



**MEETING MINUTES**  
**Board of Management Meeting**  
**January 21/20 at 1:05 pm**

**Board Members in Attendance**

Omar Kaake, Shane Murphy, Patrick Simmons, Matt Rolleman, Mano Duggal, Emily Dwornikiewicz, Mario Gonsalves

**Regrets**

Nicholas Ermeta

**Staff in Attendance**

Brian Kennedy, BIA Executive Director, Laura Pearce, City of Cambridge Liaison - Economic Development

**Meeting Called to Order**

The regular meeting of the Downtown Cambridge BIA was held in the Young Room at Cambridge City Hall. Omar Kaake, Chair welcomed everyone present and called the meeting to order at 1:05 pm and adjourned at 2:51 pm.

**Disclosure of Interest**

There were no disclosures of interest.

**Presentations**

Sandra Hanmer, Capacity Canada Re: Governance Training and Strategic Plan

**Delegations**

Helen Jowett, Region of Waterloo Councillor, Cambridge

**Approval of November 2019 Downtown Cambridge BIA Minutes.**

**Moved by:** Omar Kaake

**Seconded by:** Shane Murphy

THAT the minutes of November 2019 Downtown Cambridge BIA be approved.

**CARRIED**

**Agenda Items**

**Presentation by Sandra Hanmer, Capacity Canada Re: Governance Training And Strategic Plan**

- Sandra Hanmer shared some background on Capacity Canada and their experience working with organizations like the BIA. We reviewed the proposal submitted and answered questions by the board. It was confirmed by Laura Pearce that the governance training and strategic plan would be eligible to be covered under the 50/50 program with the City. Laura Pearce also shared that the City is considering covering a portion or the entire cost of the governance training portion of this proposal if a package could be formulated to include the other Cambridge BIA's. The BIA would wait and review what the City comes back with before moving ahead.

### **Relationship Building for Regional Support with Helen Jowett, Region of Waterloo Councillor, Cambridge**

The board discussed with Helen Jowett concerns with Truck Through traffic in the downtown core area. Helen Jowett shared that this is a concern she shares and that the Region is working on the by-pass. Helen Jowett informed the BIA that the region looks after the by-pass and the capital investment/planning process but the City would be the governing body to deter truck through traffic downtown with a municipal by-law. There was a brief discussion of regional parking tickets on Water Street and the possibility of opening more regional offices downtown. Helen Jowett will with the BIA at a later date and thanked us for having her attend our BIA board meeting.

### **City Updates - Laura Pearce, Economic Development**

- Motions by the BIA board must go through our City Councillor on the BIA board, Nicholas Ermeta.
- City capital budget is approved, operational budget being deliberated in February 2020.
- No changes for 2020 Grants to Groups.
- Property Standards meeting on February 11th, 2020 with the BIA .
- Upper Main Street is nearly complete, minor additions and repairs will be done Spring 2020.
- February 10th there will be a stakeholder meeting for the reconstruction Dickson Street parking lot.
- Lutz Street/Mill Street Parking Lot will be under construction in Spring 2020.
- City of Cambridge will be starting the process for their Strategic Plan

### **Executive Review**

- Eric Bolton with Galt Love was requesting \$1,200 for an ice sculpture for downtown as their Winter Love event originally planned was cancelled due to road closure issues.

**Moved by:** Shane Murphy

**Seconded by:** Mano Duggal

THAT we approve \$600 of the \$1,200 requested for the purchase of an ice sculpture with Galt Love.

**CARRIED**

- E-Bolt Music submitted their funding application for annual Backlot Sessions. The BIA wanted to ensure a banner is put up at the event to show our sponsorship support. Brian Kennedy to follow up with Eric Bolton.

### **Other Business**

Electronic email vote on December 12/19

**Moved by:** Emily Dwornikiewicz

**Seconded by:** Shane Murphy

THAT The Downtown Cambridge BIA urges the City of Cambridge Council to enact a permanent by-law prohibiting the location of a Consumption and Treatment Services Site within the three core areas and all lands within 500 meters surrounding the core areas.

**CARRIED**

### **Next Meeting Date**

The next meeting will be Tuesday, February 18, 2020 at 1:00 pm, Second Room - Cambridge City Hall

### **Close of Meeting**

**Moved by:** Shane Murphy

**Seconded by:** Mano Duggal

THAT the January 21/20 meeting of the Downtown Cambridge BIA adjourns at 2:51 pm.

