



## MINUTES

**Business Improvement Assoc.  
Board of Management Meeting  
May 8, 2017  
City Hall, Second Room  
50 Dickson Street  
Cambridge, Ontario**



**Board Members in Attendance:** Graham Braun (Acting Vice Chair), Paul Fortune, Michael Rederer, Joanne Malone

**Regrets:** Councilor Frank Monteiro, Trevor McWilliams

**BIA Staff in Attendance:** Andrea Stebbings

**Guest in Attendance:** Omar Kaafé & Kevin Sinclair (Intrigue Media)

### **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 8:00 p.m.

### **Declarations of Pecuniary Interest**

There were no declarations of pecuniary interest.

### **Motion to Adopt Minutes of April 10, 2017**

Moved by: Paul Fortune

Seconded by: Joanne Malone

THAT the Minutes of the Business Improvement Association Board of Management meeting of April 10, 2017 be approved.

### **Motion to Adopt Financials of April 30, 2017**

Moved By: Graham Braun

Seconded By: Michael Rederer

THAT the financials of the Business Improvement Association Board of Management meeting of April 30, 2017 be approved.

### **City Update – Andrea Stebbings as per Trevor McWilliams**

Security cameras have been approved by council. Installation of cameras has yet to be determined. They will be placed within the downtown core with input from the police and BIA. Wellington Street construction is near completion, a final date is TBD.

### **Committee Updates**

#### **Marketing & Advertising (Paul Fortune)**

- Radio campaign with CKWR has begun. We will do our first Downtown BIA Gift Certificate giveaway at the end of this campaign providing us significant additional mentions and coverage throughout the giveaway week.
- Grandfest radio campaign with KFun is in process.
- Kevin from Intrigue Media was present to provide us greater insight to the value and components of a successful Social Media campaign. Team to review budget and Paul to follow up with Kevin on the go forward decision.

#### **Beautification Committee (Joanne Malone)**

- Banners are approved and ready to order. There is one set of just Remembrance Day Banners are then another set of three designs – Dine & Shop, Welcome and Explore. 35 banners per set.
- Beautification is waiting on City response to the To Do list. The most pressing matter at this time is the lampposts. Ideally the lampposts would be painted and or repaired before the banners go up as well as the flowers.
- Committee is looking into concrete planters on each of the Downtown BIA area blocks. Items to research – cost, size, acceptability with the city of size and placement, what to plant and sponsorship of the planters by business owners and or property owners.
- Committee is pricing vinyl window covers for the empty storefront windows on lower main. We are working with Perimeter to determine who will pay for these or possibly share the costs. We are getting three quotes.

**Events (Andrea Stebbings)**

- Mill Race Cruise - first car show is May 10 at 6pm on Water Lot #2.
- Final planning is underway for the Cambridge International Street Festival to be held June 24 & 25.
- Galt Grandfest planning is also in the final stages of planning.

**Budget (Andrea Stebbings)**

- Michael Rederer and Graham Braun will meet with Andrea in the BIA office to review budget with new bookkeeper.

**Items for Discussion (Andrea Stebbings)**

- Q & A scheduled for June 27. To be held at Monigrams at 6pm. Notification will go out in newsletter from Paul Fortune.
- CCAP Program has started for this season 2017
- Responses from city staff to the BIA To Do List are still pending
- Police presence in the downtown core was addressed with direction given to BIA staff to follow up with city staff and police to request a meeting to discuss concerns.

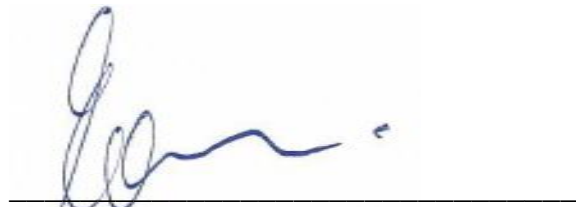
**Close of Meeting**

Moved by: Graham Braun  
Seconded by: Paul Fortune

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

CARRIED

**Next Board Meeting: June 12, 2017**



**Graham Braun, Vice Chair**



