



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 it 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 VanClef

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

CARRIED

Chair – HESPELER BIA

Recording Secretary