



MEETING MINUTES
Board of Management Meeting
Tuesday, January 8/18 - 1:05 pm

Committee Members in Attendance

Omar Kaake, Mano Duggal, Patrick Simmons, Shane Murphy, Matt Rolleman, Mike Rederer, Mario Gonsalves, Emily Dwornikiewicz, Frank Monteiro, Brian Kennedy, Trevor McWilliams, James Goodram

Guests/Guest Speakers

Not applicable.

Regrets

N/A

Approval of Previous Minutes

Moved by: Omar Kaake

Seconded by: Mike Rederer

THAT the minutes of the Downtown Cambridge Business Improvement Area Advisory Committee meeting of

November 6th and December 4th, 2018 be approved as written.

CARRIED

Update on Legal Matters Closed meeting.

2018 Action Items - Updates

- Downtown Cambridge BIA office lease was reviewed. Costing \$6,268.92 year, the space has become under-utilized. With a lease renewal of February 1st, 2019 discussion on whether to keep the office or let it go was considered. 60 days notice of termination is required.

Moved by: Matt Rolleman

Seconded by: Mike Rederer

CARRIED

THAT the office lease at 55 Ainslie St N, Cambridge not be renewed.

- Brian Kennedy reviewed the status on the garage receptacle pilot project. City approved the project. Currently awaiting a response from the Region of Waterloo Waste Management. If approved manufacturing will take approximately 4 weeks.

- Brian Kennedy shared a correction to the quantity of snowflakes purchased with the 2018 50/50 money from 21 snowflakes to 22 snowflakes.
- The BIA's request for power receptacles near the trees in the Upper Main Street design was submitted.
- Discussion regarding possible meeting space for the Downtown Cambridge BIA board meetings were reviewed. City Hall is unable to secure the same meeting room for all monthly meetings set for this year. The third-floor meeting room at the Old Post Office - Idea Exchange is available at no charge to the BIA. It was decided to book the Old Post Office - Idea Exchange's meeting room for the February meeting.

Business Activity Tracking

- Patrick Simmons shared concerns on the rumours of businesses opening and closing downtown and if we have the capability to track accurately when stores open and close. Brian Kennedy suggested that he can provide these details to the board on a monthly bases starting January 2019.
- There was a discussion around creating Exit Interviews for stores that plan to close to gather insight into why they are closing. The preliminary development of an Exit Form/Survey to be developed by Brian Kennedy.
- The topic of business traffic, sales, etc. reporting was reviewed in an effort to collect data.
- The importance of positive messaging was discussed and the need for "good news" media attention.
- Mario Gonsalves shared the concept of the "Win This Space" competition. Brian Kennedy to review project scope and report to the BIA of the feasibility to execute this concept in Downtown Cambridge.

Board of Directors 2019 - 2022 Term - Elected Positions

Trevor McWilliams facilitated the election process for the Downtown Cambridge BIA board positions.

Mario Gonsalves nominated Omar Kaake. Seconded by Matt Rolleman.

Omar Kaake accepted the nomination.

With no other nominations Omar Kaake is Chair of the Downtown Cambridge BIA.

Mano Duggal nominated Patrick Simmons for Vice-Chair. Seconded by Emily Dwornikiewicz.

Patrick Simmons accepted the nomination.

Frank Monteiro nominated Shane Murphy for Vice-Chair. Seconded by Omar Kaake.

Shane Murphy accepted the nomination.

Vote called for Vice-Chair position. Two in favour of Patrick Simmons, five in favour of Shane Murphy.

Shane Murphy is Vice-Chair of the Downtown Cambridge BIA.

Mario Gonsalves nominated Mike Rederer for Secretary Treasurer. Seconded by Frank Monteiro.

Mike Rederer accepted the nomination.

With no other nominations Mike Rederer is Secretary Treasurer of the Downtown Cambridge BIA.

Brian Kennedy to be appointed Executive Director of the Downtown Cambridge BIA.

Moved by: Shane Murphy

Seconded by: Mano Duggal

CARRIED

THAT Brian Kennedy is Executive Director of the Downtown Cambridge BIA.

Updates from Frank Monteiro

- Discussion on Consumption Treatment Services and the proposed location at 150 Main Street. The interim by-law still stands at this point. BIA letter of support requested.
- Special event ideas and possible attractions such as a skating rink were reviewed to draw the community downtown.
- The development of subcommittees were reviewed. Special Events, Beautification, Marketing/Promotion, and Business Development. Discussion of Black Ambassadors were also considered, electing up to 6 board members to circulate and gather information from businesses and a liaison between the BIA board and the membership.

Cambridge Sign on Main Street

- Trevor McWilliams shared a graphic that will be installed in the Upper Main Street streetscape. Location to be at the corner of Shade Street and Main Street. The office plans had Galt City Centre named on the sign. Consideration was given to change the sign to Downtown Cambridge. It was decided to change the name to Downtown Cambridge on the streetscape sign.

Matt Rolleman left the room at 2:25 pm.

Business Improvement Association Strategic Plan

- Reviewed development of a strategic plan for Downtown Cambridge. Discussion was held around the hiring of a consultant to perform a market assessment and visioning sessions to aid in the development of a strategic plan. City to review if they can assist in the development of the market assessment.
- The advocacy role of the Downtown Cambridge BIA was discussed. Patrick Simmons suggested the implementation of policies that the BIA stand behind to share one voice.

End of Session - 2:49 pm

Next Meeting

The next meeting will be held on February 5th, 2019 at 1:00 pm Old Post Office, Idea Exchange

Close of Meeting

Moved by: Omar Kaake Seconded by: Mike Rederer THAT the January 8/18 meeting of the Downtown Cambridge Business Improvement Area Advisory Committee adjourns at 2:49 pm.

Downtown Cambridge BIA Chair

Downtown Cambridge BIA Recording Secretary