



**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.

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*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.

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*Downtown Cambridge BIA Chair*

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*Downtown Cambridge BIA Recording Secretary*



**MEETING MINUTES**  
**Board of Management Meeting**  
**Tuesday, February 5/19 - 1:10 pm**

**Committee Members in Attendance**

Omar Kaake,, Patrick Simmons, Shane Murphy, Matt Rolleman, Emily Dwornikiewicz, Brian Kennedy, Trevor McWilliams, James Goodram, Nicholas Ermeta.

**Guests/Guest Speakers**

Not applicable.

**Regrets**

Mano Duggal, Mike Rederer, Mario Gonsalves,

**Approval of Previous Minutes**

Moved by: Omar Kaake

Seconded by: Matt Rolleman

THAT the minutes of the Downtown Cambridge Business Improvement Area Advisory Committee meeting of January 8th, 2019 be approved as written.

CARRIED

**City Updates from James Goodram**

- There was a discussion around development charges and the BIA assisting with having them waived.

**Update on Legal Matters**

Closed meeting.

**Strategic Plan**

- James Goodram and Trevor McWilliams discussed the opportunity to obtain funding assistance with the development of a Strategic Plan for the Downtown Cambridge BIA. It was shared that our 50/50 monies may be used for this project. Brian Kennedy to reach out to a couple of consulting companies to set a date for a meeting with the board outside regular meetings. Further discussion was had on Marketing of the BIA and the opportunity to introduce a local agency to assist with accomplishing some projects. Open discussion on priorities and concerns were shared with the difficulty around develop and insight into the status of vacancies downtown.

**Development of BIA Committees and Block Ambassadors**

Moved by: Shane Murphy

Seconded by: Emily Dwornikiewicz

THAT we will create three subcommittees of the BIA:

**Beautification and Operations** *Chaired by Shane Murphy. Marketing and Special Events* *Chaired by Emily Dwornikiewicz. Business Development* *Chaired by Patrick Simmons.*

CARRIED

**BIA Spring Social**

- Discussion on the Spring Social. 13 Food + Beverage has been considered for the location. Tentative date for Tuesday, May 14th at 6:00 pm.

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*End of Session - 2:47 pm*

**Next Meeting**

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

**Close of Meeting**

Moved by: Omar Kaake

Seconded by: Shane Murphy

THAT the February 5/19 meeting of the Downtown Cambridge Business Improvement Area Advisory Committee adjourns at 2:47 pm.

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*Downtown Cambridge BIA Chair*

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*Downtown Cambridge BIA Recording Secretary*



**MEETING MINUTES**  
**Board of Management Meeting**  
**Tuesday, March 5th/19 - 1:12 pm**

**Committee Members in Attendance**

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

**Guests/Guest Speakers**

Not applicable.

**Regrets**

N/A

**Approval of Previous Minutes**

Moved by: Omar Kaake

Seconded by: Emily Dwornikiewicz

THAT the minutes of the Downtown Cambridge Business Improvement Area Advisory Committee meeting of February 5th, 2019 be approved as written.

CARRIED

**City Updates from Trevor McWilliams**

- It was announced that security improvements to the cores for the summer of 2019 (former CCAP program). Building on the feedback from the BIAs and other customers, it was negotiated with Barber Collins Security to provide security services in the 3 cores 7 days a week (8am-midnight) this summer from Victoria Day to Labour Day. The security staff will have a vehicle available to travel between the three cores, while providing a walking/biking patrol and uniformed presence to improve security.

- Updates on 401 construction to take place in Fall 2019 - 2022.
- Security Cameras phase two has started. Installation will start Spring 2019.
- Main Street construction will start April 2019. Letters were distributed by Jeff Nyenhuis whom has resigned from City of Cambridge. The new contact is Steven Huang.
- Dickson Street reconstruction design meeting with stakeholders will be taking place in the coming weeks. BIA representation is encouraged to attend.

*Mike Rederer entered the room at 1:22 pm.*

**Update on Legal Matters**

Closed meeting.

