



## MINUTES

Corporation of the City of Cambridge  
Hespeler B.I.A.

11 Tannery Street E., Cambridge, ON  
February 8, 2017  
6:30 p.m.

**Committee Members in Attendance:** Stefany Kawka, Chair, Aaron Fisher, Executive Director and Recorder, Trevor McWilliams, Staff Liaison, Nicola Toon, Khalid Zaffar, Valerie Labbe, Mike Devine, Councillor, Dave Olson, Streetscape Liaison

**Regrets:** Cory deVilliers, Vice Chair, Mike Widdis, Treasurer, Donna Reid, Councillor

**Guests:** Larry Turner and Julianna Petrovich, City of Cambridge Parking Working Group

### Meeting Called to Order

The Chair, welcomed everyone present and called the meeting to order at 6:31p.m. and the meeting adjourned at 8:40 p.m.

### Parking Working Group:

Julianna provided an update from the City of Cambridge Parking Working Group whose goal is to have one system overall for all three core areas. Need to find a solution to visitors unable to find parking in the core areas. Need to budget for Hespeler's future parking requirements especially with new development. As next steps Julianna will be meeting with City Engineering and Planning as next steps before finalizing to hopefully occur by summer 2017. Of the eight recommendations the highlights were:

#### 1. Queen Street Parking

Change current 2-hour parking on Queen Street in downtown Hespeler to 1-hour parking. This is only for Queen Street and Tannery Street. Question around whether this would be during business hours only? Julianna will go back and review the existing by-laws but stressed importance of keeping any change minimal and simplified. Timed parking is not part of the Parking Working Group Study.

BIA board members agreed that Queen Street could be changed to 1-hour free parking as a trial and Julianna will go back and review the existing bylaws for core business

hours of Monday-Friday 9am to 6pm or whether the 1-hour free parking would be 24 hours, everyday (evenings and weekends included).

## **2. Hespeler Public Lots**

As far as any change for the two public parking lots in Hespeler, both Adam Street (Library) and Queen Street public lot (beside Bank of Montreal) Councillor Devine recommended that we leave existing parking until the Hespeler future use study is done.

## **3. Parking Meters**

Julianna mentioned that there are 4 parking meters in storage from streetscaping. Discussion on whether they should be re-installed and where? This was also left for review as part of the Hespeler future use study when it occurs.

Councillor Devine requested that Julianna look into more directional signage for visitors around parking and also requested larger signage and signage moved closer to road for lot beside Bank of Montreal and Ernie's on Queen Street as it is no longer visible since bus shelter was installed.

The next Parking Working Group meeting will be held on **February 21, 2017**

### **Correspondence Updates:**

Aaron shared that a TV/Movie production staff will be in the area this Friday February 10th to assess the area for potential filming later this year. No other details at this time but just awareness for BIA board members.

### **New Sign Application**

A new sign application has been received for 5 Queen Street East. Business name is Le Jardin. They are not looking at lighting at this time although agreement that there is a street light outside so not a priority for lighting to be included. Three designs presented and reviewed. Sign quote is \$1555 (tax excluded). Approval of grant for 50% of the cost of sign by all board members in attendance.

### **Art Corner Project at Queen/Adam Street**

Dave has met with Tim at 654 Signs to review our recommendations from last BIA meeting. As next steps Tim would like a deposit should we wish to proceed further.

Sign design includes three gears (actual gears and one or two may be from Crow Foundry). Font is historical to that period (1858). Stainless steel or aluminium letters and lights are inside the letters and halos back. Village would be cut out and back-lit. Base is concrete or cedar.

Kenn made a motion that we agree to approve the design concept and proceed with purchase of the sign from 654 Signs. Val seconded the motion. All voted to proceed. Motion carried.

Councillor Devine agreed to follow up with City tomorrow as far as next steps to issue an (acceptance of proposal? or purchase order?) so a deposit can be provided as a retainer. Goal is to have this installed by this summer if possible.

### **Flowers and Landscaping**

Dave will follow up with Hespeler Horticultural Society once he has a proposal ready to look into the possibility of that group handling the garden at the corner of Queen/Adam Street and also possibly the garden behind the Gazebo next to 27 Queen Street East which is not maintained by the City.

Dave will also get quotes from K&K and confirm with Mike Widdis, Treasurer by April to proceed with flower baskets to be red/white themed for Canada 150 this year.

Aaron will proceed with ordering more snowflakes for Queen Street West for next winter and will update board on how many we are able to order based on funds available.

### **Advertising with Explore Waterloo Magazine**

Kenn provided the update that Explore Waterloo Magazine have been provided with dates to share on their website for Hespeler events happening this year. Kenn also provided the update that the full-page ad discussed at the last meeting was in error and not part of the Travel Guide publication. However, the FHM will adapt the ad they had created for the back cover of the FHM annual members' Journal being distributed in March.

### **March 22, 2017 BIA Social**

Confirmed that FHM will host. Items to share at this social were discussed including:

1. Unveiling the new Hespeler sign
2. Farmer's Market update. Aaron to invite that group to attend.
3. Recognition to Deb at the FHM building for her willingness to help and allow the clock to be installed as part of the Hespeler Reunion.
4. Introducing new businesses (Oak & Barrel, Le Jardin, Farm to Fork, Hespeler Spaces). Aaron to ensure they are all invited and if unable to attend he will ask that they provide a brief update we can share on who they are and a little bit about their business.
5. Reminder to all about the signage and Building restoration programs
6. Canada 150 reminder to all businesses and chance to share anything they are doing as part Canada 150 especially on Saturday July 1st.

### **FHM banners for Canada 150**

FHM has \$2K to allocate to banners to promote the FHM and Hespeler for Canada 150. Kenn shared a sample of the proposed banner. Suggestion that he send a copy to Trevor to ensure the city okay with the proposed banner and sanction it and then Kenn will confirm with Mike Widdis, Treasurer on next steps to proceed.

Larry mentioned that the Hespeler Reunion Meeting was held recently and committee felt it would be good to keep reunion in front of the public. Discussion of sharing cost of future banners with Hespeler Reunion committee if and when required.

**Approval of Minutes**

Moved by: Kenn Norman

Seconded by: Nicola Toon

THAT the minutes of the Hespeler Business Improvement Area meeting of January be approved as written.

CARRIED

**Close of Meeting**

Moved by: Stefany Kawka

Seconded by: Valerie Labbe

THAT the February 8, 2017 meeting of the Hespeler BIA Advisory Committee does now adjourn at 8:40 p.m.

CARRIED



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Chair – HESPELER BIA



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Recording Secretary