



MEETING MINUTES
Board of Management Meeting
Tuesday, June 4/19 at 1:05 pm

Committee Members in Attendance

Shane Murphy, Mike Rederer, Patrick Simmons, Mario Gonsalves, Matt Rolleman, Mano Duggal, Emily Dwornikiewicz, Laura Pearce, Brian Kennedy

Regrets

Omar Kaake, Nicholas Ermeta

City Updates - Laura Pearce, Economic Development

- Update on the status of Main Street construction
- Dickson Street Parking Lot design is proceeding and they are trying to maximize the number of parking spots. Proposed redesign will sent out once completed.
- Municipal Accommodation Tax Striking Committee was selected with BIA board participation.
- 40 Main Street is purchased and is looking to connect with the BIA and is investigating business options.
- City is on phase two of security camera installation

Board Updates

- Mike Rederer has resigned from the Downtown Cambridge BIA board as Treasurer. Omar Kaake is willing to be interim Treasurer if no other board member is interested. BIA board will hold an election at the 2019 AGM in November to have seat filled. Brian Kennedy suggested bringing in the Bookkeeper to share a financial update at the next meeting.

New Business Update

- Brian Kennedy shared new businesses that have opened or are opening soon in downtown.

Lower Main Street Concerns

- Matt Rolleman shared concerns on the condition of the Main Street buildings. The BIA discussed requesting City council to create a by-law around heritage buildings specifically on Main Street requiring upkeep and then enforcing the by-laws.

Moved by: Matt Rolleman

Seconded by: Shane Murphy

THAT the Downtown Cambridge Business Improvement Area respectfully recommends that Cambridge Council request Staff to investigate the possibility of passing a by-law to ensure appropriate property standards for the Heritage Conservation District located on Main Street within Downtown Cambridge.

CARRIED

Beautification Updates

- Shane Murphy offered to be the main contact for items regarding parking. Shane Murphy to continue tracking the development of the Dickson Street Paid Lot. Shane Murphy to ask Council and staff to review

parking and develop a plan. BIA to draft letter to Council on parking and circulate to the board for approval as new developments are made. Board agreed to invite Shannon Noonan to a BIA meeting.

- Signage Grant submitted by Monigram Coffee Roasters.

Moved by: Emily Dwornikiewicz

Seconded by: Mano Duggal

THAT we approve Monigram's signage grant for \$1,497.25.

CARRIED

- General Sponsorship Application submitted by The Art of Home for art mural.

Moved by: Emily Dwornikiewicz

Seconded by: Mano Duggal

THAT we approve The Art of Home's General Sponsorship application for \$2,401.25.

CARRIED

**Patrick Simmons leaves meeting. 2:15 pm*

BIA discussed Spring Social and the demand for more social engagement with members. Board discussed having a Summer Social at Milestones Integrated in August. Brian Kennedy to look into booking next event.

Downtown Information Board

Board discussed information boards and the ability to have a fixture in the downtown core to share information on upcoming events and news. Brian Kennedy to look into static and digital options that can be used for 50/50 project and will present a report to the board at a later meeting.

Creative Capital of Canada

Board reviewed the Creative Capital of Canada movement.

Moved by: Shane Murphy

Seconded by: Emily Dwornikiewicz

THAT the Downtown Cambridge BIA supports the Creative Capital of Canada movement

CARRIED

Completed over Email

The following items were voted on and approved via email:

- Signage and Decorative Lighting Grant

Setting aside \$10,500 to help business owners with up to \$1500 towards signage and decorative lighting for their business.

- Downtown Cambridge Moves Event Series

Every Wednesday at Noon (July - August) - 9 Sessions - Budget of \$3,000

Expanding on the success of Galt Moves from 2018, participating businesses will host a free class in Civic Square allowing the public to get outside and try new activities to get them moving!

- The Ultimate Shopping Trip

"The Ultimate Shopping Trip" campaign giveaway will launch in coordination with the construction on upper Main Street and span a 12-week period. Through this campaign, we are encouraging potential shoppers to shop downtown Cambridge, with a chance to win a \$2,000 travel voucher from Donaldson Travel, this voucher is redeemable for flights, accommodations, etc. Budget of \$22,000.

- Social Media Management

Emily Dwornikiewicz to continue with social media management. Budget of \$7,800 + HST

- Commercial Lifestyle Photography

To proceed with contracting photographer seasonally to capture images to use in various marketing materials.
Budget of \$2,800 + HST

- University of Waterloo's School of Architecture Expansion

We presented a letter to City Council in favour of the expansion of the School of Architecture:

- Lifting the paid parking in the Dickson Street lot

Urged City Council to lift the paid parking in the Dickson Street lot during construction to alleviate stresses that the local businesses have felt.

- Uphold Bylaw prohibiting CTS sites in the downtown core

Requested that City Council uphold bylaw 55-18 which prohibit CTS sites in the Downtown Core.

- Development Charges Reimplementation

Requested that City Council resist the urge to reimplement Development Charges to attract more developers.

End of Session - 2:54 pm

Next Meeting The next meeting will be on Tuesday, July 16th, 2019.

Close of Meeting Moved by: Shane Murphy

Seconded by: Emily Dwornikiewicz

THAT the June 4/19 meeting of the Downtown Cambridge Business Improvement Area Advisory Committee adjourns at 3:00 pm.

Downtown Cambridge BIA Chair

Downtown Cambridge BIA Recording Secretary