



## MINUTES

### Hespeler Business Improvement Area Committee Hespeler Heritage Centre

11 Tannery St E, Cambridge, ON  
February 12, 2020

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

**Regrets:** Dave Olesen

Guests: Lisa Chominiec, Sustainable Transportation Coordinator and James Goodram, Director, Economic Development

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

The Chair welcomed everyone present and called the meeting to order at 6:35 p.m. and the meeting adjourned at 8:36 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 December 11, 2019 be approved as written.

CARRIED

### **Bike Share Feasibility Study**

Lisa Chominiec, Sustainable Transportation Coordinator shared an update on the Bike Share program that was piloted last year in Kitchener, Waterloo and Cambridge. Currently reviewing the data and completing a feasibility study on a long-term bike share program between all three municipalities. Aiming to take to City Council in early May.

A cycling master plan with a tourism loop has also been completed and is 75% removed from vehicle traffic. An online and print copy of the current cycling trails is being developed and should be available online within the next week in draft form and available for comments until March 2nd. Belief that there is a Tourism opportunity to promote so this cycling master plan will be finalized and presenting to council in April. The plan is to include other attractions in the region as well.

The City will be relocating the bike repair station and will also have a bike shelter added in each core area. In Hespeler it will be located on Queen Street West near the City parking area. Timeline is to install by end of March, weather permitting.

### **City Updates**

Meetings held by City staff with new City Clerk and CFO. Looking to update the budget process for 2020 and would like to move to October 1st for the BIA budget to be brought forward. Date to be finalized in May. Recommending changes to revenue and expense accounts associated to budgets for consistency between the 3 Cambridge BIA's. Preston is open to moving to our budget and revenue expense categories that align with Galt. Reminder that we will be required to provide the budget to our general membership at least once prior to it being brought to the City. Budget can be provided to membership through social or AGM but awareness based on new timelines. Also requesting that there should be an annual report that accompanies the statements to be provided to Council. No template provided but report and statements should come to City staff by March 1st.

**Starter Company Plus** has re-launched for food processing and production companies. Participants can receive a \$5K grant once training is completed. Application deadline is February 18th, 2020 and food venture program is set to start in March.

**Milling Road** - RFP has been received for Milling Road with 7 proposals for City staff to review and evaluate in the next few weeks.

**BIA expansion** - Laura met with new City Clerk who has experience with expansion from previous municipalities. As next steps Laura and the City Clerk will put together a package on City and BIA responsibilities for the expansion to be provided in the spring. City Clerk to give us guidelines on how long each step takes and a timeline.

### **Core Area Transformation Fund Update**

James Goodram, Director of Economic Development shared an update on the core area transformation fund and the main pillars:

1 Financial Assistance to assist property owners and tenants with improvements to fixed assets and to incentivize development in the downtowns. Community Improvement Plan (CIP) is done with the Province and Council must approve before going to the Province.

2 Strategic Land Developments including purchases but also whether there are assets the City owns that could be packaged off and sold such as the Public Works building on Milling Road.

3 Place Making including experiences, arts & culture, projects or initiatives that are transformative in the core areas. Possible video that can be displayed showing the history of the village would be nice to see. Parks and Recreation will be involved and a suggestion to have a member of each BIA also involved in the core area transformation fund. Criteria would include how initiative moves City forward, capital budget and whether private funding is included, operating impact, community benefit, etc. An initial report will be going to City Council on March 17th.

### **Tourism**

Economic Development will be presenting a package to the City in June around tourism and how to focus tourism efforts in Cambridge. Possible suggestions include how to connect cycling and trails as an example between Waterloo thru to Cambridge. Lots of interest from hoteliers especially with the new municipal accommodation tax.

### **Property Standards Review**

Laura and Brian met with City staff around property standards recently and reviewed the best method to address any concerns. Made aware that a bylaw is in place and it is an effective tool that would safeguard any concerns we might have with these buildings. These would be complaint driven and not initiated by the City. Must also be very specific on what we would like the City to look into. If it is not a safety hazard then the City will address that concern with the property owner. A recent example was the Short Stop sign that was raised as a safety concern as it was hanging loose and whether that

should be sent to bylaw enforcement or Service Cambridge. As BIA members we can send the info directly to Laura. Brian has been recommended to subscribe to updates so that duplication does not occur when reporting issues.

### **Lifestyle Photoshoot Proposal**

Brian shared an update that Downtown Cambridge recently invested in a photoshoot to come out quarterly providing content for their social media platforms that helped shape and provide a consistent image and vision for the downtown BIA. Brian would like to see Hespeler pilot a similar photoshoot and has reached out to Hulahoop Photography who has offered to complete a pilot one hour photoshoot with 6 businesses interior lifestyle shots to highlight Hespeler village shopping and dining. Following the pilot, he hopes that a quarterly photoshoot would allow us to include more businesses and various demographics throughout the year. Current social media analytics show that we have 1500 Instagram, 4600 Facebook, 2300 Twitter followers with less than one post a week. Having this content should allow for both quality and quantity to ensure many businesses are highlighted. Cost for the pilot is \$100 for the photoshoot to be packaged in a gallery for us to select from. Additional cost of 2 x \$25 gift cards to a store of their choice for the models used during the photoshoot.

THAT we proceed with a pilot photoshoot on a trial basis that could extend to quarterly photoshoots highlighting the businesses located in the Hespeler BIA core area. Cost for the pilot photoshoot is \$163.00 including HST.

Moved by: Cory DeVilliers  
Seconded by: Stefany Kawka

### **Explore Waterloo**

Brian met with Jennifer Eddings, Director of Sales with Waterloo Region Tourism Marketing Corp. back in January regarding their BIA partnership package through Explore Waterloo Region. New this year they have introduced an Inclusion Model for BIA's where all tourism-related businesses that fall under certain tourism categories will be listed on the Explore Waterloo Region partner directory, with the possibility to add more categories of interest as they arise in popular searches on the Explore Waterloo website, we have the ability to showcase many of our business members under the umbrella of our sponsorship free of charge to them. In the past, the only way for our business members to get featured was to have a paid listing of their own and it cost hundreds of dollars. Under this new partnership, we will be able to provide a more refined,

general listing to many of our BIA members on their platform. As this increases the value of the BIA Partnership with Explore Waterloo and offers many of our small businesses an opportunity they may not otherwise have access to. As the deadline occurred prior to our February meeting, it was decided and voted on over email that we proceed with this BIA partnership package at a cost of \$400 +HST.

### **Beautification Updates**

Brian has reached out to Al from CanLite who will take down winter snowflake decorations the last week of February.

### **General Sponsorship Request - FHM Tourism Oriented Directional Sign (TOD)**

The Fashion History Museum arranged last year for a TOD (Tourism Oriented Directional sign) to be placed on the westbound lane of the 401 just before the Townline exit. The price for the TOD sign was negotiated by the Ontario Museum Association last year but has now gone up to \$750 plus HST. The Fashion History Museum believes it is beneficial to attract tourists into the Hespeler core area and is requesting sponsorship for the cost of the sign. Further discussion around the fact that although previously there were not any other available spots there may be signage available on the eastbound lanes of the 401 as well in April. Kenn will follow up and provide an update. Question around whether the Municipal Accommodation tax could be used to offset the cost of signage to be reviewed outside of the meeting. All board members agreed that this 401 tourism directional signage benefits businesses in the core area. Kenn will also look into a TOD sign on the Eastbound side of the highway. Brian will send an email proposal to Lary that we encourage consideration of adding Hespeler Village to Hespeler Heritage Centre to allow it to qualify for a TOD sign as well. TOD does have criteria that would have to be met and they only allow so many signs but it is another option worth investigation to additionally promote Hespeler Village attractions. Proceeded to motion although Kenn abstained due to conflict of interest.

THAT the Hespeler BIA pay for the TOD sign for the Fashion History Museum on the westbound side of the 401 just prior to the Townline Road exit at a cost of \$799.99 including HST with the hope of being reimbursed through the City from the Municipal Accommodation Tax if possible.

Moved by: Councillor Devine

Seconded by: Cory DeVilliers

### **City of Cambridge Strategic Master Plan**

A community satisfaction survey will look to gain insight on residents thoughts on City services and overall quality of life. A telephone survey of randomly selected individuals along with an online survey will be available through Engage Cambridge until Feb.28th. This will be shared in the Cambridge Times and Laura will also send details Brian to circulate to BIA membership. The feedback received will identify current community priorities and provide a benchmark for future work.

### **Adam Street maintenance**

Councillor Devine shared that Sousa has been patching the sinkhole on Adam Street. It will be looked into in the spring for a more permanent fix. As a result there may be minor construction in the spring to address that.

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

The Farmer's Market committee reached out to the City to request a move for the market to Forbes Park in 2020. This will be finalized on Tuesday when it goes to City Council. Farmer's Market signage will be removed from Tannery Street along with the reserved Farmer's Market parking sign should the market no longer be held at the Cenotaph.

### **Accounting - BIA Visa Card**

Brian and Kenn are looking at an application for a BIA Visa card. The plan is to use a security deposit from our savings account which would be kept separate from the checking account. Request that we make a motion to have restricted funds available to be used on Visa for incidental expenses with a \$500 limit for both the Executive Director and the Treasurer.

THAT we agree to apply for a Visa through Bank of Montreal with a \$500 limit as a secured credit card to be used by either the Executive Director or Treasurer who are current signing authorities on the BIA bank account.

