



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.

Downtown Cambridge BIA Vice-Chair

Downtown Cambridge BIA Recording Secretary