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Downtown Cambridge BIA Chair

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Downtown Cambridge BIA Recording Secretary



**MEETING MINUTES**  
**Board of Management Meeting**  
**February 18/20 at 1:00 pm**

**Board Members in Attendance**

Shane Murphy, Matt Rolleman, Mano Duggal, Emily Dwornikiewicz, Nicholas Ermeta

**Regrets**

Omar Kaake, Patrick Simmons, Mario Gonsalves

**Staff in Attendance**

Brian Kennedy, BIA Executive Director, Laura Pearce, City of Cambridge Liaison - Economic Development

**Meeting Called to Order**

The regular meeting of the Downtown Cambridge BIA was held in the Second Room at Cambridge City Hall. Shane Murphy, Vice-Chair welcomed everyone present and called the meeting to order at 1:00 pm and adjourned at 3:00 pm.

**Disclosure of Interest**

There were no disclosures of interest.

**Presentations**

James Goodram, Core Areas Transformation Fund Update

Matthew O'Neill and TJ Flynn, Region of Waterloo LRT

Lisa Chominiec, Sustainable Transportation Coordinator, Bike Share Feasibility Study

**Delegations**

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**Agenda Items**

**Presentation by James Goodram, Core Areas Transformation Fund Update**

- James Goodram reviewed the Core Areas Transformation Fund (CATF) overview which includes three pillars; Financial Incentives/Private Sector Stimulus, Strategic Land Acquisition, and Placemaking.

**Presentation by Matthew O'Neill and TJ Flynn, Region of Waterloo LRT**

- Matthew O'Neill and TJ Flynn reviewed plans for Stage 2 of the LRT.

## **Presentation by Lisa Chominiec, Sustainable Transportation Coordinator, Bike Share Feasibility Study**

- At this time there are not a lot of update to share specific to the Bike Share Feasibility Study but report is scheduled to go to Council in May 2020. Lisa Chominiec shared updates regarding new initiatives that they are working on including installation of a new bike shelter being installed on Water Street North, near L.A. Franks. They are also working on a cycle map and shared a draft with the BIA for review and comment. There is a tourist cycle loop that will connect the region. 75% of the trail is already in existence. The BIA may want to consider how to take advantage of this trail in the future for drawing in tourists to the core area.

## **City Updates - Laura Pearce, Economic Development**

- Dickson Street Parking Lot redesign was shared with the BIA board, Brian Kennedy sits on the stakeholder's group as well as Laura Pearce.
- Rainbow crosswalk was approved by Council for Dickson Street at Wellington Street.
- WRPS Core Area Unit now patrol 24 hours, 7 days week in the downtown Galt core. Businesses will be circulated a trespass order to approve WRPS to order public nuisances to leave private property.
- City has a new CFO and City Clerk and the City is requesting some new administrative processes. The BIA budget will be due to Council around October of each year and BIA membership AGM will have to take place prior to submission. The BIA budget expense and revenue accounts must be streamlined across all three BIA's and Brian will assist with the proposed draft. The Municipal Act states that the BIA's must submit audited financial statement and a report to Council in March of each year starting in 2021. Minor changes/ updates are being made to the BIA by-law and will be presented to Council in April 2020.

## **Consumption & Treatment Services**

- Brian Kennedy reviewed what transpired as a Delegation at the Cambridge Council Meeting on February 11 when we spoke to the BIA's motion THAT the Downtown Cambridge BIA urges the City of Cambridge Council to enact a permanent by-law prohibiting the location of a Consumption and Treatment Services Site within the three core areas and all lands within 500 meters surrounding the core areas.

## **Property Standards**

- Brian Kennedy shared some information regarding the process of property standard reporting from meeting with City property by-law on February 11th. The reports on property issues are complaint driven. The complainant could become known through the legal process if the property owner disputes the claim.
- The heritage act will be looked at possibly being incorporated into the property standards by-law. Clerks will investigate other Cities and their by-laws.

## **Promotion Updates**

- Brian Kennedy is working with TOQUE on the 36-page publication layout. Brian Kennedy is working through the marketing initiatives proposed for 2020; video and photo shoot, TOQUE magazine spread. Ideas for the next series of video and photo shoots were shared with the board.

## **Other Business**

- Consideration is now being given to have Kay Matthews, Executive Director for OBIAA (Ontario Business Improvement Area Association) host our governance training. Brian Kennedy will work with Laura Pearce to see if this is a good fit for the Cambridge BIA's and what the cost will be for the BIA's involved.
- Laura Pearce shared that Trevor McWilliams spoke with Region of Waterloo acting manager on diverting truck through traffic in the downtown Galt core. No concrete updates yet. Laura Pearce shared that Shannon Noonan mentioned that the first phase of the South Boundary road is scheduled to be completed in 2020 and that the diverting of truck through traffic is stated in the City Transportation Master Plan.