Moved by: Cory DeVilliers

Seconded by: Cliff VanClief

## **March BIA Meeting**

The next Hespeler BIA meeting is set for Wednesday March 11, 2020.

### Close of Meeting

Moved by: Valerie Labbe

Seconded by: Cliff VanClief

THAT the February 12, 2020 meeting of the Hespeler BIA Advisory Committee does now adjourn at 8:36 p.m.

CARRIED

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Chair – HESPELER BIA

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Recording Secretary



## MINUTES

### Hespeler Business Improvement Area Committee Hespeler Heritage Centre

11 Tannery St E, Cambridge, ON  
March 11, 2020

**Committee Members in Attendance;** Cliff VanClief, Chair, Cory DeVilliers, Vice-Chair, Kenn Norman, Treasurer, Brian Kennedy, Executive Director, Valerie Labbe, Recorder, Councillor Mike Devine, Councillor Donna Reid and Laura Pearce, Staff Liaison

**Regrets:** Dave Olesen, Stefany Kawka, Khalid Zaffar

**Guests:** Karen Griffiths, Canadian Cancer Society

#### **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 8:02 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 February 12, 2020 be approved as written.

CARRIED

### **Canadian Cancer Society**

Karen Griffiths from the Canadian Cancer Society attended to share an update on Canadian Cancer awareness month starting on April 1st. As far as distributing donation boxes, Karen found that some locations were less profitable last year so as there is a cost for the boxes they may focus on some of the higher generating businesses this year. Businesses should be reminded that it is cancer awareness month and encouraged to decorate their windows and storefronts to help raise awareness. Brian confirmed that the falls lighting would be yellow. Cliff stored the bikes from last year that were painted yellow by Ean Kools and displayed around the village. Most are still in very good shape and ready to be placed. Karen and team will add the flowers to the baskets. Would like to possibly add two more bikes if possible so Cliff will follow up and make arrangements with Ean Kools to paint the bikes should two more be available. Confirmed that the City has grown yellow pansies in their greenhouses to plant and Laura will confirm when they will be planted to hopefully coincide with the start of the cancer awareness month weather permitting. Cory's team put out the ribbons last year and Karen will coordinate with Cory to confirm if those can be placed around the village again. Karen also shared that Four Fathers will be hosting a Spring Fling on April 25th as a fund raising event for Mudmoiselle the 5K mud and obstacle race set to run at Four Fathers on September 19th.

### **Ontario by Bike**

City update provided by Laura that Ontario by Bike will be hosting an annual ride in Waterloo region this fall and will be passing through Hespeler on Saturday September 19th and Sunday September 20th. The event overall is a 121 km trail.

### **Milling Road Streetscaping**

Laura confirmed that the City has now received the 7 RFP's and GSP Group was awarded the contract to develop a specific streetscape plan and guidelines for the Milling Road area in Hespeler Village.. The first meeting has occurred with a background review and plans on how to move forward. Discussions on determining how the School of Architecture can be involved and gathering a stakeholder list including BIA board and property owners in the area.

### **Bylaw update**

Laura shared that there was an ask from senior staff to push to May 5th so she will provide an update after that date.

### **Hespeler Parking Study**

Was postponed in 2019 as part of City master study however that was not approved during the budget period. Currently working on terms of reference to hire a consultant. and hoping to have it completed this year.

**Highway 24 Bridge** - still targeted for spring 2020 but no further details at this time so Laura will look into it and provide an update.

### **Maple Grove**

A study and public info meeting is set for May 5th as the Region of Waterloo is considering improvements to Maple Grove Road from Hespeler Road to Vondrau Drive in the City of Cambridge. Laura will send info to the BIA board to share with our membership. Long-term project and current targets are 2022 - 2027 for construction.

### **Core Area Transformation Fund**

Reminder from Laura that this will be going to council on March 17th and that there is an ask for a BIA board member to consider who might be willing to sit on the Economic Development Advisory Committee (EDAC) to provide a voice from each of the BIA boards within Cambridge. Following the meeting over email Cliff volunteered to sit on the EDAC board on behalf of the Hespeler BIA. This will be voted on by the board over email.

### **BIA Annual Audit**

Kenn shared that the BIA annual audit is underway for 2019.

### **BIA HST Account Access**

With regard to recent discussions around online access for HST that there is a new form to be completed and signed by Tim Hilborn as the former signing authority. Kenn will have the form signed and then can hopefully finalize the transfer of access and give consent to view and make updates to the BIA HST account. Kenn will ensure that the Executive Director, Chair and Treasurer all have online access.

### **BIA Visa Card Application**

At the request of the City a Visa card application was looked into to cover any BIA expenses outside of those invoiced and paid by cheque. Kenn and Brian advised that we are unable to secure a business BIA visa card at this time because our revenues and bank balance isn't high enough and we would also need to pay a \$500 fee. As this type of expense happens rarely the City has agreed that we can continue for now with current process of handling through a personal credit card and providing receipts when this occurs.

### **BIA Spring Social - Thursday May 28th**

Brian proposed Thursday May 28th for the BIA Spring Social with location to be determined soon.

### **BIA Fall AGM - Thursday September 17th**

Brian proposed Thursday September 17th for the fall Annual General Meeting. It needs to be a bit earlier this year as the budget needs to be in by October. Location to be confirmed but possibly hosted at the Fashion History Museum.

### **Easter Egg Hunt - Saturday April 11th 1-3pm**

Melissa Francis the event organizer is looking at Saturday April 11th from 1-3 pm. Last year as a partnership with the event we provided \$600 and our recommendation this time would be to provide \$300 as the event becomes more self-sustaining.

Moved by: Cory DeVilliers

Seconded by: Cliff VanClief

THAT we agree to provide up to \$300 towards the Hespeler Village Easter Egg Hunt through assisting with posters, decals, maps and advertising on social media for the event.

### **Hespelericious**

Brian shared an update from Nicole at Ernie's who is one of the event organizers that while our approved spend was up to \$500 towards this event that the organizers were able to raise \$250 total from the participating businesses and so our contribution was \$150. The event continues to work towards becoming more self-sustaining.

### **Halloween Hunt - Sat. October 31st**

Melissa Francis and team confirmed that they plan on hosting this event again this year on Saturday October 31st. As there is no street construction this year Brian is going to look into the possibility of closing the street from Tannery to Adam and will also reach out to the Hespeler Neighbourhood Association to see if they would be interested in participating as well.

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

Confirmed recently on social media that the farmer's market will be moving to Forbes Park this summer. Discussion around whether there are any ways we can activate the Cenotaph with other events such as live music or possibly buskers. Might be good to promote on our social media over the summer to help raise awareness of the market.

Brian confirmed that the Preston Farmer's Markets is also moving to a Thursday night market this summer and discussion on whether there is the possibility of the City advertising all three markets together. Laura will reach out to Alex who is the City Market Coordinator to see if there is a way to cross-advertise and share information and updates on the market and City websites. Brian or Cliff will also reach out to the Hespeler Market Manager to discuss any options to help with advertising for the market this summer.

Moved by: Cory DeVilliers

Seconded by: Kenn Norman

THAT we agree to provide up to \$250 towards advertising for the Hespeler Farmer's Market.

### **Hespeler Events Summary**

Brian shared a list of events coming up over the next few months in Hespeler Village including:

Hespeler Neighbourhood Day on Saturday June 13th at Forbes Park from 3-7 pm

Hespeler Village Music Festival on Saturday July 4th at Forbes Park

Hespelericous - August with specific dates to be shared later in the spring

Hespeler Harvest Festival on Sat. Sept. 26th in Forbes Park from 10-3 pm

### **Beautification Updates**

Suggestion from Cory that we make a social media post whenever we change the lights for a cause or event to provide awareness and also highlight the Falls. Brian will see whether we can arrange for a video of the falls lighting options so a video can be shared as another option to a picture.

### **Outdoor Tables for Summer**

Discussion around possibility of adding affixed Chess or Checker board tables either at the Cenotaph or in the gazebos to encourage others to spend time in the village core area. Could also possibly rent bistro tables during summer as another option.

### **Holiday Snowflakes and Banners**

Snowflakes have now been removed and Brian is arranging for the Creative Capital Banners to be installed on April 15th.

### **Lifestyle Photoshoot**

Our trial photoshoot is scheduled for this Friday to include a few businesses in the core area and the Fashion History Museum to promote spending a day in Hespeler. Brave Brown Bag who is an Associate Member is also donating a bag to be used as a give-away. Brian requested pre-approval for social media boosts over the next couple of months depending on the success of the business posts.

Moved by: Cory deVilliers

Seconded by: Cliff VanClief

THAT we to approve up to \$100 in social media spend to further boost any of the photoshoots highlighted dependent on analytics and success of the posts.

### **Hespeler Rocks**

Brian and Cliff will work to arrange for a quote on a large rock installation near Jacob's Landing and hopefully we can have this approved and set to run as an event later this year possibly in partnership with the Hespeler Village Neighbourhood Association. Hope is that we can use this installation and event as a way to continue to increase spread of awareness and painted rocks throughout the region and beyond.

### **Riverbank Lofts**

Construction is near completion. Update from Cory and Brian that some owners have already moved in and the hope is to have all owners moved in by mid-April. Suggestion that we provide an update on BIA events for the balance of the year to all new owners as awareness and as part of a welcome to the village.