### **Letters of Support**

- The process for writing letters of support on behalf of the BIA was reviewed. It was agreed that letters be transcribed by Brian Kennedy once a position by the board is taken and that the letter is then shared with the board for final approval.

Moved by: Shane Murphy

Seconded by: Matt Rolleman

THAT we will formulate a letter to Mayor and Council sharing our position in support of the By-Law 55-18 be upheld to exclude consumption treatment sites in the downtown core area and recommend that the City develop a Social Services Master Plan.

*CARRIED*

### **Beautification**

- The pilot garbage receptacles will be ready for installation late March or Early April weather depending. The two locations for the pilot project are Water Street S outside Play with Clay and lower Main Street outside Forchs Record Store.
- It was discussed that the City wanted a recommendation of the placement of a pedestrian traffic counter downtown. It was recommend that it be placed on lower Main Street near the Bank of Montreal.
- Shane and Brian are meeting with Nathan Lantz, Supervisor of Operations Horticulture, to review location of planter pots, hanging baskets, and garbage receptacles.

### **Marketing/Special Events**

- Emily reviewed a proposal to have her pilot the management of the BIA social media platforms for a 4-week term to generate engaging content for the BIA. At the next meeting a performance review will be shared and a determination on the level of commitment required to continue the service will be shared along with the cost.

### **E-Bolt Music - Event Sponsorship Request for Backlot Session**

- Event sponsorship request was submitted from E-Bolt Music for the next season of Backlot Sessions. There will be 22 sessions at a request of a \$250 sponsorship per show. The total request for sponsorship was \$5,500.

Moved by: Mario Gonsalves

Seconded by: Emily Dwornikiewicz

THAT we will sponsor E-Bolt Music's 22 Backlot Sessions for the 2019 season for a total of \$5,500.

*CARRIED*

### **Cambridge Urban Adventure Race - Event Sponsorship**

- A request for a \$600 sponsorship of the Cambridge Urban Adventure Race set to take place on Sunday, May 5th, 2019 in downtown Cambridge.

Moved by: Mike Rederer

Seconded by: Mano Duggal

THAT we will sponsor Cambridge Urban Adventure Race 2019 for the amount requested of \$600.

*CARRIED*

### **BIA Spring Social**

- Discussion on the Spring Social to be held at 96 Grand Ave, Gaslight Hip Development. Tentative date for the Spring Social is set for Tuesday, May 14th, at 6:00 pm.

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*End of Session - 2:48 pm*

### **Next Meeting**

The next meeting will be held on April 2nd, 2019 at 1:00 pm Old Post Office, Idea Exchange

### **Close of Meeting**

Moved by: Omar Kaake

Seconded by: Shane Murphy

THAT the March 5/19 meeting of the Downtown Cambridge Business Improvement Area Advisory Committee adjourns at 2:45 pm.

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*Downtown Cambridge BIA Chair*

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*Downtown Cambridge BIA Recording Secretary*



**MEETING MINUTES**  
**Board of Management Meeting**  
**Tuesday, April 2nd/19 at 1:00 pm**

**Committee Members in Attendance**

Omar Kaake, Shane Murphy, Patrick Simmons, Matt Rolleman, Mano Duggal, Emily Dwornikiewicz, Nicholas Ermeta, Trevor McWilliams, Brian Kennedy

**Regrets**

Mike Rederer, Mario Gonsalves

**Guest(s) in Attendance**

Mayor McGarry, Brian Geerts (Ambassador Team), Andy Hassum (Ambassador Team), Dennis Purcell (Chief Building Official, City of Cambridge)

**Approval of Previous Minutes**

**Moved by:** Omar Kaake

**Seconded by:** Shane Murphy

THAT the minutes of the Downtown Cambridge Business Improvement Area Association meeting of March 5th, 2019 be approved as written.

**CARRIED**

**Opening remarks from Mayor McGarry**

- Round table introductions. Mayor McGarry applauded the BIA's ongoing efforts with core area revitalization and attracting businesses to the core. Mayor McGarry encouraged the BIA to continue developing creative initiatives and she will see to it that they are seen and heard.

