



MEETING MINUTES
Board of Management Meeting
Tuesday, October 1/19 at 1:10 pm

Committee Members in Attendance

Omar Kaake, Shane Murphy, Matt Rolleman, Patrick Simmons, Nicholas Ermeta, Laura Pearce, Brian Kennedy

Approval of Previous Minutes

Moved by: Omar Kaake

Seconded by: Matt Rolleman

THAT the minutes of the Downtown Cambridge Business Improvement Area Association meeting of September 10, 2019 be approved as written.

CARRIED

City Updates

Laura Pearce gave a couple of updates from City of Cambridge.

Event Updates

Discussion was had on dates for BIA board meetings in 2020, the 2019 AGM, and the Winter BIA Social.

Permit Fee

Discussion was had on BIA permit fees and the BIA's interest to want to have them waived by the City. At this time, Economic Development will proceed with communicating the interest and will report back on the response from other City officials.

BIA Budget

2019 BIA budget Y.T.D. was reviewed and preliminary details for the 2020 proposed budget was discussed. Draft of the 2020 budget will be circulated by email to the board and a meeting with the Bookkeeper and Patrick Simmons will occur in the coming weeks.

OBIAA Development Day

Brian Kennedy will be attending a professional development day hosted by the Ontario Business Improvement Area Association on Monday, November 4th. This event will cover Wellness & Retention, Contracts & Everyday Tools, Positively Engaging Board Members, and Strategic Project Planning.

Holiday Decor

Brian Kennedy reviewed the maintenance contract with Classic Displays for the downtown Holiday Decor.

Moved by: Matt Rolleman

Seconded by: Shane Murphy

THAT the maintenance contract with Classic Displays for holiday decor be approved for \$15,238.05.

CARRIED.

Signage Grant Applications

The Witty & Co. submitted a signage grant for \$1,500.

Moved by: Shane Murphy

Seconded by: Omar Kaake

THAT The Witty & Co. be granted \$1,500 funding for Signage Grant.

CARRIED

Georges Restaurant submitted a signage grant for \$1,500.

Moved by: Omar Kaake

Seconded by: Shane Murphy

THAT Georges Restaurant be granted \$1,500 funding for Signage Grant.

CARRIED

Cedar Lake Studios submitted a signage grant for \$307.92.

Moved by: Omar Kaake

Seconded by: Shane Murphy

THAT Cedar Lake Studio be granted \$307.92 funding for Signage Grant.

CARRIED

Shane Murphy left meeting at 2:30 p.m.

TOQUE Feature

6-page feature in TOQUE Magazine is now completed for the forth quarter and will be released in November.

Approval for the \$2,000 media buy was approved over email.

Downtown Cambridge Lookbook

Development of a marketing & business attraction tool to effectively share downtown Cambridge highlights in the formation of a Lookbook was discussed. The proposal was submitted by TOQUE, award-winning publishers. TOQUE will work holistically to ensure wording, photography, and design and seamlessly and strategically crafted together to deliver the project's intended tone, audience, and goals. This would be developed in November and December 2019 with discussions with different stakeholders and professionals and will launch in early 2020. This will be submitted as a 50/50 project for review.

Confirmation of approval to be circulated by email to absent board members.

THAT we approve the development of the BIA Lookbook as proposed by TOQUE for \$12,000.

End of Session - 2:55 pm

Next Meeting will be on Tuesday, November 5, 2019.

Close of Meeting Moved by: Omar Kaake

Seconded by: Matt Rolleman

THAT the October 1, 2019 meeting of the Downtown Cambridge Business Improvement Area Advisory Committee adjourns at 2:55 pm.

Downtown Cambridge BIA Chair

Downtown Cambridge BIA Recording Secretary