### **Hespeler BIA Governance Training - April 8th**

The mandatory governance training has been booked for April 8th from 8-11 am in the Bowman room at City Hall.

### **Adam Street**

Councillor Devine shared that Sousa has been patching the sinkhole on Adam Street. It will be looked into in the spring for a more permanent fix. As a result there may be minor construction in the spring to address that.

### **TOD (Tourism Oriented Directional) Signs**

Kenn confirmed there are currently no vacancies on either the east or westbound lanes of the 401 for TOD signs directing visitors to Hespeler but that more may become available in April. Brian spoke with Lary who is fine with the change in the wording for the Hespeler Heritage Centre so it can possibly be included on a TOD sign as a museum in Hespeler along with the Fashion History Museum. To be reviewed again in April to see if there are any vacancies and determine any next steps.

### **March BIA Meeting**

The next Hespeler BIA meeting is set for Wednesday April 8, 2020.

Close of Meeting

Moved by: Valerie Labbe

Seconded by: Cliff VanClief

THAT the March 11, 2020 meeting of the Hespeler BIA Advisory Committee does now adjourn at 8:02 p.m.

CARRIED

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Chair – HESPELER BIA

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Recording Secretary



## MINUTES

### Hespeler Business Improvement Area Committee Hespeler Heritage Centre

11 Tannery St E, Cambridge, ON  
May 22, 2020

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

**Regrets:** Cory DeVilliers, Vice-Chair, Khalid Zaffar

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

The Chair welcomed everyone present and called the meeting to order at 11:08 a.m. and the meeting adjourned at 12:20 p.m.

#### **Approval of Minutes**

Moved by: Mike Devine

Seconded by: Ken Norman

THAT the minutes of the Hespeler Business Improvement Area Committee meeting of the March 12, 2020 be approved as written.

CARRIED

### **City Updates - Capital Projects**

Milling Road project now delayed until fall when committee can review finances. There has been a lot of internal progress including background review and preparing the first of three charrettes (a charrette is an intensive planning session where citizens, designers and others collaborate on a vision for development).

### **City Updates - Adam Street**

Souza has repaired the sinkhole. Councillor Devine has talked with Engineers and Souza did not see an issue however the soil was not compacted so that has been repaired and area will be monitored to see if sinkhole returns.

### **City Updates - Forbes Park**

Washrooms project delayed but should be starting back up next week.

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

No changes at this time and currently targeted to 2021

### **City Updates - American Standard Walkway**

The American Standard building is complete and a beautiful job was done on landscaping although some question around the walkway along the edge of the property. Councillor Devine had a walk thru with City Engineering and Planning & Development teams to see what can be done with the walkway at the back of Papou's and the trail that HIP Developments put in as there is an old run-down fence and walkway is not clean and completed.

### **Horticulture Updates**

Discussion with Council and all three BIA's around beautification of all three core areas. We have been advised that starting this week that City will be adding plants and raised flower beds in high traffic areas. The City is looking to have hanging baskets displayed in all three core areas when possible depending on staffing levels. Discussion around reducing the number of hanging baskets to Queen Street only for this year. Following the meeting Laura confirmed that Nathan Lantz will be the main Horticulture team contact and Brain Geerts will remain as backup contact for any questions or co-ordination around the hanging baskets or the watering and maintenance for baskets and planters.

## **Tree Replacement**

Discussion around spring tree replacements from two years ago, an inventory was done however tree replacement has been postponed at this time due to resources as a result of COVID-19.

## **Beautification & Maintenance**

Dave removed the weeds around the Hespeler Sign at the corner of Queen and Guelph Avenue. Laura provided an update by email following the meeting that the the Ambassador team has been on a reduced schedule during COVID, however they have been in Hespeler 7 days a week to change garbage receptacles, pick up litter and remove sidewalk weeds, etc. Staff will be addressing the area around the library this week and Laura sent a reminder about weeding the area around the Hespeler sign as well.

## **Banners**

Brian will arrange for permits for banner installation second week of June. Laura confirmed that other BIA's are also planning to put up the Creative Capital banners as well.

## **Christmas in Cambridge - Music & Lights**

Brian attended a Christmas in Cambridge meeting yesterday and confirmed that we will receive our \$2K regardless of how the event will be structured this year. Due to COVID-19, we may need to switch to a Lighting up Cambridge event to ensure there are light displays that can be viewed and enjoyed while maintaining social distancing rather than events at church, library and Cenotaph. More details to be confirmed at a later date.

## **CCAP Updates**

Brian has been working with Danielle at the City Clerks dept to finalize plans for CCAP this summer. Looking into more visual branding to identify that security team are working on behalf of the City. Plan is for the same two people to be working so Brian might see about getting their faces displayed on social media for awareness as well. Security will be a combination of car and foot patrol throughout each shift. Patrol will have radio so they can call Waterloo Regional Police any time during patrol if needed. The current proposal is one patrol Monday thru Friday from 8-4pm and 10-6pm on weekends. An additional second shift is also tentatively scheduled for Wednesday to Friday from 12-8pm. Times of patrols are tentative and still being finalized. The downtown core area will be included in the patrol along with Jacob's Landing, Forbes Park and Hespeler Square.

### **Hespeler Rocks Art Installation**

No further advancements have been done although Cliff, Dave and Brian are looking at options for the purchase of the rock and art installation. As we are not able to host a neighbourhood event around the installation of the art piece, there was discussion around having a digital campaign where kids can continue to make and distribute rocks. The trails are open so this will enhance the trail and Jacob's Landing and encourage families to visit the core area and walk the trails. Brian will provide an update on the price for the rock, commission artist, graffiti protection and cost for digital campaign and any prize giveaway. Need City approval to put the rock on City land so Laura will look into how we can get this approved through the City. Targeted for Jacob's Landing just as you enter from Guelph Avenue. Brian and Cliff are meeting with Minto Schneider and Explore Waterloo with focus on local tourism, walking trails, restaurants, local shops. Tracy from Uptown Waterloo looking into RTO Funding so another program that may be able to help with any costs.

### **Post COVID-19 Initiatives - Shop Local Promotion**

Agreed that as funds are not being used towards events this summer to attract visitors to the core area, we should look at shop local promotions as an area of focus this year. Videos on social media and/or mailings to remind people to spend and support local businesses. Start in July-Sept to lead into holiday shopping in the fall. Tentative plan would have to be adjustable depending on future health issues. Brian will look into a short list of candidates who could help create a video promoting downtown shops and restaurants. Discussion around working with City and Municipal Accommodation Tax but Laura is not sure if there are any protocols in place or if anything has been approved at this point on how that Municipal Accommodation Tax will be spent. Another suggestion was to confirm whether the Chamber of Commerce can assist with any shop local initiatives.

### **Post COVID-19 Initiative - Grant for Re-Opening Costs**

{missed text here}.....A Recovery plan for local businesses with other BIA's. Started a COVID-19 resiliency fund with a grant available to businesses to assist with any re-opening costs (fixtures, PPE, supplies). Uptown Waterloo has also created a grant for their businesses and costs due to health initiatives such as plexiglass shields, etc.

### **Post COVID-19 Initiatives - Patio Program**

Laura advised that a committee has been struck Region wide with Transportation/Economic Development, Region and other area municipalities to look at ways to have restaurants and businesses serves customers, by utilizing outdoor spaces throughout July and August, such as Patio tables outside for more gross floor area outside to keep social distancing. Possible closure of roads to accommodate this. Discussions with AGCO on ease up on regulation for patio (instead of fence, have a line on a street etc.) The City will look to cover the costs for barricades, outdoor furniture including picnic tables etc. We are in the early stages, and updates will provided as available. The BIA's involvement will be key in this project and it would be up to local businesses and BIA's on who would participate and what the program would include.

### **Post COVID-19 Initiative - Saturday Street Closure**

Brian mentioned there were discussions around possibly shutting down Main Street in Galt to make it easier for those who want to shop local and wondered if we may want to consider for Hespeler on Saturdays in the summer. Anticipating that shops will be open in the next week or so. Salons are tentatively set to open in June. The Fashion History Museum is hoping to re-open on July 2nd. We would only be able to close the street from Tannery to Guelph Ave to allow for fire and other emergency access.

Moved by: Kenn Norman

Seconded by: Councillor Devine

THAT we agree in principle to support a street closure on Queen Street East on Saturdays in July and August after confirming support of local businesses. The goal would be to help attract visitors to the core area and provide an opportunity to shop and support the local businesses and restaurants while allowing social distancing with additional space provided due to the street closure.

### **Buttertart 700 Ride Event**

Cliff mentioned there is a bike route that people can do at their own pace with a segment planned to route through Hespeler. This is a summer long event running on certain dates. Suggestion to have the Bike Station highlighted and signs in windows welcoming the participants as both awareness and promotion of the event.

### **Ontario by Bike**

Ontario by Bike was set to host the annual ride in Waterloo region this fall and whether they will be passing through Hespeler on Saturday September 19th and Sunday September 20th. The event overall is a 121 km trail. May be postponed due to COVID-19. Cliff to reach out and confirm.

### **June BIA Meeting**

The next Hespeler BIA meeting is tentatively set for Mid-June with date and time to be confirmed in June.

Close of Meeting

Moved by: Valerie Labbe

Seconded by: Cliff VanClief

THAT the May 22, 2020 meeting of the Hespeler BIA Advisory Committee does now adjourn at 12:20 p.m.