**Next Meeting Date**

The next meeting will be Tuesday, March 17, 2020 at 1:00 pm, Second Room - Cambridge City Hall

**Close of Meeting**

**Moved by:** Shane Murphy

**Seconded by:** Emily Dwornikiewicz

THAT the February 18/20 meeting of the Downtown Cambridge BIA adjourns at 3:00 pm.

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Downtown Cambridge BIA Vice-Chair

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Downtown Cambridge BIA Recording Secretary



**MEETING MINUTES**  
**Board of Management Meeting**  
**March 17/20**

Meeting was cancelled due to the COVID-19 Pandemic.



**MEETING MINUTES**  
**Board of Management Meeting**  
**April 21/20**

Meeting was cancelled due to the COVID-19 Pandemic.





**MEETING MINUTES**  
**Board of Management Meeting**  
**May 19/20 at 1:06 pm**

**Board Members in Attendance**

Shane Murphy, Patrick Simmons, Matt Rolleman, Emily Dwornikiewicz, Nicholas Ermeta

**Regrets**

Omar Kaake, Mario Gonsalves, Mano Duggal

**Staff in Attendance**

Brian Kennedy, BIA Executive Director, Laura Pearce, City of Cambridge Liaison - Economic Development

**Meeting Called to Order**

The regular meeting of the Downtown Cambridge BIA was held online through Zoom. Shane Murphy, Vice-Chair welcomed everyone present and called the meeting to order at 1:06 pm and adjourned at 1:51 pm.

**Disclosure of Interest**

There were no disclosures of interest.

**City Updates - Laura Pearce, Economic Development**

- Lutz Street and Mill Street Reconstructions is tentatively set to start on May 25th.
- Main Street and Wellington Street parking lots will remain open.
- Dickson Street Reconstruction Survey is now completed as of May 18th. Still scheduled for 2021.
- Region is making some pedestrian enhancements on Water Street South. Three on-street parking spots will be lost. BIA to submit feedback.
- A water flushing step-by-step guide was circulated.
- Suspension of May parking permits in effect. June unknown at this time.
- Hanging baskets will be provided by the City of Cambridge in the core areas. Quantity unknown.
- 2020 security program to be carried out by the new City Clerk with the BIA's.
- Expansion of patios downtown are being reviewed from a City level to make it easier for businesses.

**Moved by:** Shane Murphy

**Seconded by:** Matt Rolleman

THAT we approve the closure of lower Main Street in principle for pedestrian-only access during the summer.

**CARRIED**

**COVID-19 Business Resiliency Grant**

Review of COVID-19 Business Resiliency Grant Guidelines, Application, and communications plan.

**Moved by:** Shane Murphy

**Seconded by:** Matt Rolleman

THAT The Downtown Cambridge BIA set aside \$15,000, a \$300 per business maximum, for the COVID-19 Business Resiliency Fund.

**CARRIED**

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

March 30, 2020

**Moved by:** Matt Rolleman

**Seconded by:** Shane Murphy

THAT The Downtown Cambridge BIA respectfully asks the City of Cambridge Council to suspend fees for monthly parking permit holders for the month of April 2020, and further suspensions assessed on a monthly basis. This request is in direct response to the negative financial impacts of COVID-19 on the Downtown Cambridge BIA community. We recommend a refund to be issued during the month(s) affected or, where appropriate on a case-by-case basis, an extension on annual permits be added at the end of the year equal to the timeframe of the suspension.

**CARRIED**

April 24, 2020

**Moved by:** Shane Murphy

**Seconded by:** Patrick Simmons

THAT we approve to spend \$2,576 +HST to contract Baber-Collins Security Services for the next four weeks.

**CARRIED**

**Next Meeting Date**

The next meeting will be Tuesday, June 16th, 2020 at 1:00 pm, Zoom Call.

**Close of Meeting**

**Moved by:** Shane Murphy

**Seconded by:** Matt Rolleman

THAT the May 19/20 meeting of the Downtown Cambridge BIA adjourns at 1:51 pm.

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Downtown Cambridge BIA Vice-Chair

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Downtown Cambridge BIA Recording Secretary



**MEETING MINUTES**  
**Board of Management Meeting**  
**June 16/20 at 1:11 pm**

**Board Members in Attendance**

Patrick Simmons, Matt Rolleman, Emily Dwornikiewicz, Omar Kaake, Nicholas Ermeta

**Regrets**

Mario Gonsalves, Mano Duggal, Shane Murphy

**Staff in Attendance**

Brian Kennedy, BIA Executive Director, Laura Pearce, City of Cambridge Liaison - Economic Development

**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 1:11 pm and adjourned at 1:52 pm.

**Disclosure of Interest**

There were no disclosures of interest.