**Presentation from Mr. Dennis Purcell, Chief Building Official - City of Cambridge**

- Insight into the building code act, department challenges, and processes.

**Ambassador Team Review from City of Cambridge - Parks Recreation and Culture**

- Ambassador team identified that there were issues and concerns with the performance in 2018. Survey to BIA members results were reviewed.
- Brian Geerts shared that security will no longer be part of the Ambassador Team service and that a company is now contract to patrol the core areas this summer.
- Flower baskets will now be purchased by the City and contracted out for watering services.
- New garbage truck and staff will allow the Ambassador Team to collect garbage themselves.
- New steamer will aide with weeds on sidewalks.
- Planter pots have been relocated under the BIA's direction.
- New pedestrian counter will be installed on Main Street.
- New pilot garbage sensor will be installed to alert garbage levels that required dumping.

**Beautification Update**

- Review of proposed Dickson Street Lot redesign. Shane Murphy shared concerns in the reduced number of parking spots proposed in the redesign.

**Moved by:** Omar Kaake

**Seconded by:** Shane Murphy

THAT BIA issue a letter requesting proposed design of the Dickson Street Lot be revised to minimize the number of reduced parking spaces originally proposed.

**CARRIED**

**Development Charges**

- Discussion of development charges possibly being reinstated by Region. BIA agreed that it is important to keep the development charge exemption in Cambridge. Letter to be drafted and circulated by email for approval.

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End of Session - 3:00 pm

Next Meeting The next meeting will be the BIA Spring Social May 14th, 2019.

**Close of Meeting Moved by:** Omar Kaake

**Seconded by:** Shane Murphy

THAT the April 2/19 meeting of the Downtown Cambridge Business Improvement Area Advisory Committee adjourns at 3:00 pm.

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Downtown Cambridge BIA Chair

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Downtown Cambridge BIA Recording Secretary



## **MEETING MINUTES**

### **Board of Management Meeting**

Our Spring Social served as our meeting in May, 2019, therefore there are no formal notes.



**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.

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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.

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Downtown Cambridge BIA Chair

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Downtown Cambridge BIA Recording Secretary



**MEETING MINUTES**  
**Board of Management Meeting**  
**Tuesday, July 16/19 at 1:19 pm**

**Committee Members in Attendance**

Omar Kaake, Shane Murphy, Patrick Simmons, Mario Gonsalves, Matt Rolleman, Mano Duggal, Emily Dwornikiewicz, Nicholas Ermeta, Trevor McWilliams, James Goodram, Brian Kennedy

**Approval of Previous Minutes**

**Moved by:**

**Seconded by:**

THAT the minutes of the Downtown Cambridge Business Improvement Area Association meeting of April 2nd, 2019 be approved as written.

**CARRIED**

**City Updates - James Goodram, Economic Development**

- Discussion on University of Waterloo Expansion.
- Recap of Core Areas Transformation Fund proposal.

**City Updates - Trevor McWilliams, Economic Development**

- Development charge exemption in Core Areas remain in effect.
- Digital Main Street has had great success so far this year.
- Municipal Accommodation Tax has been reviewed with the three BIA's

**Lower Main Street Heritage District Upkeep Motion (Revised)**

**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.

**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.**

**Board Role of Treasurer**

BIA has hired a Bookkeeper but also requires a Secretary Treasurer with the departure of former Secretary Treasurer, Mike Rederer. Patrick Simmons agreed to take on the role.

**Moved by:** Mano Duggal

**Seconded by:** Emily Dwornikiewicz

**THAT** Patrick Simmons is Secretary Treasurer of the Downtown Cambridge BIA.

**CARRIED**

## **Signage Grant Applications**

Thirteen Food + Beverage submitted a signage grant for \$1,500.

**Moved by:** Emily Dwornikiewicz

**Seconded by:** Mano Duggal

**THAT** Thirteen Food + Beverage be granted \$1,500 funding for Signage Grant.

**CARRIED**

Sugar Daddies submitted a signage grant for \$1,500.