CARRIED

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Chair – HESPELER BIA

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Recording Secretary



## MINUTES

### Hespeler Business Improvement Area Committee Hespeler Heritage Centre

11 Tannery St E, Cambridge, ON  
June 12, 2020

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

**Regrets:** Cliff VanClief, Chair, Kenn Norman, Treasurer, Khalid Zaffar, Dave Olesen

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

The Chair welcomed everyone present and called the meeting to order at 11:05 a.m. and the meeting adjourned at 11:48 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 March 12, 2020 be approved as written.

CARRIED

### **City Hall Phase 2 Re-Opening Plans**

Laura provided an update that Cambridge City Hall will begin opening the main floor as of June 15<sup>th</sup> in alignment with Phase 2 of re-opening. Residents are still encouraged to use online services whenever possible.

### **City Updates - Forbes Park Splash Pad**

Forbes Park splash pad has been listed as one of the 1<sup>st</sup> three splash pads in the City to re-open over the next couple of weeks. City is reviewing plans around limiting users, controlled access and bathroom facilities.

### **City Updates - Hanging Baskets**

There are 35 baskets currently allocated for Hespeler core area with focus on Queen Street along and secondary focus on Tannery Street and possibly Guelph Ave. Cory suggested we avoid Guelph Ave for now as there is still a lot of construction in that area. Target install week of June 22<sup>nd</sup>.

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

Laura confirmed that Isley Landscaping is set to complete landscaping by end of June. Once landscaping complete a contractor will be lined up to finish the concrete work and sidewalk as a next step.

### **City Updates - Hespeler Rocks Project**

The rock installation has been approved to be on City property at Jacob's Landing. No major issues with the proposed location as long as it is set back from the sidewalk for winter snow removal. Laura, Dave and Brian are currently working with Parks & Recreation as well as Arts & Culture on next steps and will provide an update. For example, if the rock is owned by the BIA then ownership of the artwork needs to be transferred to BIA. Content to be approved and budget needed by the BIA for ongoing maintenance if the rock is de-faced or needs to be cleaned up. Hoping the process will be leaner than original layout so we can move it along faster. Tentatively targeted for July installation.

### **Core Area Transformation Fund Report**

Update that the reports will be presented to City Council on June 23<sup>rd</sup> after being delayed from March 17<sup>th</sup> due to COVID-19.

### **City Updates - Patios and Permit Fees**

City has streamlined the process and waiving permit fees to allow businesses to set up patios as part of a re-opening phase. Application process is available on line for these businesses. City staff are also looking at strategically placing picnic tables in each of the the core areas to allow visitors to enjoy takeout while still social distancing. Cory suggested that we have a picnic table in front of Indulge and in front of Ernie's. Laura stated that a potential list of locations will be reviewed by City depts. including a review from a safety and transportation perspective. Brian suggested we bring recommendations to the City of areas we feel would be good to include.

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

Recent email survey was sent out to the general membership on the possibility of a Saturday street closure on Queen Street East in July and August. The goal would be to help attract visitors to the core area businesses and provide an opportunity to shop and support the local businesses and restaurants while allowing social distancing with the additional space provided due to the street closures. Brian will look at possibly having drone footage from the first street closure that we can promote on social media.

Brian shared that while there was not a lot of response from the general membership, those who did respond were mostly in favour. City is already looking at adding additional picnic tables in each of the downtown cores so some discussion of including a few on Queen Street on Saturdays during the street closure. Picnic tables would be placed on the street, Forbes Park and the Cenotaph area. Some questions to resolve are whether visitors can they bring their own food and also whether purchasing and consuming beer in tins from the local restaurants would be allowed? Cory mentioned that this is now allowed after changes made by the Provincial Gov't and he will send the details by email. City will confirm that alcohol in cans is permitted. Committee at City Hall needs to make sure of any positive or negative business impact from the closure so really need each business to advise if it will impact deliveries and/or parking? Tentatively looking for a possible street closure from 8am – 10pm on Saturdays. Will also need to identify locations of patios and tables and ensure that there is still sidewalk access for strollers and wheelchairs to ensure accessibility.

### **Explore the Core from Home Video Promotion**

Video package is being put together for us to review and finalizing whether Economic Development will look at partnering with us on the cost. City agreed on the “Explore the Core from Home” ad campaign for the three BIA’s and as there is still funding available, Brian reached out to see if we can re-allocate some of those funds. Any additional digital campaign for Saturday street closure would be done separately.

### **Garbage Reminder for Large Items**

Reminder from Stefany who had some recent discussions with the region around garbage pick up in the downtown core that the region does not do large item pickup in the downtown core area. There was recently some large furniture items put out to the curb so suggestion that we include this as a reminder in an upcoming newsletter as awareness to landlords and tenants.

### **Hespeler Village Market**

Has now been cancelled by the organizers this year due to COVID-19 and restrictions placed on Markets.

### **July BIA Meeting**

The next Hespeler BIA meeting is tentatively set for Mid-July with date and time to be confirmed in July.

Close of Meeting

Moved by: Valerie Labbe

Seconded by: Cliff VanClief

THAT the June 12, 2020 meeting of the Hespeler BIA Advisory Committee does now adjourn at 11:48 p.m.

CARRIED

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Chair – HESPELER BIA

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Recording Secretary



## MINUTES

### Hespeler Business Improvement Area Committee Hespeler Heritage Centre

11 Tannery St E, Cambridge, ON  
July 8, 2020

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

**Regrets:** Cory DeVilliers, Vice-Chair, Khalid Zaffar and Councillor Mike Devine

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

The Chair welcomed everyone present and called the meeting to order at 6:35 p.m. and the meeting adjourned at 7:26 p.m.

#### **Approval of Minutes**

Moved by: Kenn Norman

Seconded by: Stefany Kawka

THAT the minutes of the Hespeler Business Improvement Area Committee meeting of the June 12, 2020 be approved as written.

CARRIED

## **City Updates**

Councillor Reid shared an update that the City is currently running at a deficit due to COVID-19. This has affected services and some services being deferred such as grass cutting. As the City cannot run at a deficit, property taxes will increase and services will be cut as measures to balance the budget.

## **2021 BIA Budget**

Laura asked that Brian share a reminder that the 2021 BIA budget is due on October 2<sup>nd</sup> so our Annual General Meeting (AGM) will have to occur prior to that so the budget can be presented. Brian suggested that we target late Sept for a virtual AGM with a plan to finalize details as well as an agenda for the AGM at the August BIA meeting.

## **2021 BIA Audit**

The BIA audit is due on March 15<sup>th</sup> so Brian, Cliff and Kenn need to have everything to KPG by February 15, 2021.

## **Hespeler Sign – Landscaping**

Dave will be meeting this Friday with the City Landscaper and Engineer to finalize plans for landscaping to be completed at the Hespeler Sign at the corner of Queen and Adam Street.

## **Queen Street Road Closure Update**

This past Saturday street closure seemed to go well although it was only approved by City Council on Tuesday June 30<sup>th</sup> so there was a short timeline to pull everything together and arrange for membership communications around the street closure. Brian spent most of the day on Saturday out in the village taking photos and getting updates onto social media. For a soft launch it went well and the businesses seemed to enjoy it and feedback was positive. Two zoom calls were arranged for Monday and Wednesday this week so business owners could provide feedback and suggestions. One business member attended the Wednesday zoom call with a suggestion that she would like to have music if possible. Stefany will look into the possibility of having speakers and music playing in front of her building. Future live music options could be further explored when COVID-19 restrictions allow. Promotion on our social media started 24 hours before the event has now had over 10,000 views and over 800 likes so overall very successful so far.

Another item brought up was that the picnic tables were very exposed to the elements and with the sunshine and heat they were not used as much. Dave and Brian reached out to the City to see if the City special events tents could be used and Dave is currently working with the City and is hopeful that access to the city storage area can be arranged within the next couple of weeks. Dave may need a couple of volunteers to help install and teardown the tents if he is away any Saturdays over the summer.

Cliff has a 10 x 10 event tent that he can lend out if needed as it is not being used this year so that is another option however he does not have weights.

Stefany wondered if there was anything that could be displayed at the entrance so the street does not look like a construction zone and possibly using our colours and branding to have a banner or sign to emphasize that this is something we are celebrating. We just need to make sure we follow road safety guidelines for signage at the entrance to a street closure for safety.

### **Hespeler Village Video Campaign**

Brian had shared a high level overview via email for the Explore Hespeler Village video series to try to capture the essence of Hespeler Village from a few different perspectives. Each video would promote a cross-section of Hespeler Village from businesses, scenic views, attractions and park spaces within the core. A quote was submitted from Ryan Christodoulou with Birdseye for the production of two 60-second video advertisements promoting Hespeler Village. Hope is to get the videos ready to launch by August 1<sup>st</sup>. Besides the two full-length videos, we would be provided shorter clips to use as teasers on Instagram stories, etc. The voiceover and music licensing for the videos will also allow us to create radio ads from the production piece should we decide to move forward in that direction adding additional value-add to the project. Currently radio ads would be approx. \$40 per ad as there are bonus options available right now for radio advertising due to COVID-19. Would be good to lock that in sooner than later for cost saving. This can be further discussed in August after the videos are completed. The City is giving us \$2250 towards these videos as part of the “while you are at home videos” that we were not able to complete during the spring and there is also a refund from Explore Waterloo of \$452 that can be applied leaving a balance of \$1492.50. Motion voted on and passed with all in favour to proceed.