**City Updates - Laura Pearce, Economic Development**

- City Hall has reopened their main floor this week, service desk and now staff available.
- City will be opening three of their Splash Pads including Churchill Park pad.
- 57 hanging flower baskets will be going out in Galt. Install date is the week of June 22nd.
- CATF report will be presented to Council on June 23rd.
- City is waiving permit fees for patio applications and streamlined the process.

**Closing Main Street**

Brian Kennedy reviewed feedback from Main Street businesses on the idea of the road closure. The consensus was positive in principle but given the current climate very few were able to commit to making use of the additional space that would be made available.

**Gift Certificate Program**

Brian Kennedy shared that over \$3,700 in gift certificate sales were ordered last week. It was also shared that the ten dollar denomination certificates needs to be reordered and that the BIA will have the opportunity to rebrand the new orders.

**CCAP Program**

Brian Kennedy shared updates on the CCAP program. Patrol officers handed out communication pieces to the membership and have been checking in with businesses while out on foot. The two larges concerns shared with CCAP revolve around parking and the homelessness.

**COVID-19 Business Resiliency Fund**

For ease of approval it was discussed allowing Brian Kennedy to approve the grants, much like other BIA grants available, knowing that the second signing authority, Omar Kaake or Shane Murphy, would also be signing off on the funds.

**Moved by:** Omar Kaake

**Seconded by:** Matt Rolleman

THAT we approve Brian Kennedy authorization to grant applications for the COVID-19 Business Resiliency Fund for up to \$300 per business to a maximum \$15,000 as approved by the board in May.

**CARRIED**

**Backlot Sessions**

Brian Kennedy discussed moving Backlot Sessions off online and back to live on-street performances. City staff are investigating options for use of City property for these sessions.

**Patio Sponsorship**

It was discussed that the BIA should launch a patio grant for food and beverage businesses to invest in new outdoor furniture for new or expanded patios. \$500 maximum per applicant at a budget set aside of \$5,000.

**Moved by:** Omar Kaake

**Seconded by:** Emily Dwornikiewicz

THAT The Downtown Cambridge BIA set aside \$5,000 for the development of a patio grant for food and beverage businesses to invest in new outdoor furniture for new or expanded patios at a \$500 maximum per applicant.

**CARRIED**

**Next Meeting Date**

The next meeting will be Tuesday, July 16th, 2020 at 1:00 pm, Zoom Call.

**Close of Meeting**

**Moved by:** Omar Kaake

**Seconded by:** Matt Rolleman

THAT the June 16/20 meeting of the Downtown Cambridge BIA adjourns at 1:52 pm.

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Downtown Cambridge BIA Chair

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Downtown Cambridge BIA Recording Secretary



**MEETING MINUTES**  
**Board of Management Meeting**  
July 21/20 at 1:06 pm

**Board Members in Attendance**

Patrick Simmons, Matt Rolleman, Shane Murphy, Emily Dwornikiewicz, Nicholas Ermeta

**Regrets**

Mario Gonsalves, Mano Duggal, Omar Kaake

**Staff in Attendance**

Brian Kennedy, BIA Executive Director

**Meeting Called to Order**

The regular meeting of the Downtown Cambridge BIA was held online through Zoom. Shane Murphy, Vice-Chair welcomed everyone present and called the meeting to order at 1:06 pm and adjourned at 2:12 pm.

**Disclosure of Interest**

There were no disclosures of interest.

**Presentations**

Matt Holland, Project Engineer - City of Cambridge Re: Dickson Street Reconstruction

Matt Holland reviewed the two concepts for the Dickson Street Parking Lot reconstruction and the results from the Engage Cambridge survey. Matt Holland shared that the project is slated for Spring 2021 and will take 4-5 months for completion.

Christian D. Strike, Founder, Vigilant Security Re: Galt Community Security

Christian Strike shared with the board his personal background and company's portfolio of services. Vigilant Security is looking to provide additional security services to Downtown Cambridge, Galt, voluntarily as a pilot project titled Galt Community Security (GCS) program, to combat quality of life crimes. The Downtown Cambridge BIA received a package from Vigilant Security and will review details with staff before moving forward with supporting the pilot.

