



MINUTES

**Hespeler Business Improvement Area Annual
General Meeting
Bossa Nova, 35 Queen St. E, Cambridge
September 8, 2024, 6:30 - 8pm**

Committee Members in Attendance: Saul Resendiz - Sazon, Marina Gigovic - Blooms of Paradise, Danna Greer - Indulge, Chair – Cory de Villiers, Tim Hilborn - Hilborn & Konduros, Mike Napier - Ernie's Cookhouse, Councillor - Mike Devine, Executive Director - Kelsey Vere

Regrets: Former Executive Director - Robin Steed, Laura Pearce - City of Cambridge

Guests: Cory Kinsmen - Preston BIA and others

Meeting Called to Order

The Chair welcomed everyone present and called the meeting to order at 6:58pm and the meeting adjourned at 7:45pm.

Chair Update: Cory de Villiers

Cory citing the rollercoaster of 2024 so far with going through three Executive Directors in a few short months, whereas normally it's 4-5 years. A lot of resigned and new board members. Treasurer Kenn Norman resigned and now the BIA is looking for a replacement Treasurer. Cory invited those in attendance to volunteer for this role or recommend someone.

Fell short of our goal for 25,000 walk queen visitors - received around 19,000. Denise of Kindness in the Village requested to discuss some issues she faced with walk queen, and Cory invited her to email Kelsey to get her concerns on the agenda for October's meeting. She also requested a breakdown of where the \$8,500 was spent.

Another highlight of the year is the program with EDAC placemaking grant from the City of Cambridge. Dylan, previous social media manager for Hespeler BIA and also worked with the Hespeler Village Market created 3D renderings of the proposed project. Cost of the project is \$50,000. We'll need to fundraise for 50% of the cost of the project, the other 50% would be covered by the EDAC grants if approved.

We were able to engage Explore Waterloo Region with a new product called the Hespeler Mile - an informal pub crawl from one end of Hespeler (Four Fathers Brewing) to the other (Choun Kitchen). We invited their team to Hespeler Village for a tour and a

sample of this product and they were very impressed. They hired a professional influencer to write a blog which has been shared over 5,000 times. Previously, the last post about Hespeler from ExploreWR was pre-pandemic. Cory suggested that all BIA members register as members with ExploreWR to increase our visibility and their support. Cory noted that we have contacts with their CEO if anyone has any products in future we want to share with them for exposure and marketing efforts.

With the limited resources we currently have available, Cory discussed that the 2025 budget was “copied” from 2024. Levies for building owners will not increase. There was a \$4200 surplus from 50/50 funding which will be carried over. Private sponsorships for Walk Queen and such will remain at \$8,500. Cory suggested to increase the Executive Director salary \$1,000, bringing it to \$5,000 because it hasn't been increased in a few years so it should go up with inflation and it's now a combined role with social media and internet services, increasing the scope of the role. A \$1,000 deficit will be made up from our reserves.

Denise proposed to expand the BIA to include more businesses. Cory mentioned that this was discussed in the past, and with more resources on the BIA, we plan to look into this again perhaps in 2026. Will need people-power.

The Hespeler Reunion was mentioned to likely occur the first or second weekend of July in 2026. Mike suggested that business prepare for this as we'll expect to receive 10's of thousands of people coming to town.

Mike mentioned that the Veterans Banners are being expanded into Forbes Park this year.

Cory mentioned that we need a representative to be on the Lights Committee to organize Christmas displays and events. Tara has traditionally done this but had to step back for medical reasons. She's coming back in October so we'll see then if she has interest in picking this role back up. Denise mentioned she will ask for tree donations for the centre of the cenotaph. Marina mentioned she has wholesalers who can get lights if we need them. Cory request to add to the October agenda if we can lend out our Christmas lights to BIA businesses - a question for city staff.

Marina made a motion to close the meeting at 7:45pm.
Tim seconded the motion.

Close of Meeting

THAT the September 8th, 2024 meeting of the Hespeler BIA Board meeting does now adjourn at 7:45 pm.

Moved by: Marina
Seconded by: Tim

Next Meeting

The next Hespeler BIA meeting is set for October 9th at 6:30pm. The location is TBD.

Chair – HESPELER BIA

Recording Secretary