THAT we agree to spend \$1492.50 towards two 60-second video advertisements promoting Hespeler Village. We will also be provided with shorter clips to use as teasers on social media.

Moved by: Kenn Norman

Seconded by: Stefany Kawka

CARRIED

### **Hespeler Rocks Project**

Brian and Dave went to visit Isley Landscaping who has graciously agreed to donate a medium-sized boulder and will transport and install it at no charge. Everything is approved with the City now for location and the only item to finalize is a memorandum of understanding (MOU) from Arts & Culture and legal department for care and maintenance of the rock. Brian will talk to the chair of Public Arts Activity for their awareness as well.

Brian did attempt to reach out to the Hespeler Rocks private facebook group to make them aware and involve them but he was not able to reach them and our request to join their facebook group was denied so we will proceed without their involvement. The only cost involved right now for this Hespeler Rocks project is an honorarium to the artist who completes the work along with some publicity for the artist. Similar to Explore Waterloo open call for picnic table designs, Brian will put out an open call on social media for artist submissions with a deadline and then board members can review submissions and finalize. We will need to factor in graffiti protection once the artwork is done. All agreed that the artwork could possibly be re-done annually with new artwork added and that other locations around Hespeler could be added in the future.

THAT we agree spend \$250 on an honorarium for an artist to paint a rock for Hespeler Rocks at Jacob's Landing.

Motion By: Stefany Kawka  
Seconded by: Kenn Norman

CARRIED

### **Core Area Transformation Fund**

Kenn mentioned that the Core Area Transformation Fund is now fully asked if we can start initiating discussions as awareness building for the community and how that will be promoted by the City. The fund is divided into 3 areas and placemaking is one area up to \$4 million for all three core areas. Suggestion to have someone from the City speak at our fall AGM around next steps to gather and promote ideas. Due to COVID-19 the Economic Development Advisory Committee (EDAC) is not meeting at this time so may need to postpone this until later in the fall. Brian will check with Laura on next steps since EDAC is not currently meeting and there should be a BIA member at those meetings when they do resume.

The following three (3) motions were raised and voted on over email prior to our meeting today and are included in the minutes as reference.

**Saturday Street Closure and Table Request** (Motion via email)

A time sensitive motion was raised and voted on via email on June 22, 2020.

THAT the Hespeler Village BIA requests the City of Cambridge to close Queen Street from Tannery Street to Guelph Avenue from 8:00 am - 10:00 pm on Saturdays during July and August.

AND THAT the City of Cambridge consider seasonal picnic table placements in the core in the following locations:

- Three tables in the Hespeler Village Square
- Three tables in Forbes Park
- Two tables in Jacob's Landing
- Three or more tables on Queen Street East between Guelph Ave. and Tannery St. during the road closure on Saturdays

Moved by: Stefany Kawka

Seconded by: Valerie Labbe

CARRIED

**Saturday Street Closure** (Motion via email)

A time sensitive motion was raised and voted on via email on June 30, 2020.

Trevor reached out to see if the Hespeler Village BIA would be willing to allow \$2,250 of our \$3,750 City matched 50/50 funds budgeted for 2020 to be used towards the Queen Street closure to cover labor costs for each Saturday closure.

THAT the Hespeler Village BIA allows the City to use \$2,250 of the \$3,750 from the BIA 2020 budget, 50/50 monies, towards the costs associated with the closure of Queen Street on Saturdays.

Moved by: Cory de Villiers

Seconded by: Khalid Zaffar

CARRIED

## **Saturday Street Closure Details**

Further update from Brian over email on Wednesday July 1st that following City approval at Council meeting on Tuesday June 30th he has ordered 20 posters and 500 flyers. Many businesses are fulfilling take-out and delivery orders; so flyers will be prioritized to select businesses that are willing to help promote Saturdays some flyers to insert into the takeout orders.

Our communication with the public will primarily share:

- The walkability of Queen Street on Saturdays
- Key Enhancements Made to the Street: Larger Patios, More Seating, Wider Selection
- Safety, Practice Physical Distancing
- Direct People to our Website for More Information (**/walkqueen** on our website we will detail the work we are doing on the street, closure information, share a map and details on what specific businesses are doing)

Brian will send an e-blast to members on Wednesday July 1st sharing the July 4th start date. As many of them were anticipating the start date to be the second Saturday in July, he will market this Saturday as a "soft" launch. Brian will share the link to the City's patio permit application and encourage businesses to place a table, etc., outside while working within the AODA guidelines. Brian will share the 2A accommodation for salons and business owners who use the private/City lots and will also include the City's parking lot map.

Brian will also print a copy of the e-blast to accompany the poster distribution, in case some businesses don't receive it. The **/walkqueen** page on our BIA website will be up and running by end of day on Wednesday July 1st and will be updated regularly.

If businesses would like to join a ZOOM call, the BIA will be offering to host two calls next week so businesses can discuss the closure and any ideas or thoughts they have moving forward. The calls will be hosted on Monday July 6th from 9:30 am - 10:30 am, and Wednesday July 8th from 9:30 am - 10:30 am.

## **Digital Transformation Grant Program (Motion via email)**

A time sensitive motion was raised and voted on via email on Tuesday July 7, 2020.

The Waterloo Region Small Business Centre will be applying once again to deliver the Digital Main Street program across Waterloo Region to help main street businesses; access training, a \$2,500 grant, and the services of a Digital Service Squad to transform their online presence. WRSBC will be hiring up to 10 students to provide much-needed support for businesses. This program requires BIA support for funding approval.

The Digital Service Squad will be students from a wide range of backgrounds ensuring small business get the help they need, whether that is to:

- complete a digital assessment,
- write a digital transformation plan (grant application),
- do a website or social media audit,
- utilize Google my Business,
- create a basic website layout
- create a content calendar for social media or
- have a 360 video of their business online.

WRSBC will be taking a team approach, together their talented youth will be implementing solutions that best fit each unique small business.

Having this larger team will also allow WRSBC to assign a student to each BIA acting as the communication/liaison person making sure our BIA, our businesses, and their digital squad are working together efficiently and effectively.

THAT the Hespeler Village BIA supports Waterloo Region Small Business Centre in its application to provide the Digital Transformation Grant program for main street businesses in Waterloo Region.

Moved by: Stefany Kawka

Seconded by: Valerie Labbe

CARRIED

**August BIA Meeting**

The next Hespeler BIA meeting is tentatively set for Wednesday August 12, 2020 to be held remotely via zoom.

Close of Meeting

Moved by: Valerie Labbe

Seconded by: Dave Olesen

THAT the July 8, 2020 meeting of the Hespeler BIA Advisory Committee does now adjourn at 7:26 p.m.

CARRIED

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Chair – HESPELER BIA

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Recording Secretary



## MINUTES

### Hespeler Business Improvement Area Committee Hespeler Heritage Centre

11 Tannery St E, Cambridge, ON  
August 12, 2020

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

**Regrets:** Khalid Zaffar, Stefany Kawka

#### **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 7:39 p.m.

#### **Approval of Minutes**

Moved by: Dave Oleson

Seconded by: Cory DeVilliers

THAT the minutes of the Hespeler Business Improvement Area Committee meeting of the July 8, 2020 be approved as written.

CARRIED

### **City Updates**

Update from Councillor Devine that the planters on Queen Street look great this year and the City has done an excellent job of watering and caring for them. WalkQueen Saturday street closure seems to be well received with positive feedback from businesses and attendees. Councillor Reid received an email from a constituent expressing thanks as they are thoroughly enjoying the Saturday street closure.

### **City Updates - Explore Hespeler Village campaign**

Laura thanked Brian and team as well as City staff for assisting with the creation of the professional videos highlighting the core area. City Corporate Communications have shared the post via Facebook and hoping to share via Twitter as well. Laura requested that if there are any stills available that Corporate Communications can also get those out to the public as well through various platforms.

### **City Updates - Annual General Meeting (AGM) - September 23rd**

Budgets are due on October 2nd and the BIA board must hold one meeting to share the proposed budget prior to submitting it on October 2nd. Question around hosting AGM in person or whether it should be done virtually. Laura confirmed that AGM should be held similar to how City Council is currently conducting meetings electronically at this time. Agreed that we can record the AGM meeting and have it available online for those unable to attend the virtual meeting.

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

Laura confirmed that this project continues to be on pause as it was officially delayed by Council with COVID-19 in March. She reached out and the Project Manager who confirmed the project is still on hold at this time.

### **City Updates - Hespeler Rocks installation at Jacob's Landing**

Laura provided an update that a draft agreement from City Properties Dept is being circulated to staff in Parks & Recreation departments for their review. Once completed it will be sent to Brian to share with our BIA board for our review. Laura is hoping to get it circulated next week.

### **Hespeler Village Sign**

Dave mentioned that the landscaping has now been added around the Hespeler Village sign at the corner of Adam and Queen Street and as next steps just waiting for sidewalks to be poured. Councillor Devine will look into whether the bench that was removed as part of streetscaping project can be returned or replaced as part of finalizing this project.