**City Updates - Memo Provided by Laura Pearce, Economic Development**

- 2021 BIA Budget – Through the Budget Guidelines and timelines report that was approved by Council, the BIA budgets are due to the City on October 2, 2020. As a reminder, the board of management is required to hold one or more meetings of the members for discussion on the proposed budget. This may look a little different (possibly virtual) this year given the current pandemic.

The Downtown Cambridge BIA discussed meeting options and have decided to proceed with an online meeting via Zoom and in-person meeting if possible at City Hall under the current COVID-19 restrictions. Brian Kennedy will look into those options and will send a Doodle Poll for preferred dates by the board in September to host the meeting(s).

- 2020 Audit (in 2021) – In order to meet the March 15th deadline, a complete package from the BIA is required to KPMG by February 15, 2020. KPMG is preparing a Planning Memo that will clearly lay out the timelines and requirements in order to assist the BIA in achieving the above date. A checklist of audit requirements is also being prepared to assist in making the process easier moving forward. Expected timeline is early August.
- Core Area Transformation Fund (CATF) – Approved by Council June 23. Should the BIA have any ideas, please share with James Goodram.

- Lutz Street and Mill Street Parking Lot Reconstruction Update
  - Underground Sanitary/Storm Sewer and Water complete.
  - Electrical Lighting upgrades underway
  - Final step will be surface restoration in August 2020
  - Project remains on schedule to be completed by September 2020
- A meeting invite was circulated on July 13th for a 2:00 pm meeting on July 29 as there are several new City staff that have been on-boarded recently, and we wanted to acquaint the BIA's with them. With vacations and schedules, there were limited available dates and times and we recognize that not everyone will be able to attend. Given our current pandemic situation, a virtual meeting is all that is available at this time. Once we are back to full operations and we are able, we plan to have an in-person summit as we have in the past.

**Moved by:** Shane Murphy

**Seconded by:** Emily Dwornikiewicz

THAT the Downtown Cambridge BIA supports Concept Two of the proposed design for the Dickson Street Parking Lot Reconstruction.

**CARRIED**

#### **Proposed Development - Queen's Square and Dickson Hill (Other Business)**

Patrick Simmons spoke to the proposed development and its impact on the surrounding area. The Committee of Adjustment has been asked to allow a very high building with much reduced setbacks on this property. The effect of this on Queen's Square, one of Cambridge and Ontario's best preserved pieces of traditional urban planning will be devastating and irreversible. Patrick Simmons encouraged each board member to speak up against this development if they felt the same about the negative effects of the design proposal.

#### **Y.T.D. BIA Budget Review**

Brian Kennedy reviewed the Year-To-Date BIA budget tracking, variances between line items, and shared projected projects/expenditures for the remainder of 2020.

#### **BIA Office Proposal**

Brian Kennedy shared a proposal for a Downtown Cambridge BIA Office space at 29 Dickson Street. Currently the BIA is without an office space and is being hosted at B. Wallace Kennedy Production Management's office in the absence of an office space, free of charge. The proposal included a potential Pop-Up Shop as part of activating the space to encourage new businesses to open in the downtown core. Brian Kennedy also shared that his company, B. Wallace Kennedy Production Management Inc. would be willing to sublet the office space on a month-to-month basis for his businesses use at an agreed upon fee of \$500 month plus HST to offset some of the costs and to provide transparency to day-to-day business mix operation.

**Moved by:** Patrick Simmons

**Seconded by:** Emily Dwornikiewicz

THAT the Downtown Cambridge BIA approve signing a one-year lease for their new office space at 29 Dickson Street for \$1,275 plus HST /month.

**CARRIED**

#### **Marketing and Beautification**

Brian Kennedy reviewed Marketing and Beautification updates with the board. Brian Kennedy shared the development of a Downtown Cambridge BIA video campaign series, similar to ones created for Hespeler Village BIA which hyper focus on stay-cations and exploring local. Brian Kennedy also shared that the Backlot Sessions will be moving offline and will be popping up at establishments throughout the week at different dates and times from the original Wednesdays at 6 pm to best enhance the atmosphere downtown and share exposure with different areas within the downtown. Brian Kennedy shared an update on the Explore Waterloo picnic table campaign and the locations downtown to host them; Monigram Coffee Roasters and 13 Food + Beverage. Brian Kennedy shared that he will be working on replacement and repairs to the lights on the Main Street trees and is working towards the installation of 25 additional hanging flower baskets downtown.

