



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 2nd 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 15th so Brain, 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 30th 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 1st. 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

Chair – HESPELER BIA

Recording Secretary