**Moved by:** Mano Duggal

**Seconded by:** Mario Gonsalves

**THAT** Sugar Daddies be granted \$1,500 funding for Signage Grant.

**CARRIED**

**Trevor McWilliams advised that the BIA ensure all applications apply for appropriate sign permits through the City of Cambridge.**

## **Special Events**

### **Downtown Cambridge Potters' Market 2019**

On Saturday, September 28th we are looking to hold the second annual Downtown Cambridge Potters' Market. This year we are projecting an increase in vendors and have yet again aligned with Culture Days with City of Cambridge. We require a budget approval of \$1,500 for the event.

**Moved by:** Emily Dwornikiewicz

**Seconded by:** Omar Kaake

**THAT** \$1,500 budget be approved for the Downtown Cambridge Potters' Market.

**CARRIED**

### **Downtown Cambridge BIA Expansion**

Review of initial BIA boundary expansion opportunities Downtown Cambridge. Discussion took place around the process for executing the expansion. It was agreed to hold off on approving the draft boundary expansion and to create a sub group of interested board members to meet and review options more in-depth.

### **Advertising**

Review of Summer Photoshoot itinerary was shared with the board. The photoshoots have been successful in creating content for BIA platforms.

### **Beautification Updates**

Review of the Garbage Pilot project was briefly discussed. Concerns over residential tenant usage was raised. Brian Kennedy, Omar Kaake, and Mario Gonsalves to discuss further at a later time and bring a report back to the BIA.

### **BIA Meeting and Summer Social**

BIA Summer Social to take place at Milestone Integrated Marketing on Tuesday, August 20th , catered by Thirteen Food + Beverage. BIA August Board Meeting is cancelled.

**Galt Love Stickers**

Board approved \$250 for Galt Love Stickers.

**Moved by:** Emily

**Seconded by:** Mario

**THAT** we approve \$250 for production of Galt Love stickers.

**CARRIED**

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End of Session - 2:58 pm

Next Meeting The next meeting will be on Tuesday, October 1, 2019.

**Close of Meeting Moved by:** Omar Kaake

**Seconded by:** Shane Murphy

THAT the July 16/19 meeting of the Downtown Cambridge Business Improvement Area Advisory Committee adjourns at 3:00 pm.

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Downtown Cambridge BIA Chair

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Downtown Cambridge BIA Recording Secretary



**MEETING MINUTES**  
**Board of Management Meeting**  
**Tuesday, August 20/19 at 6:00 pm**

Our Summer Social served as our meeting in August, 2019, therefore there are no formal notes.



**MEETING MINUTES**  
**Board of Management Meeting**  
**Tuesday, September 10/19 at 1:05 pm**

**Committee Members in Attendance**

Omar Kaake, Matt Rolleman, Emily Dwornikiewicz, Laura Pearce, Brian Kennedy

**No Minutes to Approve due to Summer Social Event in August.**

**City Updates**

Ambassador Team security team is now on part-time hours starting Labour Day to Thanksgiving.

Fall BIA Summit is on October 22nd 6pm - 8pm (tentative), Brian Geerts, Manager of Operations: Forestry and Horticulture with the City of Cambridge and Waterloo Region Police Services representative will be invited.

Street-sweeper scheduled to be operational this year has been delayed due to some specifications that needed to be changed to the unit.

Phase two security cameras are now up and running.

The Dickson Street parking lot is still with Senior Management.

Third-party advertising is not permitted at this time. A report is planned to go to Council on September 17th. This was raised by the BIA for the potential capital project of a digital directory installation.

September 17th the BIA's request to Council for Lower Main Street Heritage District Upkeep will be brought forward by Councillor Nicholas Ermeta to Council.

2020 BIA proposed budgets must be submitted by November 2019.

A new BIA auditor has been selected and associated fees will be confirmed and circulated for 2020.