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

June 22, 2020

**Moved by:** Shane Murphy

**Seconded by:** Emily Dwornikiewicz

THAT the Downtown Cambridge BIA strongly urges City Council to select a start time for the Special Emergency Council Meetings that works for every Councillor, including our Ward 4 Councillor, Jan Liggett. If a time cannot be decided upon unanimously, the Special Emergency Council Meetings should take place at the original Council Meeting time of 7:00 pm. The Downtown Cambridge BIA represents over 230 businesses, and our members are just a fraction of the constituents our Ward 4 Councilor represents; they must have representation at Council Meetings.

**CARRIED**

July 7, 2020

**Moved by:** Shane Murphy

**Seconded by:** Omar Kaake

THAT the Downtown Cambridge BIA supports Waterloo Region Small Business Centre in its application to provide the Digital Transformation Grant program for main street businesses in Waterloo Region.

**CARRIED**

#### **Approval of Downtown Cambridge BIA Minutes**

**Moved by:** Shane Murphy

**Seconded by:** Emily Dwornikiewicz

THAT the Downtown Cambridge BIA approve the 2020 BIA Board Minutes with items included from email electronic voting as attached and circulated.

**CARRIED**

July 30, 2020

**Moved by:** Matt Rolleman

**Seconded by:** Shane Murphy

THAT the Downtown Cambridge BIA approves the proposal by Him & Her for the design and development of a new BIA website for \$8,925 + HST. AND THAT this will be submitted as part of our 50/50 projects for 2020 with the City of Cambridge and *contingent on the approval of the RT04 grant, resulting in a net cost of \$3,212.50 + HST to the BIA.*

**CARRIED**

August 20, 2020

**Moved by:** Omar Kaake

**Seconded by:** Shane Murphy

THAT the Downtown Cambridge BIA approves partnering with Vigilant Security, in an advisory role, on the development of the proposed Galt Community Services Program. AND THAT our Executive Director is to carry out the necessary next steps as outlined in the summary attached. AND THAT the BIA Board is presented with any financial support required and drafted Code of Conduct for final approval.

**CARRIED**

#### **Next Meeting Date**

The next meeting will be Tuesday, August 18th, 2020 at 1:00 pm, Zoom Call.

#### **Close of Meeting**

**Moved by:** Shane Murphy

**Seconded by:** Matt Rolleman

THAT the July 21/20 meeting of the Downtown Cambridge BIA adjourns at 2:12 pm.

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Downtown Cambridge BIA Vice-Chair

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Downtown Cambridge BIA Recording Secretary





**MEETING MINUTES**  
**Board of Management Meeting**  
**August 18/20**

Meeting was cancelled due to no agenda items to be reviewed.



**MEETING MINUTES**  
**Board of Management Meeting**  
**September 15/20 at 1:11 pm**

**Board Members in Attendance**

Omar Kaake, Shane Murphy, Matt Rolleman, Emily Dwornikiewicz, Nicholas Ermeta

**Regrets**

Mario Gonsalves, Mano Duggal, Patrick Simmons

**Staff in Attendance**

Brian Kennedy, BIA Executive Director

**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 1:11 pm and adjourned at 2:02 pm.

**Disclosure of Interest**

There were no disclosures of interest.

**Presentations**

N/A

**Moved by:** Omar Kaake

**Seconded by:** Shane Murphy

THAT the Downtown Cambridge BIA July Meeting Minutes be approved.

**CARRIED**

**City Updates - Provided by Laura Pearce, Economic Development**

- Laura shared that the latest Downtown Cambridge video campaign was well received by City staff and will be published by on the City's platforms shortly. Economic Development was also able to submit the video to TIFF (Toronto International Film Festival) organization as part of the Ontario Creates promo reel for the City of Cambridge.
- Lutz Street and Mill Street Parking Lot reconstruction is nearing completion with only two items remaining; lighting fixtures and pavement markings on the east-side. Anticipated completion date is October 5th.
- Dickson Street Lot reconstruction design motion from the BIA was received. There has been no decision made at this time as to which design they will be proceeding with.
- Parking enforcement will resume September 8th with full enforcement starting September 14th, 2020.
- Reminder to use the 50/50 money before December, 31st, 2020.
- Economic Development will be moving ahead with Sponsorship and Advertising Strategies for the City.
- Laura provided an update on the acquisition of property owner information by the City for BIA and City joint use.
- These memos will be addressed to the property owners in the BIA within the coming weeks.
- Laura shared her regrets for the Downtown Cambridge AGM. Trevor McWilliams will be in attendance.

### **2021 Proposed Budget**

Board reviewed the proposed 2021 BIA budget. Omar Kaake raised a point that the Management Service Fee should increase 2.5% this coming year. Brian Kennedy was directed to make the changes to the budget and circulate via email for final board approval.