## **2021 Budget Review & 2019 Financial Statement**

Brian shared a draft copy of the proposed budget prior to the meeting for review. Budget has been updated to define high level categories that could be shared across the three BIA's as we evolve for consistency when reviewed by the City and the Auditor. As an example the current 50/50 Project has been updated to City Cost Sharing Project. A line item has been added for Contributions from Accumulated Surplus that will allow us to show accumulated surpluses when funds are approved but expense deferred. This should allow for more level of detail in the Balance Sheet. Other Revenue includes sponsorships and additional City support like the 2020 Explore the Core video campaign. Expenditures are similar to before but other categories are now included that relate to Galt and Preston BIA's again to allow for a consolidated view for all three BIA's. Brian will also review this proposed new layout with the Preston and Galt BIA's and then with the City Clerk and the Auditor for final approval to then be presented to Council and at our fall Annual General Meeting.

THAT the 2021 Hespeler BIA Budget be approved as written.

Moved by: Cory deVilliers

Seconded by: Dave Olesen

CARRIED

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

Brian suggested that we have our next BIA meeting on September 16th as planned where we can finalize the 2021 budget and any presentations around the budget. Brian will provide a summary of some high level projects planned for next year that can be shared at the AGM. The date for the fall AGM will be a week late on September 23rd and will be held over zoom rather than in person based on City guidelines and COVID-19 restrictions.

## **Marketing and Beautification Updates**

Brian shared an update that both of the Explore Hespeler Village videos are complete and the first video launched last Monday on social media with over 4000 views so far. Explore Waterloo have also agreed to publish it. Brian is hoping to launch 2nd video this Friday. There are now over 5000 followers on Facebook and Brian continues to see engagement on social media increasing. Discussion around other areas we could highlight as questions to gather input from followers on social media such as ideas for the Public Works building on Milling Road and the trail on the south side of the river. Suggestion that **James ? or Paul Cann (sp?)** attend a BIA meeting in the fall for further discussion around these items before we reach out to general public for input.

### **Walk Queen Saturday Event**

The Queen Street East street closure was originally put forth to run to end of August but question around whether it could be extended into fall until Thanksgiving weekend on October 10th. Laura will take the motion forward to City for consideration and advise. Cory suggested that based on the success and positive feedback whether the Saturday street closure could be done in 2021 as well. All agreed that we will need to discuss this again next spring and will reach out to membership again to make sure there is an appetite to continue.

THAT we agree to extend the Queen Street East Saturday street closure until October 10, 2020.

Moved by: Councillor Devine  
Seconded by: Dave Olesen

CARRIED

### **Hespeler BIA Website Updates (Motion via email)**

A time sensitive motion was raised and voted on via email on Tuesday July 30, 2020.

Brian has been investigating possible website updates over the last several months and the opportunity to redesign our three BIA's websites to provide functionalities that will best serve the general public and our membership. We need a website with superior SEO, analytics, and back-end capabilities to grow and evolve with our association. Currently our WIX templated site isn't able to provide the level of support and functions we need. Our business directory etc. is very time consuming to update and doesn't provide the level of detail and customization necessary as we raise the standard for our association.

After reviewing a couple of quotes, Him&Her, the agency who worked with our BIA's on the Creative Capital of Canada, was approved by the Downtown Cambridge BIA to develop us a website that will meet the growing demand for the platform. Brian negotiated a reduced rate of **\$3,500** for the design and development of a "copy" of Downtown Cambridge's new site, rebranded for Hespeler Village and Preston, so we would be equally matched with downtown's new platform although we are more restricted financially. This will also allow us the ability to perhaps navigate from one BIA page to the other, in some instances, if we wish in the future. Him & Her also created the Downtown Kitchener BIA website and although I expect different things from our site, their site was very well done; the design is clean and easy to navigate across desktop, mobile, etc.  
<https://www.downtownkitchenerbia.ca/>

Some items to be included are a Private Board/Member Portal for sensitive information and resources, newsletter integration, and new formatted business and event directory. Subsequently, RTO4 just releases a Tourism Marketing & Digital Support Program for up to \$2,500 per applicant to go towards marketing including digital assets. Brian will apply for this to be used towards the website cost. The cost of the new website design and development is \$3,500 (minus the RTO4 \$2,500) is \$1,000 which we can use as part of our 50/50 project with the City making our portion \$500 + HST. The monthly maintenance will be approx. \$40/month. The RTO4 application is now open and Brian would like to submit this now as they will be issue funding on a first-come basis starting August 5th.

THAT the Hespeler Village BIA approves Him & Her for the design and development of a new BIA website for \$3,500+ HST. AND THAT this will be submitted as part of our 50/50 projects for 2020 with the City of Cambridge and contingent on the approval of the RT04 grant.

Moved by: Kenn Norman  
Seconded by: Cliff VanClief

CARRIED

### **September BIA Meeting**

The next Hespeler BIA meeting is tentatively set for Wednesday September 16, 2020 to be held remotely via zoom.

Close of Meeting

Moved by: Valerie Labbe

Seconded by: Cliff VanClief

THAT the August 12, 2020 meeting of the Hespeler BIA Advisory Committee does now adjourn at 7:39 p.m.

CARRIED

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Chair – HESPELER BIA

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Recording Secretary



## MINUTES

### Hespeler Business Improvement Area Committee Hespeler Heritage Centre

11 Tannery St E, Cambridge, ON  
September 16, 2020

**Committee Members in Attendance;** Cory DeVilliers, Vice-Chair, Brian Kennedy, Executive Director, Valerie Labbe, Recorder, Stefany Kawka, Kenn Norman, Treasurer, Dave Olesen, Councillor Donna Reid

**Regrets:** Cliff VanClief, Chair, Khalid Zaffar, Laura Pearce, Staff Liaison and 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 7:26 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 August 11, 2020 be approved as written to be approved post meeting.

CARRIED

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

(shared via email prior to meeting)

Laura was unable to attend but provided an update over email prior to the meeting that this project continues to be on pause as it was officially delayed by Council with COVID-19 in March.

### **City Updates - Parking Enforcement**

(shared via email prior to meeting)

Further City update from Laura via email that parking enforcement resumed on September 8 (with the first week being primarily warnings) with full parking enforcement as of September 14th. All permit holders have been advised of this timing and the City's website is also updated. Please advise of any concerns.

### **City Updates - Sponsorship and Advertising Strategy**

(shared via email prior to meeting)

Report was presented and approved by Council on August 14, 2020. Economic Development is looking to implement the Sponsorship plan that was created in 2018. They will be going through the RFP process to retain a consultant to create policies and a program (for example – advertising on hockey boards, naming soccer fields, etc.). Draft RFP is completed and approved and will likely be circulated by the end of this month.

### **City Updates - Hespeler Rocks installation at Jacob's Landing**

Draft agreement has now been completed by the City and ready for the boards approval. The City has put the "Licensee" as the Executive Director of the Hespeler BIA Board. The City requires the board to pass a motion/resolution to get the rock and enter into an agreement with the City. The board agreed that it would still like to see an installation this fall is possible. Now that we have the agreement and City approval, Brian will reach out to some local Hespeler artists to provide some concepts for review and will provide an update shortly.

THAT the Hespeler Village BIA Board of Managers authorizes the Executive Director to execute the attached legal agreement pertaining to the placement and care for the rock at Jacob's Landing and as denoted on the diagram attached to said agreement.

Moved by: Kenn Norman

Seconded by: Stefany Kawka

CARRIED

### **Hespeler Village Sign Updates**

Dave mentioned that Sousa was onsite today and ready to pour the concrete for the sidewalk this week. Next step is to return the bench previously there or for the City to provide a new bench at that site. Board wishes to then continue with the original plan of installing a dedication plaque in honour of former City Councillor Rick Cowsill. Councillor Devine was looking into whether the bench that was removed as part of streetscaping project could be returned or replaced as part of finalizing this project.

THAT the Hespeler Village BIA respectfully requests staff to place a bench by the new Hespeler sign.

AND THAT there be the installation of a dedication plaque in honour of former City Councillor, Rick Cowsill.

Moved by: Dave Olesen  
Seconded by: Kenn Norman

CARRIED

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

Dave requesting that next year the City not plant spring pansies as it delays the summer plants. This year the summer plants were added in the spring and the planters along Queen West and on Queen East by gazebo and Cenotaph have never looked better.

Dave also mentioned that with the help of Councillor Devine both the blue building behind Ernie's and the KFC property have been landscaped to clean up weeds and other debris.

Cory mentioned that the planters on Queen West should be moved prior to demolition and construction so they are not misplaced. One suggestion was to move them over in front of Ernie's if possible. Demolition dates are not set yet and a public hearing is set for Sept. 30th. Dave and Brian will ensure planters are moved after the plants have died in the fall.

### **Walk Queen Saturday Street Closure**

The Saturday street closure has continued to have positive feedback from attendees and has been extended until October 10th. Brian did some video last weekend and should have it ready to go out before the end of the week.

Two motions were approved over email prior to the meeting and are included below.

THAT the Hespeler Village BIA allows the City to use \$1,500 of the \$3,750 from the BIA 2020 budget, 50/50 monies towards the costs associated with the closure of Queen Street on Saturdays.

Motion: Kenn Norman

Seconded by: Cliff VanClief

\*note this motion was voted on over email and approved on August 25, 2020

CARRIED

THAT we approve spending \$1,250 on the extension of our concert series during the next five Walk Queen Saturdays in September and October to take place from 12:00 pm - 2:00 pm, coordinated by Eric Bolton.

AND that we further approve spending up to \$250 in promoting the #WalkQueen promo video through Facebook and Instagram Marketing.