**Beautification and Operation Updates**

Downtown Cambridge Parking Recommendations

**Approved Recommendation(s):**

**THAT** Mill Street Lot remain paid (Monday - Friday 9 am - 6 pm)

**AND THAT** new parking signs be installed on Main Street, Ainslie Street, and Wellington Street to direct motorists to the Mill Street Lot as an extended stay Paid option.

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**THAT** Dickson Street Lot be instated as 2-Hour Free parking.

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**THAT** all daytime parking lot regulations only be in effect Monday - Friday 9 am - 6 pm, leaving Saturdays and Sundays unrestricted.

**AND THAT** all parking lot signs in Galt be updated to reflect these regulations.

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**THAT** Wellington South Lot change the Rate Zone for Daytime and Residential parking permits from Zone 2 rate (\$70/month) to Zone 3 Rate (\$60/month) effective January 1, 2020.

We also want to express the BIA board's interest to be actively involved in the Parking Master Plan should it be approved by the Council.

#### **Cigarette Butt Receptacles**

The recommendation is to purchase two cigarette butt receptacles to pilot on upper Main Street. Cigarette butts continue to be a problem on our streets, with the completion of the new streetscape, this would be an ideal time to pilot a receptacle to aid in reducing cigarette butts. The cost per unit is \$560.

#### **Street pole Banners**

Support from the BIA's for the Creative Capital of Canada has manifested in street pole banners across the Region. Kitchener and Waterloo now have their banners installed supporting the movement.

#### **Digital Screen Display**

Potential capital project for 2020, the purchase of a single-sided digital display unit would cost approx. \$23,000. Brian Kennedy to breakdown service, software, and associated fees for different models and functions. With the preliminary location set for Water Street South, on City property, we must obtain approval first. Third-party advertising could play an important part in offsetting costs for the maintenance and software for the unit and should be addressed ahead of purchase.

#### **Tree Lighting on Main Street**

2018 BIA approved to purchase and installation of white lights for the Main Street Trees. The installation will take place once upper Main Street tree installations are completed later this fall.

#### **BIA Boundary Expansion**

A discussion was had around the proposed expansion of the BIA. It was shared that it may be best to wait until the development of the 5-year strategic plan for the core areas that Economic Development has proposed for 2020. The BIA can begin the process anytime to secure interest from businesses outside the existing boundary.

## **Special Events Update**

Annual General Meeting was tentatively looked at for Thursday, November 14th from 6 pm - 8 pm. Brian Kennedy to confirm the date.

BIA Summit proposed items for itinerary were shared including Core Area Transformation Fund, Municipal Accommodation Tax, 2020 Joint Initiatives, and the Ambassador Team.

## **Advertising and Marketing Updates**

The summer photoshoot was a success. The fall season photoshoot will take place in October and the last photoshoot for the year will take place in November and will be more product, gift guide focused.

Brian Kennedy met with Chris Thiessen from Toque Magazine and secured the Downtown Cambridge BIA a 6-page photo spread in the next four issues of TOQUE (one-page preamble plus five full-page portraits of shop owners, characters, etc). The cost for this first spread would cost \$2,000 plus HST while future spreads are 3,000 plus HST. Brian Chris also discussed incorporating the other two Cambridge BIA's, Hespeler Village and Preston, in future TOQUE issues to aid in the collective promotion of Cambridge.

The creation of a 2020-2021 look-book for downtown Cambridge was discussed. This would be a tool for new businesses looking to potentially locate downtown and share with the broader community. Key information including successful business features, highlighting our member resources, and sharing interesting stats and new developments, will be strategically placed within the marketing piece to ensure both potential businesses, as well as the broader community, can enjoy the publication's content.

## **Completed over Email**

The following items were voted on and approved via email/online voting poll:

### **- Parking Recommendations to Staff and Council**

The parking recommendations will be brought to City Staff and Council at the General Committee meeting on October 1, 2019 at 7:00 pm.

### **- Cigarette Butt Receptacles**

The installation of 2 receptacles will move forward at a cost of \$1,120 (plus applicable taxes). These will be installed on Upper Main Street as part of a pilot project.

