednesday August 11, 2021 to be held remotely via zoom so items to be finalized prior to the AGM.

Close of Meeting

Moved by: Valerie Labbe

Seconded by: Cliff VanClief

THAT the July 14, 2021 meeting of the Hespeler BIA Advisory Committee does now adjourn at 8:01 p.m.

CARRIED

---

Chair – HESPELER BIA

---

Recording Secretary



## MINUTES

### Hespeler Business Improvement Area Committee Hespeler Heritage Centre

11 Tannery St E, Cambridge, ON  
August 11, 2021

**Committee Members in Attendance;** Cliff VanClief, Chair, Cory DeVilliers, Vice-Chair, Kenn Norman, Treasurer, Valerie Labbe, Recorder, Dave Olesen, Stefany Kawka, Councillor Donna Reid, Laura Pearce, Staff Liaison,

**Regrets:** Khalid Zaffar, Councillor Mike Devine

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

The Chair welcomed everyone present and called the meeting to order at 6:36 p.m. and the meeting adjourned at 7:16 p.m.

#### **Approval of Minutes**

Moved by: Cory DeVilliers

Seconded by: Kenn Norman

THAT the minutes of the Hespeler Business Improvement Area Committee meeting of the July 14, 2021 be approved as written.

CARRIED

### **Saturday Street Closure**

We continue to receive positive feedback from recent street closure. Thanks to Cory and Laura for helping with event application process for Latin Music on Queen dance event on Saturdays that will continue until September 18th. It has been very successful so far with lots of good publicity and has helped increase foot traffic and atmosphere during the street closure. Laura did receive one concern from a resident who has epilepsy as part of the speaker has strobe lights. The organizer has been made aware and she will turn that function off in future. Good reminder for future events. Was also one request around the possibility of portable toilet for the event space. Laura can take request forward to see about possible options for next year however due to current COVID concerns and restrictions it will not be provided this year.

### **Holiday Decor Review**

As discussed at the last meeting City staff investigated with the 3 BIA's some potential changes to holiday decoration and the banner program. Currently through the City procurement process the City hires a contractor for installation and removal of the street decorations for Hespeler and the BIA splits cost 50/50. Downtown BIA has taken care of entire holiday decoration program including storage, installation, removal and maintenance and Preston is looking to adopt that model as well. The City would like a new process that is autonomous for all 3 BIA's.

Motion that we move forward with holiday streetscape based on the quote Brian shared from Shear Displays for \$3729.00 that includes both the snowflake decorations and the street banner. Laura will take that back to City council and let senior staff know there is a resolution and will keep the board posted as it should be presented to council in October.

THAT the Hespeler Village BIA approve quote #603 from Shear Displays for the 2021-2022 work order for the installation, removal and storage of the BIA's streetscape holiday decor as detailed.

AND THAT the BIA respectfully asks the City of Cambridge to waive the hydro and permit fees associated with the work order.

AND FURTHER, THAT the City of Cambridge covers 50% of the work order cost as part of our ongoing recovery efforts.

Motion by Cory DeVilliers  
Seconded by: Dave Olesen

CARRIED.

### **BIA Board Nominations and Annual General Meeting (AGM)**

Cliff confirmed the the AGM is now set for September 8th and the nomination period will open this week. Brian is finalizing the communication to the general membership to be communicated by end of week. Laura confirmed that 14 days notice must be provided to announce the AGM and while there is no specified date for nominations, the City Clerk noted to Brian, Cliff and Laura that good standard practice is to allow 21 business days. Flyers are being finalized and will be picked up and delivered this weekend. The City Clerk will host the initial part of zoom meeting for the election process. Nominations will be open until September 2nd and nominations can be either dropped off at the Service Cambridge Desk or sent electronically through to the Hespeler BIA email inbox. Closure of the nomination period prior to AGM ion September 2nd is so that those names can be provided to City Clerk to enter into the polling system prior to the zoom meeting. Once elections are completed and the winners declared, a report needs to be written and provided to City council on September 12th prior to next Hespeler BIA board meeting on October13th.

### **Hespeler BIA Executive Director Position**

We have not yet advertised for the Executive Director position so that is a priority to advertise. Stefany had sent the prior posting for board member review. Cory suggested that we have Brian review and provide any insight and feedback on the role and requirements before we publicize it. Laura suggested we reach out to other BIA's to see how they handle the honorarium and then we can discuss further in October. Cliff will reach out to the OBIA and Kenn will confirm with the CRA around whether it should be an honorarium or stipend. Once the position is advertised, Stefany has volunteered to take the lead on an initial meeting with any potential candidate and will then provide an update to the board.

### **City Updates**

Councillor Reid shared an update that last night City Council endorsed the design for the Fountain Street Soccer Complex that should be ready for use by spring of 2023. City Council did not approve the Heritage Conservation District (HCD) for downtown Galt and is still trying to finalize area boundaries. This will be reviewed again in October.

## **2022 Budget**

Kenn shared an update on the 2022 Budget. It is mostly unchanged from last year. There will be no changes to the BIA Levy and we should end the year with a surplus due to events not occurring in 2021. The surplus at the end of year can be used next year for increased events once COVID restrictions lift and for the signage program. Overall revenue and expenditures remain the same.

THAT we accept the 2022 budget as proposed and outlined by Kenn and shared prior to the meeting by email.

Motion by: Dave Olesen

Seconded by: Cory DeVilliers

CARRIED.

## **Fashion History Museum Tourism-Oriented Directional Signage (TOD)**

Kenn shared an update that the Fashion History Museum has now received approval for an eastbound TOD sign at the Townline Road exit. The application process is now underway and the sign will be updated when current road construction allows.



**October BIA Meeting**

Due to the Annual General Meeting in September, the next Hespeler BIA meeting is set for Wednesday October 13, 2021 to be held remotely via zoom.

Close of Meeting

Moved by: Valerie Labbe

Seconded by: Cliff VanClief

THAT the August 11, 2021 meeting of the Hespeler BIA Advisory Committee does now adjourn at 7:16 p.m.

CARRIED

---

Chair – HESPELER BIA

---

Recording Secretary