### **Marketing update**

Brian Kennedy reviewed Marketing updates on the latest Video Campaign and 6-page TOQUE spread. To date the Downtown Cambridge video campaign has been viewed over 7,400. The next issue of TOQUE features or mentions over 8 businesses and attractions downtown. Emily Dwornikiewicz reviewed a new Instagram filter being developed for the downtown and trivia-style game to feature businesses.

### **Truck Through Traffic**

Brian Kennedy shared that the South boundary road is nearing phase one completion and that the timing for a motion to direct the City to remove truck through traffic is required.

**Moved by:** Emily Dwornikiewicz

**Seconded by:** Nicholas Ermeta

THAT Downtown Cambridge BIA acknowledges that truck through traffic is a serious problem downtown, and we respectfully ask the City of Cambridge Council and Regional Council to take concert steps towards removing truck through traffic from the downtown core area.

AND FURTHER THAT City of Cambridge Council request the Region of Waterloo work with City Staff to prohibit through heavy vehicle traffic on Regional Roads within Downtown Cambridge between Dundas Street and Cedar Street/Concession Street no later than upon the opening of McQueen Shaver Boulevard between Highway 24 and Franklin Boulevard based on the recommendations identified in Moving Cambridge, City of Cambridge Transportation Master Plan.

**CARRIED**

### **Security**

Brian Kennedy shared that early Monday morning the appliance store was vandalized, this just a few weeks after 8 other businesses had their windows broken. Omar Kaake, Shane Murphy, and Brian Kennedy met with Economic Development staff, City Clerk, Deputy City Manager, and Manager of By-Law to discuss the ongoing concerns downtown and are investigating options.

### **New BIA Website Update**

Brian Kennedy shared that the RTO4 Funding was approved and we are moving forward with HimHer for the new website development. We are expected to start discovery in October and be completed the design and development in three months, for a new year launch. We have also been granted \$2,500 additional dollars towards this project for which Brian Kennedy asked the board to approve the distribution of the additional funds to the Hespeler Village BIA and Preston Town Centre BIA in the development of their websites to match ours for \$1,250 each.

**Moved by:** Omar Kaake

**Seconded by:** Emily Dwornikiewicz

THAT the Downtown Cambridge BIA support the distribution of the additional \$2,500 funds from the RTO4 funding equally to Hespeler Village BIA and Preston Town Centre BIA in the amount of \$1,250 each with their support of the new website development.

**CARRIED**

### **New BIA Office Update**

Brian Kennedy shared that the BIA office is almost completed at 29 Dickson Street and we will be making a formal announcement to the members on social media this week. The development of the pop-up shop is still underway and will hopefully be rolled out October. The office portion will be open by appointment only during the COVID climate and we will be able to host meetings for up to 6 people comfortably at this time. New signage is projected to be installed by the first week of October.

### **Annual General Meeting**

The Visual Annual General Meeting notice will be electronically sent out today, just ahead of the mandated notice required of 14 days. A letter will also be distributed to doors and mailboxes tonight by Brian Kennedy. We will also share the notice on our private social media chat forums with businesses for additional communication of the meeting.

### **Holiday Lighting Activation**

Brian Kennedy shared that he has been discussing with the BIA's in K-W about the possibility of a lighting installation this holiday season that will act as a draw with the limited events and festivals that will be taking place in person. It's in early development but the premise would be that all three BIA's (Kitchener, Waterloo, Downtown Cambridge) purchase a holiday lighting display as an activation to draw people in the winter months and that each year we would rotate the sets to provide our downtown with something new and exciting each year. We are looking at an initial design in and around the \$10,000 mark and RTO4 is willing to provide additional money in support. We recognize that having this on City owned land will require discussions to happen at an accelerated rate as City staff need to be debriefed and give their support. More details in the coming weeks will be shared over email.

### **Other Business**

Councillor Nicholas Ermeta raised the idea of closing Lower Main Street. The BIA board tentatively agreed that next year this could possibly be a successful endeavour for the BIA. It was agreed that later this year the BIA board should discuss the idea in more detail and start the discussion with City staff should we as a BIA board want to proceed.

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

September 21, 2020

**Moved by:** Matt Rolleman

**Seconded by:** Emily Dwornikiewicz

THAT the 2021 Downtown Cambridge BIA Budget be approved as written in the document attached titled " Revised - Proposed Downtown Cambridge BIA 2021 Budget.pdf "

**CARRIED**

### **Next Meeting Date**

The next meeting will be Tuesday, October 20, 2020 at 1:00 pm, Zoom Call.