### **- Advertising Downtown Cambridge in TOQUE Magazine**

Downtown Cambridge BIA will do a 6-page photo spread in the next four issues of TOQUE (one-page preamble plus five full-page portraits of shop owners, characters, etc). The cost for this spread would cost \$2,000 plus HST.

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End of Session - 2:42 pm

Next Meeting The next meeting will be on Tuesday, November 5, 2019.

**Close of Meeting Moved by:** Omar Kaake

**Seconded by:** Emily Dwornikiewicz

THAT the September 10, 2019 meeting of the Downtown Cambridge Business Improvement Area Advisory Committee adjourns at 2:42 pm.

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Downtown Cambridge BIA Chair

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Downtown Cambridge BIA Recording Secretary



**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.

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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.

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Downtown Cambridge BIA Chair

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Downtown Cambridge BIA Recording Secretary



**MEETING MINUTES**  
**Board of Management Meeting**  
**Tuesday, November 5/19 at 1:10 pm**

**Committee Members in Attendance**

Omar Kaake, Shane Murphy, Emily Drouillard, Mario Gonsalves, Mano Duggal, Patrick Simmons, Nicholas Ermeta, Brian Kennedy

**Regrets**

Matt Rolleman, Laura Pearce

**Approval of Previous Minutes**

**Moved by:** Shane Murphy

**Seconded by:** Patrick Simmons

THAT the minutes of the Downtown Cambridge Business Improvement Area Association meeting of October 1, 2019 be approved as written.

**CARRIED**

**City Updates**

BIA Executives are invited to meet with Transportation staff to review new Parking enforcement technology. The BIA Board acknowledged that the 15 minute grace period currently in place by the City is not being followed by by-law enforcement and must be addressed.

Nicholas Ermeta shared that the City Clerk is reviewing the Motion he is putting forth surrounding the enforcement of the City's Property Standards for heritage buildings as requested by the BIA.

**Security Services for the Downtown**

Security services through the City of Cambridge's Ambassador Team, as currently contracted with Barber-Collins, was reviewed. The Board agreed to investigate other security companies in the area and have them meet with us to review their services and proposed solutions for the issues facing downtown. Meeting date to be determined at a later date.

**Downtown Cambridge Publication**

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.

**Moved by:** Emily Drouillard

**Seconded by:** Patrick Simmons

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

**CARRIED.**

### **Truck Traffic Downtown**

Concerns around truck traffic downtown were shared. The Board agreed that truck traffic must be removed from the downtown. The Board agreed to put a motion forward pertaining to the removal of truck traffic downtown.

**Moved by:** Omar Kaake

**Seconded by:** Mano Duggal

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

**CARRIED.**

### **Motions to Council**

The Board agreed to come forward with a Council Motion at every board meeting and that it goes directly to City Clerk and request that it appears on the earliest Council agenda.

**Moved by:** Mano Duggal

**Seconded by:** Emily Drouillard

**THAT** Board agrees to come forward with a Council Motion at every board meeting and that it goes directly to City Clerk and request that it appears on the earliest Council agenda.

**CARRIED.**

### **Galt Love**

Eric Bolton shared updates on Galt Love and reviewed their Winter Love event slated for February 7th, 2020. The Board agreed that Galt Love is an arts, events, and cultural resource to the downtown and where appropriate, the BIA will support ongoing initiatives.

### **Signage Grant Applications**

Chair, Omar Kaake, appointed Brian Kennedy to review and approval Signage Grant applications.

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End of Session - 2:55 pm

Next Meeting will be on Tuesday, December 3, 2019.

**Close of Meeting Moved by:** Omar Kaake

**Seconded by:** Emily Drouillard

THAT the November 5, 2019 meeting of the Downtown Cambridge Business Improvement Area Advisory Committee adjourns at 2:55 pm.

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Downtown Cambridge BIA Chair

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Downtown Cambridge BIA Recording Secretary



## **MEETING MINUTES**

### **Board of Management Meeting**

Meeting did not meet quorum in December, 2019, therefore there are no formal notes.