



MEETING MINUTES
Board of Management Meeting
Wednesday, July 11/18 - 6:37 pm

Committee Members in Attendance

Stefany Kawka, Cory DeVilliers, Valerie Labbe, Brian Kennedy, Khalid Zaffar, Trevor McWilliams, Dave Olesen, Kenn Norman, Nicola Toon

Guests/Guest Speakers

Not applicable.

Regrets

Donna Reid and Mike Devine

Approval of Previous Minutes

Moved by: Stefany Kawka

Seconded by: Kenn Norman

THAT the minutes of the Hespeler Village Business Improvement Area Advisory Committee meeting of April 11/18 be approved as written.

Review of new CAT Team Services

Tricia Lewis with Parks & Recreation for the City of Cambridge attended as a guest. This past Monday Dave Olesen did a walkabout with Councillor Devine and highlighted some maintenance issues that have been ongoing and have not yet been addressed. Tricia provided an overview of the CAT and C-CAP team and provided an update that they are still 2 staff short and hoping to hire soon. The services are offered 7 days a week from 7am - 11pm. Suggestion for Dave Olesen to provide Brian Kennedy with a documented summary that Brian can send to the City for review with a copy to Trevor McWilliams. A walk through the area with the lead hand on the CAT team will also be arranged to review the areas of concern within Hespeler.

Review of Parking Areas

Review of the new parking map that is available on the website. The P7 area (between The Village Well and Queen Street Music) will be removed from our digital parking map as while owned by the City it is not currently maintained or legal as a parking area. Further enhancements to the map may be added in the future to highlight walking trails and other highlights in the village.

Fall Annual General Meeting Event

Proposed date for the fall AGM is Wednesday October 17th to be tentatively held at the Village Well. Stefany reminded the board that we currently offer \$300 plus HST to host the social. We have not grown that budget in years so as part of budget discussions in the fall we will review and possibly revise the amount if needed.

Gazebo Lights on Guelph Avenue & Milling Road

Holiday lights are still in the gazebo and may need to be replaced/updated. Discussion about having more modern lighting year round to highlight the gazebo and river. Possibly clean up that area and stain the wood as well. This work may possibly be included as part of the Back to the River campaign and streetscape plan for Milling Road which is in preliminary review with the City. Further discussion needed to finalize next steps.

BIA Board Election

With the fall Annual General Meeting, information must be provided to the general membership and a list of nominees prepared. Each board member should fill out a form to be provided by Brian if they wish to self-nominate and continue to volunteer on the BIA. There is also still a vacant position available as well. Election must be announced 30 days prior to AGM so Brian will include details in the next newsletter.

Fall Pumpkin Walk

Suggestion by Nicola to have a pumpkin walk in October over by Jacob's Landing. Can be sponsored by local businesses. It has been done in other areas and would be another way to highlight the trails by Jacob's Landing. Nicola to look into this and provide an update.

Event Updates & Review

Brian provided a review of the current events and sponsorship requests.

1. **Hespeler Village Market** - did not submit an event sponsorship. They seem to be self-sufficient at this time and do not require financial assistance. We can possibly update their banner that spans the street. There is a city by-law around the size, material and shape. Can be discussed again at a future date.
2. **Graffiti Jam** - positive feedback on this event. Dave has volunteered to help at next year's event to assist with structure, signage and permits if the event is held again next year.
3. **Hespeler Village Music Festival** - very successful event this year. Great crowds and excellent weather. The bike parking that was a new offering this year was popular and brought more visitors in from Kitchener and surrounding areas who also participated in the sidewalk sale in the core.
4. **Queen Street Sidewalk Sale** - some Queen Street businesses held a sidewalk sale this past weekend during the Hespeler Music Festival. The Music Festival organizers and the BIA were not aware and therefore not able to promote the event. Brian to reach out to the organizer of the sidewalk sale event to suggest that the BIA and Festival organizers be made aware of future sidewalk sale events so we can help promote them. Brian will also confirm that proper city permits were in place and/or provide guidance around how to submit for a street permit. Overall the sidewalk sale seemed to be very successful and businesses commented that they saw more traffic.
5. **Fashion History Museum Tea & Tango Event** - will be held on Saturday Sept. 15th at the Fashion History Museum. Kenn will send something to the group as awareness and will also send in an event sponsorship request.

Hespeler Village Corner Sign

No timeline updates at this time. Hydro has been delayed and is now expected to be finished at end of August. Sign installation is on hold until the hydro portion is finished.

Galt BIA Position

Brian announced that he has officially taken over as Manager for the Galt BIA. He may be helping Preston with their marketing and advertising as well. This may provide more future opportunities for all three BIA's to work together at times and to share ideas, events and work more collaboratively.

Lighting of the Falls

Discovered after the lights at the falls were installed that we do not have access to the box that controls the lights as it is a master key held by the City. It was suggested that we install a separate box that we can control on the pole to correct any timer malfunctions in the future.

THAT we agree to spend \$354.82 to install a timer control box on the light pole to allow a BIA member to turn the lights on/off when required to prevent timer malfunction issues encountered recently after installation.

Cory DeVilliers moves, Kenn Norman second; motion carried

Black Bridge Community Association (BBCA)

Tom Hetherington is with the Black Bridge Community Association and requested to speak to the BIA about an event his association is looking to host and begin looking at other opportunities to work together in the future. Tom shared that the BBCA meet regularly and one goal is to highlight the bridge. The Conservation Heritage Landscape (CHL) was approached to see if Black Bridge can be protected under this program and this became official in 2016. It is now one of only two bridges protected in Ontario under the CHL. The BBCA is hoping to have an event (possibly a corn roast/music "Day at the River" in the fall. Looking for input from the BIA around larger event logistics including special event permits, street closure, detour signs, site plan, parking and security. No financial event sponsorship was requested as this is outside of the BIA core area however all agreed that there is a clear mandate that this benefits the downtown core and promotes Hespeler as a destination. Dave volunteered to provide a contact at the City who can help with event planning and requirements. Tom will provide an update at a later time as to whether they will be proceeding this fall or postponing until next year.

Remembrance Day Banners

Previous discussions around possibility of individualized Remembrance Day banners to be created honouring local Hespeler WWI vets. Brian was contacted by Bill Calvin who was organizing these banners but we have not had any updates. These banners would need to be created to specifications required as far as size and material to fit the banner poles. It is Larry Turner's understanding that several families have agreed to fund the individualize banners. Larry will reach out to Bill Calvin to make sure that Bill is aware of the timelines and requirements around size and materials and to ensure the BIA is aware so we can assist with these details. We also need to confirm timelines with Bill to hang the banners in October and be removed in November when the snowflakes are hung.

Discussion at the March BIA meeting about including an update in the fall newsletter as awareness of the 2018 Remembrance Day banners and celebrations and to possibly have a link to our website or Facebook page so visitors can read biographies and more details of any Hespeler WWI vets if Bill is able to make any of that information available.

End of Closed Session - 8:50 pm

Next Meeting

Reminder that there will not be a BIA monthly meeting in August.

Close of Meeting

Moved by: Valerie Labbe

Seconded by: Stefany Kawka

THAT the May 9/18 meeting of the Hespeler Village Business Improvement Area Advisory Committee adjourns at 8:28 pm.