



MINUTES

**Business Improvement Assoc.
Board of Management Meeting
June 12, 2017
City Hall, Second Room
50 Dickson Street
Cambridge, Ontario**



Board Members in Attendance: Graham Braun (Acting Vice Chair), Paul Fortune, Joanne Malone, Omar Kaafe

Regrets: Councilor Frank Monteiro, Michael Rederer,

BIA Staff in Attendance: Andrea Stebbings

City Staff: Trevor McWilliams

Guest in Attendance: Mayor Doug Craig & Shannon Noonan

Meeting Called to Order

The regular meeting of the Business Improvement Association Board of Management meeting was held at City Hall, Second Room, 50 Dickson Street, Cambridge, Ontario. Graham Braun welcomed everyone present and called the meeting to order at 6:00 p.m. and the meeting adjourned at 8:30 p.m.

Guest Mayor Doug Craig

Mayor Craig addressed concerns of board members with reference to the various issues regarding homelessness, panhandling, needles, drugs and overall general feeling of unsafe in the downtown core. Downtown Galt is saturated with social service agencies causing overcrowding at the Cambridge Shelter and Cambridge Food Bank. This has become evident in epidemic proportions and is effecting the community of Cambridge in particular downtown Galt. These concerns and issues need to be addressed sooner than later. Mayor Craig & some council members will be meeting with the Region and Waterloo Regional Police to come up a plan to help deal with these problems. Communication is the key to addressing these issues.

Joanne Malone & Paul Fortune, business owners in the core have expressed their frustration at the inability to do anything about the above noted problems. More police presence is needed in Cambridge, once again particularly in Galt. Paul & Joanne would like answers as to what is being done to bring this situation under control. Their livelihood relies on customers and an unwanted person in their place of business does not

encourage a shopper to come into their store. Vomit, feces, dirty clothing & drug paraphernalia are just a few of the things that are found in their doorway when they come to open their store in the morning. Drug deals happening in broad daylight, panhandling, homeless & drug addicts loitering on the streets and the apparent inability of the police or the social service agencies to control those individuals brings a negative impact to the core.

Juliana Petrovich & James Etienne as per Shannon Noonan

Transportation & Public Works was required to establish a Parking Work Group consisting of representatives from the BIA's who worked collectively together to come up with manageable, viable solutions for parking in the 3 core areas. Senior staff requested a survey to be sent out to each of the BIA memberships to gather final comments before going to council. Several concerns were expressed with the recommendations by board members. With the introduction of the survey business owners will attend city council as delegates to express their concerns over the parking recommendations. Graham Braun has requested a cost analysis of parking fees from Transportation and Public Works.

Declarations of Pecuniary Interest

There were no declarations of pecuniary interest.

Motion to Adopt Minutes of May 8, 2017

Moved by: Graham Braun
Seconded by: Joanne Malone

THAT the Minutes of the Business Improvement Association Board of Management meeting of May 8, 2017 be approved.

Carried

Motion to Adopt Financials of May 31, 2017

Moved By: Graham Braun
Seconded By: Joanne Malone

THAT the financials of the Business Improvement Association Board of Management meeting of May 31, 2017 be approved.

Carried

City Update – Trevor McWilliams

City Wide Parking Review is ongoing. There is a Stakeholders meeting to discuss a proposed Secondary Plan for the Galt City Centre. To be held on Monday, June 26 in the Bowman Room at City Hall. Digital Lighting for the Ideas Exchange has been

approved by council for 2018. Work on the Pedestrian Bridge to begin mid-June 2017. Wellington Street construction to be completed mid-June 2017

Committee Updates

Marketing & Advertising (Paul Fortune)

Second wave of our radio campaign has begun for the two weeks leading into Father's Day including qualifiers for a Downtown Cambridge BIA \$50 gift card. Pamela from Art of Home will take lead on ad development with Grand Magazine for Christmas In Downtown ad campaign. Video campaign is in market with our Welcome Explore Dine & Shop campaign as well as the Mill Race Cruisin and Galt Grandfest videos. KFun has proposed a three week radio campaign (vs. two) leading into Grandfest and is supporting with 6 additional ad spots. They will also join us with their mobile unit at Grandfest. Social media requires additional budget...see additional notes on board budget review and discussion.

Beautification Committee (Joanne Malone)

The committee met Wednesday June 7th. We are on track with flowers and banners. Some vinyl has been applied to empty store fronts and we are working on getting the rest done. We have an idea for posters that can be put up in empty storefront windows that would be more economical. We have to design and price these posters. More planning is required to have planters installed in the downtown core. That planning is "in the works". We now have a concerted effort to seeing that the weeding will be looked after in the core. There is a particular problem in the parking lots. We meet again July 5th 8:00 am at the BIA Office.

Events (Andrea Stebbings)

Mill Race Cruisin is underway and proving to be a successful event bringing many visitors to the downtown area. The next Cruisin Night is Wednesday, June 14. Grandfest planning is underway. Marketing materials have been distributed with 3000 postcards sent as mail outs and 2000 postcards hand delivered to businesses.

Budget (Andrea Stebbings)

Funds have been reallocated to other line items within the budget. Direction to be given to the bookkeeper to make the necessary changes in the financial reports.

Items for Discussion (Andrea Stebbings)

Gentle Reminder to be forwarded to members for the Q & A to be held on the 27th at Monigrams. Upcoming meetings will be held with City staff, Waterloo Regional Police & BIA to discuss recurring issues in the downtown core with regards to homelessness, panhandling, drug issues, vagrancies and criminal activity.

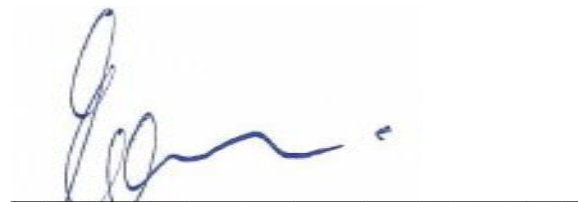
Close of Meeting

Moved by: Graham Braun
Seconded by: Paul Fortune

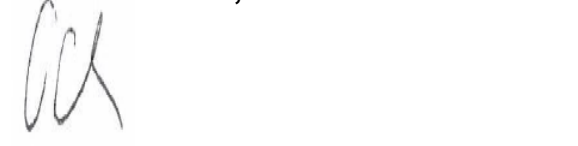
THAT the Business Improvement Association, Board of Management Meeting of June 12, 2017 does now adjourn at 8:00 p.m.

CARRIED

Next Board Meeting: September 11, 2017

A handwritten signature in blue ink, appearing to read "Graham Braun", written over a horizontal line.

Graham Braun, Vice Chair

A handwritten signature in blue ink, appearing to read "Paul Fortune", written over a horizontal line.