### **Close of Meeting**

**Moved by:** Omar Kaake

**Seconded by:** Emily Dwornikiewicz

THAT the Sept 15/20 meeting of the Downtown Cambridge BIA adjourns at 2:02 pm.

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Downtown Cambridge BIA Vice-Chair

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Downtown Cambridge BIA Recording Secretary



**MEETING MINUTES**  
**Board of Management Meeting**  
**October 20/20**

Meeting was cancelled due to conflict with Council meeting date and time.



**MEETING MINUTES**  
**Board of Management Meeting**  
**November 17/20 at 1:07 pm**

**Board Members in Attendance**

Omar Kaake, Patrick Simmons, Matt Rolleman, Emily Dwornikiewicz, Nicholas Ermeta, Mano Duggal

**Regrets**

Shane Murphy, Mario Gonsalves

**Staff in Attendance**

Brian Kennedy, BIA Executive Director

**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 2:03 pm.

**Disclosure of Interest**

There were no disclosures of interest.

**Presentations**

N/A

**Moved by:** Omar Kaake

**Seconded by:** Nicholas Ermeta

THAT the Downtown Cambridge BIA Board of Management have adopted the City of Cambridge Procedure By-law #18-15, in order to permit meetings local boards electronically, pursuant to the Municipal Act, 2001 and as a result of Bill 197, the Board of Management be permitted to amend the Procedure By-law #18-15 to allow for electronic local board meetings under the Municipal Act, 2001"

**CARRIED**

**City Updates - Provided by Laura Pearce, Economic Development**

- The City Clerk advised that the BIA's are to follow the same protocol as City Council to hold virtual meetings until the end of 2020 and possibly into 2021 should that be the course of action taken by City Council.
- On-going efforts to secure property owners' contact information to aide in the level of communication between the City, BIA and the property owners. The letters went out in October 2020 and thus far have received 12-13 responses back providing contact information.

**2021 Lower Main Street Road Closure**

Board reviewed the possibility of closing lower Main Street in 2021. Should the BIA Board decide to move forward with the road closure, the City is requesting the BIA Board decide on duration for the shutdown and ensure then businesses are supportive of the closure. Brian Kennedy asked Laura Pearce to investigate the costs from the City associated with the closure.. The Board will review and make a decision at the next BIA Board meeting.

### **Consumption Treatment Services Planning Study**

Brian Kennedy reviewed that the Consumption Treatment Services Planning Study recommendations were going back to Council. The BIA's letter of support urging City of Cambridge Council to enact a permanent by-law prohibiting the location of a Consumption and Treatment Services Site within the three core areas and all lands within 500 meters surrounding the core areas has been received by City Council and Staff.

### **Marketing Update**

Brian Kennedy shared that the new BIA website is in the design stage. The next BIA article in TOQUE magazine is in the making and will be laughing soon. Brian also shared that the three BIA's, Uptown Waterloo, Downtown Kitchener, and Downtown Cambridge are still investigating a new, collaborative lighting installation for all three BIA's. Although the activation was originally proposed for the holiday season 2020 it is now going to be in Spring 2021. More details on the collaboration with the three BIA's on this project will be finalized at the next BIA Board meeting. Looking ahead to 2021, Brian shared that COVID is likely going to continue into early next year and that the BIA Board should be looking at 2-3 concrete projects to plan and begin working towards even with the unknown for reopening of businesses. The shareable moments installation with the three BIA's, the lower Main Street road closure, and continue our grants that are now available.

### **Social Media Update**

Emily Dwornikiewicz shared a brief update on the social media activity on the BIA platforms. The emphasis on positive messaging is key. Businesses have reached out for business features which have been very well received. Restaurants and retail have been a focus as Holiday's approach. A big push for shopping local has and will continue to be made throughout our content.

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

November 9th, 2020

**Moved by:** Shane Murphy

**Seconded by:** Omar Kaake

THAT the Downtown Cambridge BIA supports the City of Cambridge Festival of Lights with \$10,000 for the purchase of the Winter Illumination Light Tunnel.

**CARRIED**

### **Next Meeting Date**

The next meeting will be Tuesday, December 15th, 2020 at 1:00 pm, Zoom Call.

### **Close of Meeting**

**Moved by:** Omar Kaake

**Seconded by:** Emily Dwornikiewicz

THAT the November 17/20 meeting of the Downtown Cambridge BIA adjourns at 2:03 pm.

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Downtown Cambridge BIA Vice-Chair

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Downtown Cambridge BIA Recording Secretary



**MEETING MINUTES**  
**Board of Management Meeting**  
**December 15/20**

Meeting was cancelled due to no agenda items to be reviewed.