Motion by: Stefany Kawka

Seconded by: Councillor Devine

\*note: this motion was voted on over email and approved on September 10th

CARRIED

### **Other Business - New Development at corner of Queen and Adam Street**

Discussion around whether the Hespeler BIA will be asked to support the construction of the new building as we have been asked in the past to support other developments. It is our understanding that the ground floor will be retail space with apts above. Cory has received initial concept plans and feels it does not comply with recommendations initially put forth as there is a large setback at the corner. A study was done and the developer and City were advised that it should be pedestrian friendly. Therefore the corner needs to be a defined space with trees, planting and benches. Storefronts should be historic to fit with the heritage of the area. Board feels it might be helpful to have an overhead shot with definition so we can see what is being maintained and added as streetscaping. Initially we are in support however we encourage the developer to enforce the initial recommendations so it is sympathetic to the heritage of the area. Cory will reach out to see if the developer is available to attend our AGM next week to provide an overview and answer any questions from the membership.

## **Hespeler BIA Website Updates**

A time sensitive motion was raised and voted on via email on Tuesday July 30, 2020 as there is an opportunity to redesign our three core area BIA's websites to provide functionalities that will best serve the general public and our membership. Brian had negotiated a reduced rate of \$3500 for the design and development of a "copy" of Downtown Cambridge's new site, rebranded for Hespeler Village.

Brian also applied for and secured the RTO4 Tourism Marketing & Digital Support Program for \$1250 per applicant towards marketing including digital assets. The cost of the new website design and development is \$3500 (minus the RTO4 \$1250) and we can use as part of our 50/50 project with the City under next year's budget in 2021. The monthly maintenance will be approx. \$40/month.

THAT the Hespeler Village BIA approves Him & Her for the design and development of a new BIA website for \$3,500+ HST with an RTO grant of \$1250 applied towards the cost AND THAT the balance of \$2250 will be submitted as part of our 50/50 projects for 2021 with the City of Cambridge.

Moved by: Cory DeVilliers  
Seconded by: Kenn Norman

CARRIED

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

Our fall AGM is set to be held virtually next Wednesday September 23rd. Brian has sent out email invites to the general membership and paper copies were also delivered to the core area businesses. So far only one business has registered to join the event. Since the meeting will be virtual this year, Kenn and Brian discussed sharing the budget both with the meeting recording as well as via email prior to the meeting so that attendees have a chance to review it for any comments or questions.

## **Christmas in Cambridge**

Brian is attending a Christmas in Cambridge meeting tomorrow and confirmed that our \$2000 is still guaranteed towards lighting the main tree. Brian will provide an update via email after the meeting and we can finalize any further ideas or suggestions at our meeting in October.

## **October BIA Meeting**

The next Hespeler BIA meeting is tentatively set for Wednesday October 14, 2020 to be held remotely via zoom.

Close of Meeting

Moved by: Valerie Labbe

Seconded by: Cliff VanClief

THAT the September 16, 2020 meeting of the Hespeler BIA Advisory Committee does now adjourn at 7:26 p.m.

CARRIED

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Chair – HESPELER BIA

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Recording Secretary



## MINUTES

### Hespeler Business Improvement Area Committee Hespeler Heritage Centre

11 Tannery St E, Cambridge, ON  
October 14, 2020

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

**Regrets:** Kenn Norman, Treasurer, Councillor Donna Reid

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

The Chair welcomed everyone present and called the meeting to order at 6:31 p.m. and the meeting adjourned at 7:56 p.m.

#### **Approval of Minutes**

Moved by: Cory DeVilliers

Seconded by: Mike Devine

THAT the minutes of the Hespeler Business Improvement Area Committee meeting of the September 16, 2020 be approved as written.

CARRIED

### **Digital Mainstreet Presentation:**

Chris Farell and members of the Digital Mainstreet Service Squad shared a presentation on the re-launch of the program launched in 2019. Attendees at tonight's presentation included Chris Farell, Amber Nguyen, Alicia Ng and Jennifer Yung. The program will be virtual this year with a team of 7 co-op students providing social media, content and web specialists to assist any business with their digital challenges whether the business struggles to easily be found on Google, help to build out wireframe for a website or a social media campaign. Businesses who are interested can go to [DigitalMainstreet.ca](http://DigitalMainstreet.ca) where there is a link to the team calendars so business owner can set up an appt for further discussions. The program will be much easier this year as there were 8-10 hours of training last year that has now been reduced to 2 hours. Submissions should be done as soon as possible and received by January 31, 2021 as the program will end in February 2021. Chris will send communications to Laura and Brian so it can be shared in a email to our membership. Laura will also confirm whether the summer security teams are still patrolling the core areas and whether they can assist in delivering postcards as well.

Businesses who participated in 2019 are eligible to participate again however Chris reminded that any businesses participating in 2019 must have all receipts and reports submitted on how the money was spent by this Friday October 16th. Failure to supply the reports and receipts will prevent participation again in this re-launch.

Chris also shared information on two other programs underway with Digital Mainstreet. "Shop Here Shopify" project assists with building a Shopify site for free and the "Transformation Teams Communitech" is a more complex six week project being delivered across Southeast and SouthWest Ontario for more complex business strategies. As an example, a small museum needed a new strategy for online tours and bookings during COVID and the Transformation Team was able to assist. Finally, every Thursday there is an information session about Shopify and Transformation Teams projects that businesses are welcome to attend.

### **City of Cambridge Procedure By-Law for electronic meetings**

Brian shared an update from the City of Cambridge around a by-law introduced for the purpose of electronic meetings.

THAT the Hespeler Village BIA Board of Management have adopted the City of Cambridge Procedure By-law #18-15, in order to permit meetings local boards electronically, pursuant to the Municipal Act, 2001 and as a result of Bill 197, the Board of Management be permitted to amend the Procedure By-law #18-15 to allow for electronic local board meetings under the Municipal Act, 2001”

Moved by: Councillor Devine

Seconded by: Dave Olesen

CARRIED

### **City Updates - Hespeler Rock Installation**

Laura confirmed that the draft agreement has been signed so project is ready to move forward. Brian confirmed that the rock should be placed in the coming weeks although all agreed that we should hold off until spring 2021 for mural and digital campaign as we would lose momentum with winter weather and spring might be a better time to launch.

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

Update that the new agreement has been drafted and is with property owner of 3 Queen Street for review as the bench impedes on his property. Once it is back and signed we should be able to move forward with ordering and installing the bench and dedication plaque in honour of former City Councillor Rick Cowsill.

Councillor Devine and Dave have met with City staff over the past several years as well as the manager from Isley and the City Engineering Dept to confirm the details. Unfortunately when Sousa poured the final concrete the instructions were missed and there is not a flat spot for the bench to rest. Laura will review with City again around where the bench will be installed and whether there is a flat surface to install the bench or whether concrete was poured on a slope and will possibly need to be corrected, broken up and re-poured.

### **City Updates - Milling Street Project**

Laura shared the good news that this project active again and no longer on pause due to COVID. There is going to be a meeting in the next couple of weeks with the project team to plan next steps including an upcoming virtual stakeholder consultation. More details to follow.

### **City Updates - Forbes Park Washrooms**

After COVID setback and delays, the Forbes Park washrooms are now complete and opened today.

### **Marketing - Fall in Love with Hespeler Village**

Sponsorship for “Fall in Love with Hespeler Village” has now been launched by Melissa Francis and team and we had 10 businesses participate.

### **Beautification Updates - Holiday Lighting**

Due to COVID the City has announced that Music & Lights in the Village will not occur this year. The BIA will receive funding for the tree lighting and Brian is getting quotes for the tree lighting and the repair and/or replacement of the white tree lights at the Cenotaph area. Brian is also looking into the possibility of some lighting for the planter at the corner of Queen and Tannery by the gazebo. More details at the November meeting. Laura will get an update on the restoration work being done on the Heritage Centre to see if it will be completed in November as that may change where we should focus our efforts. When building restoration is completed it would be nice if we could get some ground spotlights to highlight this historical building and whether it is possible to include some uplighting as part of the restoration project.

### **Beautification Updates - Remembrance Day Banners**

The summer banners have been removed and the Remembrance Day banners have now been hung in their place. The Legion has requested to get banners from Guelph to Winston Blvd next year and the City is looking into that request to see about adding additional hangers on the poles for that section of the street.

### **Remembrance Day Ceremony**

Due to COVID there will not be a ceremony at the Hespeler Cenotaph this year. The legion executive will be there to lay one wreath and pre-lay all the wreaths the day before and everyone will be encouraged to go throughout the day to pay respects with appropriate social distancing.

### **Signage Grant Request - Aging Oak**

The Aging Oak has had discussions with Brian and are looking at adding a vinyl banner on the wall that faces the Hespeler sign. A quote and details have been submitted to the BIA. The proposed sign is a vinyl banner on the wall which is not currently covered by the sign grant. Some discussion around possible options for more exposure and visibility if they possibly have a vertical sign at the corner. Cory will meet with them this week to offer some alternative suggestions and options if they are interested.

### **Website Updates**

Brian shared that the website redesign work is underway in Galt and that we should have updates on the Hespeler copy in the next 3 months. Councillor Devine was at an AODA meeting today and learned that the city website is not AODA compliant with current PDF images so he suggested that Brian check with Danielle at the City for any AODA details to ensure the Galt website and our Hespeler copy are in compliance once developed.

