



**MEETING MINUTES**  
**Board of Management Meeting**  
**January 26/21 at 1:07 pm**

**Board Members in Attendance**

Omar Kaake, Patrick Simmons, Matt Rolleman, Nicholas Ermeta, Shane Murphy, Mario Gonsalves

**Regrets**

Emily Dwornikiewicz, Mano Duggal, Laura Pearce

**Staff in Attendance**

Brian Kennedy, BIA Executive Director

**Delegations**

Councillor Jan Liggett, City of Cambridge

**Meeting Called to Order**

The regular meeting of the Downtown Cambridge BIA was held online through Zoom. Omar Kaake, Chair welcomed everyone present and called the meeting to order at 1:07 pm and adjourned at 2:25 pm.

**Disclosure of Interest**

There were no disclosures of interest.

**Presentations**

N/A

**Approval of November 2020 Downtown Cambridge BIA Minutes.**

**Moved by:** Omar Kaake

**Seconded by:** Shane Murphy

THAT the minutes of November 2020 Downtown Cambridge BIA be approved.

**CARRIED**

**2021 Lower Main Street Road Closure**

Request the closure of lower Main Street from May 21, 2021 (May long weekend) until October 11, 2021 (Thanksgiving weekend). This will allow more semi-permanent fixtures such as patios (fencing, tables, umbrellas) as well as the ability for the BIA to provide activation of the space through public art, advertising (cross street banner, barricade wrap, etc) and other activations of the space as public health guidelines permit. (Pop-Up Market, Live Music, Picnic Tables, etc.)

The estimated cost to set up a closure (install and remove) is \$500 per closure and includes set up, take down, picnic table delivery and signage (detour and advanced notification). Additional costs may be incurred if signs were damaged, fallen etc. These costs were quoted by the City and are estimates. We believe the Downtown Cambridge BIA should request the City absorb this cost and provide additional garbage cans, picnic tables, and any other available items in-kind as part of their contribution to the downtown Cambridge business recover efforts.

Note: Special consideration for delivery pick-up services must be coordinated with City staff and will likely have to assign a special parking area in the Water Street S parking lot to accommodate this. We also need to review as a BIA the projected road parking lot construction projects projected for 2021 to minimize traffic issues due to the road closure.

As a BIA we think we should launch a Patio Program and set aside funds for marketing activations/programs as they are developed. If the closure is approved, dependant on public health guidelines, we would be looking at live music, art installations, furniture, flowers, signage etc. as part of our efforts to activate the space. Budget TBD at a later meeting.

**Moved by:** Patrick Simmons

**Seconded by:** Shane Murphy

THAT the Downtown Cambridge BIA request the City to review closing Main Street from Ainslie Street to Water Street starting May 21, 2021 until October 11, 2021 for pedestrian access only.

**CARRIED**

### **2021 Shareable Moment Challenge**

In partnership with Uptown Waterloo and Downtown Kitchener, with support from RTO 4 (Regional Tourism Organization Four Inc.) we have been collectively working on the development of a place making installation for each of the three BIA's as one greater project in our Region. As mentioned at the November 2020 board meeting, in partnership with local design company, BOKO, the three BIA's have been developing a series of installations that involve structural lighting that will connect the three cities for a collaborative, interactive display with an anticipated launch in Summer 2021, just in time for the highly anticipated patio season. RTO4 has backed this project with \$5,000 in funds to each of the BIA's as well as an additional \$5,000 in-kind for a large marketing campaign with all three BIA's through the development of possible video campaigns to highlight the project and the efforts of the BIA's to work together to support our downtowns during these difficult times.

Total funding requested: \$22,622.60 - \$5,000 RTO4 Funding = \$17,622.60

We have had great success working with the other BIA's in our Region and the opportunity to work again with them and a local well known company such as BOKO on the development of this new art installation, will provide an exciting new destination to draw people during this difficult time.

Together, the BIA's will work on making arrangements to rotate the structures so we all have the opportunity to display the structures and will coordinate a time to display all three should we want the opportunity to display them for a period of time. This provides all three BIA's with \$60,000 in value by drafting the first cost-sharing, collaborative BIA project within the Region.

A 5-year maintenance and storage agreement is being developed by the three BIA's. Within the 2021 approved budget it is recommended this project secure the 50/50 funding with the City under Cost Sharing Capital Project.

Location for our structure(s) will need to be determined with the City if on public space or with business owner if on private land. This will be determined at a later date once we have a better idea of our programming for Summer 2021 (I.e. lower Main Street closure etc) All necessary drawings etc will be drafted for City staff's review as all three BIA's will be moving through a similar process.

**Moved by:** Omar Kaake

**Seconded by:** Shane Murphy

THAT the Downtown Cambridge BIA approve spending \$17,622.60 on the Shareable Moment Challenge installation by BOKO, in partnership with Uptown Waterloo and Downtown Kitchener.

**CARRIED**

### **COVID-19 Business Resiliency Grant Renewal for 2021**

Brian Kennedy shared that the COVID-19 Business Resiliency Grant formed by the BIA in June 2020 was a success. The grant allowed businesses to apply for up to \$300 to support their reopening efforts and investment into PPE, etc to meet public health guidelines. In 2020 the BIA received 10 applications. There was \$15,000 allocated to the grant in 2020, and it is recommended we carry over the unused balance to 2021. The BIA will renew the program into 2021 to allow businesses who already applied the opportunity to apply again in 2021 as the second wave of reopening commences.

**Moved by:** Shane Murphy

**Seconded by:** Omar Kaake

THAT the Downtown Cambridge BIA approve spending the remaining budget of \$12,199.25 approved in 2020 towards the continuation of the COVID-19 Business Resiliency Grant into 2021.

**CARRIED**

### **Galt Core Heritage Conservation District**

Discussion around the Galt Core Heritage Conservation District upcoming study by the City was reviewed. Once the study is complete, it will come back to Council with recommendations. Stakeholder meetings will be held during the consultation process and the BIA will keep close eye on the process as it unfolds.

### **Ainslie Street - Park Hill to Concession Reconstruction**

Andrew Doman, Senior Engineer Region of Waterloo reached out to discuss future reconstruction of Ainslie Street. Mr. Doman will be coordinating a list of all City and Region road work for the next few years and will provide that back to the BIA for consideration. The BIA discussed preliminary feedback about the Ainslie Street reconstruction and possible streetscape design elements. This will be reviewed formally at a future meeting.

**The following motion was raised and voted on over email prior to this month's meeting.**

N/A

### **Next Meeting Date**

The next meeting will be Tuesday, February 16th, 2021 at 1:00 pm, Zoom Call.

### **Close of Meeting**

**Moved by:** Omar Kaake

**Seconded by:** Shane Murphy

THAT the January 26/21 meeting of the Downtown Cambridge BIA adjourns at 2:25 pm.

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Downtown Cambridge BIA Vice-Chair

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Downtown Cambridge BIA Recording Secretary