### **Queen West Development**

(motion raised and voted on via email on Sept 30th)

THAT the Hespeler Village BIA approve the Letter of Support for the Site Plan Application and Development Proposal for 2-16 Queen Street West as written.

Moved by: Stefany Kawka

Seconded by: Cory DeVilliers

CARRIED

## **November BIA Meeting**

The next Hespeler BIA meeting is set for Wednesday November 4, 2020 to be held remotely via zoom. Note that this meeting is one week earlier so it does not coincide with Remembrance Day.

Close of Meeting

Moved by: Valerie Labbe

Seconded by: Cliff VanClief

THAT the October 14, 2020 meeting of the Hespeler BIA Advisory Committee does now adjourn at 7:56 p.m.

CARRIED

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Chair – HESPELER BIA

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Recording Secretary



## MINUTES

### Hespeler Business Improvement Area Committee Hespeler Heritage Centre

11 Tannery St E, Cambridge, ON  
December 9, 2020

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

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

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

The Chair welcomed everyone present and called the meeting to order at 6:35 p.m. and the meeting adjourned at 8:03 p.m.

#### **Approval of Minutes**

Moved by: Stefany Kawka

Seconded by: Councillor Devine

THAT the minutes of the Hespeler Business Improvement Area Committee meeting of the October 14, 2020 be approved as written.

CARRIED

**City Updates:**

Laura mentioned that Council has passed motion that City Council will continue to meet virtually until April 30, 2021 at a minimum and BIA's have been requested to follow same timeline.

**City Updates - Christmas in Cambridge:**

With Christmas in Cambridge Holiday Lighting there was some initial confusion over who the contractor was going to be this year for Christmas light installation and as a result additional costs were incurred by the BIA for removal of Remembrance Day banners and installation of holiday snowflakes. Typically AI from Can-Lite would remove banners at same time of installing snowflake decorations. Once the invoice is paid by the BIA the City will pick up the additional costs on our behalf for the second separate installation.

**City Updates - Milling Road Project:**

Update from Laura that Matt Holland who is the Project Manager indicated they have moved forward with next steps and reaching out to property owners on Milling Road to let them know the project plans. The next step will be to move forward to stakeholder meetings. As a stakeholder, the BIA board is on the list and welcome to attend.

**City Staff Updates:**

Laura shared an update that there have been some changes with City staff throughout 2020 both with staffing and with departments and areas of responsibility. David Calder is the new City Manager and an updated list of staff and departments has been sent to the BIA chairs as awareness. Cory suggested that we arrange for a walking tour of the core area in the spring with the new City Manager and use it as an opportunity to highlight the areas we see as opportunities in the core. Might also be good to initiate an invitation to a BIA Meeting in the year year to provide an overview to the new city staff.

**City Updates:**

Update that the City budget is up 1.27% which is the lowest in over 10 years. No changes for waste/water fees.

One item passed in the budget that affects BIA is at the old Len's Mill building as \$250,000 was added into the budget to allow for a bridge crossing. This will connect Chilligo trail to the south side of village and provide a complete loop around the river out to Black Bridge and back. The bridge is dependent on the development of the old Len's Mill building so may be 2-3 years before it is completed. The Len's Mill development plans for commercial space on the 1<sup>st</sup> floor and second and third floor lofts that will be rental units. Plans for some stacked townhouses and on the property as well.

Cory requested that we set up a meeting with the City for an update on the plans for both additional parking and trail to be added along the north side of the river behind Ernie's as there were designs completed circulated and plans in place. Shane is the current landscape architect so Laura will reach out for any details to share.

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

Councillor Devine shared that the budget also included \$50K towards a parking study that should be done in the 2<sup>nd</sup> quarter in 2021.

#### **Hespeler Sign Updates:**

Laura shared that the bench was installed and has been levelled as far as she is aware. It's not perfect but it is level. As the bench is not a memorial bench we are looking to install a plaque on the rock beside the landscaping. 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 and voted on over email as there was not quorum at the meeting.

#### **2021 Queen Street Saturday Road Closure:**

Based on the positive feedback received during 2020 with the Saturday street closures, Cory suggested we continue in 2021. A preliminary discussion included Brian sharing some details around costs and options. Most businesses found the Saturday street closures were helpful although the BIA does have some concerns with cost. Discussions around expanding the boundary to start at the intersection of Tannery and Queen so that Choun Restaurant and Press Play Games can participate. Suggested dates are from May 1<sup>st</sup> to Thanksgiving weekend. Cory mentioned that Natasa has volunteered to get some programming, a schedule of events and help with any social media promotions. If we do not get approval from City for the cost of the street closure we may want to push the start to June for cost savings. Set up and tear down could get gift in kind from city and Cory mentioned that the Waterloo Rugby Club may be an alternative option as a fundraiser for their team to help with picnic table and tent setup.

#### **Signage Grant Request - Graham & Sons**

Received a sign grant request from Graham & Sons for an exterior sign to replace the existing sign along with a request for a hanging sign to extend out from the building.

### **Signage Grant Request - Blooms of Paradise**

Received a sign grant request from Blooms of Paradise for a new exterior sign to replace the current sign that belonged to former tenant Graham & Sons. These two businesses have swapped locations and from a design standpoint it was felt that it would be nice to see both signs the same size for aesthetics. Also both sign quotes indicated the new signs would be 2 dimensional which are not covered under the sign grant program.

Brian will follow up with both businesses to remind them of the grant guidelines around the fact that two dimensional signs are not covered and would need to install acrylic to adhere to the guidelines. The hanging sign does meet the criteria so that portion has been passed for now.

THAT the BIA board approves the Graham & Sons application for \$287.50 towards the cost of the hanging sign.

Motion by: Cory deVilliers

Seconded by: Dave Olesen

CARRIED

### **Signage Grant Request - 19 Queen**

Intention and purpose for the business space allows for flexibility in how the space can be used as an event space to potentially include live music, comedy, corporate bookings, holiday events, etc. Intention was to keep the sign contemporary and autonomous. Full coverage of 17 and 19 Queen building and gooseneck lamps will be moved and stretched across building for visibility. Cory suggested they possibly have a gooseneck light over each of the three windows. The entire quote is for \$2550 and BIA portion of 50% would be \$1275 towards signage. As we did not have quorum this will be shared and voted on over email.

### **Marketing - Holiday Social Media Contests**

Brian is proposing two social media contests for the holidays and the cost would be \$500 for prizes and social media advertising.

One contest will be focused on bringing awareness to the new lighting installation at Jacob's Landing. Snap a picture and tag to Instagram and Facebook as entry to win. Contest would run from from Dec. 11<sup>th</sup> – 24<sup>th</sup>. \$200 for Social Media boost and \$100 for prize of Hespeler village dollars. The village dollars would link to our website and the winner can choose where they would like to shop and the BIA will buy and provide the gift cards.

### **Marketing - Holiday Social Media Contests**

Second contest would run for five days from December 14<sup>th</sup> – 18<sup>th</sup> and would focus on social media likes and commenting on your favourite core area business with a series of photos of our retail shops and restaurants to support. Request for a \$100 social media boost and \$100 for prize of Hespeler village dollars.

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

Motion by: Cory deVilliers

Seconded by: Dave Olesen

CARRIED

### **Maintenance & Beautification - Christmas in Cambridge**

Some challenges with the Christmas lights by the Cenotaph. Someone will be out tomorrow to re-string and run to a receptacle that has power. Laura has been helping navigate the issues and it seems the receptacle needs to be repaired by Energy Plus. Options for next year are to possibly a second banner to match the one down by Ernie's on the banner poles at the corner of Queen and Tannery.

Dave reported that the contractor recently picked up and installed the snowflake lights. The contractor indicated that if any did not work he would notify his contact Dennis Lopez at the City. Although Dave tested beforehand and all seemed to work, four do not seem to work since installation. Laura will follow up with Dennis for any update on whether he is looking into what is needed to have these fixed and operational as it seems to be an issue with the connector since the snowflake lights were working when installed.

The board was pleased to see the City had filled the planters on Queen West with holiday greenery and they look very festive. As that building is slated for demolition, Councillor Devine contacted City staff and advised that some planters be moved in front of Ernie's, some further down the street in front of the Hub and other businesses. He also requested that the balance of planters, bike racks and benches are to be stored on Sheffield street with signage indicating they are the property of the Hespeler BIA so they can be returned after construction.

### **Maintenance & Beautification - Lighting the Hespeler Heritage Centre**

Brian met with Lisa Keys the Manager of Facilities at the Hespeler square to investigate uplighting on the Heritage Centre and clarified that we are hoping to have the lighting installed all year and not just seasonal lighting. Suggestion that we possibly add more lighting around the square itself. They may look at other locations for additional lighting as well. Decision to wait until restoration work is done and then they will come back at night to determine how much lighting is needed. The lampposts that are there now are old and are too tall and shaded by the trees. Should possibly be replaced with new fixtures at a pedestrian level.

### **January BIA Meeting**

The next Hespeler BIA meeting is set for Wednesday January 13, 2021 to be held remotely via zoom.

Close of Meeting

Moved by: Valerie Labbe  
Seconded by: Stefany Kawka

THAT the December 9, 2020 meeting of the Hespeler BIA Advisory Committee does now adjourn at 8:03 p.m.

CARRIED

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Chair – HESPELER BIA

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Recording Secretary