

MINUTES - DRAFT

Hespeler Business Improvement Area Committee

JUNE 12, 2024 6:30pm @ Fashion History Museum

Committee Members; Executive Director – Robin Steed, Chair – Cory de Villiers, Treasurer – Natasa de Villiers, Kenn Norman, Danna Greer, Saul Resendiz, Tim Hillborn, Laura Pearce

Regrets; Councillor Mike Devine

Guests: Helen Shwery, Ward 1 Councillor

Meeting Called to Order

The Chair welcomed everyone present and called the meeting to order at 6:30 p.m. and the meeting adjourned at 7:43 pm.

THAT the Hespeler Village BIA Board Approve the May 2024 Minutes as Written.

Moved By: Cory

Seconded by : Kenn

City Update – Laura Pierce

Board By-election

Date extended to generate more interest for new members of the Board. Deadline to apply was June 7, new date is July 5th with an election planned for the July 10 meeting. One nomination so far: Marina from Blooms of Paradise. Hoping to get more people interested. The Executive Director and the Board need to do more door knocking to get candidates. Acclimation can happen if only one person is applying.

Board Meetings Attendance

Without attendees at the meetings, it is difficult to move projects and initiatives forward. Without quorum, a vote cannot happen. ie: sign applications (Bosa Nova and Sazon) being held up for months. Board can't spend any money without approval of the Board. Please let Robin and/or Cory know if they can attend a meeting or not.

Budget Timelines

Due Sept 15, 2024 - Two to three weeks earlier than usual. The Board has to draft a budget and the Board must approve it prior to the Annual General meeting. Then to be reviewed at the AGM – **add this to the July agenda.**

Garbage Collection During Walk Queen

Concerns brought up from businesses and residents, rodents, etc. City looking to make change as sort of a test. Will provide BIA with better service. Possible Saturday AND Sunday collection 6:00 pm and 7:00 pm. City will cover costs. City staff are willing to help out and let the businesses know what is going on.

New Region-wide bins for Garbage Collection (proposal from region)

Cory has concerns regarding the new region-wide garbage collection plans. He is worried about residents in walk-ups and being able to carry down big bins, etc. Region met with the operations team. Still ongoing.

City Update – Councillor Devine not in attendance

Executive Director Update – Robin Steed

Sharing pictures - he wants to set up a Google Photos library so more people can post and share photos of the market and Walk Queen.

Notices of Road Closure - handed out to all businesses on Queen in person

Hespeler Sign - Robin is concerned about the flashing Hespeler sign at Queen and Guelph - could be distracting and needs to be fixed. Little Electric should be contacted to fix this. They can also possibly fix the lights at the gazebo as they are sponsoring Walk Queen with labour (rather than money).

Chair Update: Cory de Villiers

Jacob's Landing Lighting Project - decision on that was to take place today

EXPLORE WATERLOO - Cory made a good headway with them to get Hespeler on the map. There is agreement in principle for them to promote Hespeler Village as a road trip destination. Restaurants, eateries, bars will be called "The Hespeler Mile " for a restaurant/pub crawl. Cory is in touch with a group from the region that is coming down on a Monday to explore the street - he will encourage restaurants to open that Monday. Laura asked him to please **tag the** City of Cambridge in any social media posts regarding this event. There is a meeting on July 8 with their social media person and they will give an idea of their requirements. City, BIA, Waterloo **Region**, Explore Waterloo will make sure we get the most traction around this. There will be a liquor free event, one that showcases the waterfall, etc.

Laura asked that Cory email her the details around all of this and maybe her office can sponsor.

Treasurer Update - Kenn Norman and Natasa de Villiers

Application and approval of Signage (Bosa Nova and Sazon)

Bosa Nova requested \$2,625 plus HST for signage

Kenn made a motion to approve \$1,500 in funding for Bosa Nova signage

Tim seconded the motion.

Cory and Natasa abstained from **voting** due to conflict of interest

Called for vote of approval from all Board members: all agreed, unanimous - motion carried

Sazon requested \$3,873.64 for signage. Cory made a motion to approve \$1,500 in funding for Sazon signage. Kenn mentioned that the total for the signage budget is \$2,900.

Laura says that Cory would have to make a motion to transfer 100 dollars into the signage program to bring to a total of \$3,000 for the year. Natasa asked where that would come from - Kenn let everyone know it would come out of the Tax Appeals and Adjustments category.

Cory made a motion to bring the signage program budget to \$3,000. Kenn seconded the motion of transferring the 100 dollars to top up the signage amount to \$3,000 a year.

Cory made a motion again to approve \$1,500 in funding for Sazon signage. Danna seconded the motion. Saul abstained due to conflict of interest. Vote for approval from Board was unanimous - motion carried.

Walk Queen Update - Cory De Villiers
Only two weeks in, 3200 visitors in total

First Week - massive turnout on the first Friday - single biggest daytime turnout
Sunday - 30 people came - was rainy day
Latin dancing was very well attended - really great feedback

Second Week - rain on Saturday and Sunday
Has over 200 kids and parents at the bouncy castle from 10:00 am - 4:00 pm

Note of Interest: 12 Tannery St is a Ukrainian war refugee guest house. They have almost 30 people living there, so they have been volunteering with the market.

Sponsors: \$7950 from private sponsors. We are projected to have high expenses this year. Still looking for more sponsors.

Cory owes Abby event permits and insurance certificates - Laura is concerned that events are running without permits and insurance. Robin offered to help Cory fill out paperwork.

Banners - Colourful banners for Walk Queen are not up yet (big banner across Queen St and smaller banners along the street). Robin located the banners - the company that made them has them in storage. They will put them back up - what is the quote?

Discussion regarding if we want to spend money on banners this year, or not. Everyone decided that the sign/banners are not really necessary for this year. The issue was tabled until new members come on board.

AOB: (All Other Business)

Kenn has not heard back from the auditor yet if the BIA audit has been completed. Cory will have to sign off on that.

Robin brought up that residents/visitors are cutting through the Riverbank Lofts parking lot with their cars in order to avoid going around Walk Queen on weekends. Many are speeding through and causing concern from the building residents. Not a lot the city can do as it is private property. Suggestion to hire security, put in Speed bumps, have someone out there on some Fridays and Saturdays educating people.

7:43 PM - Danna motioned for the meeting to end. Cory seconded the motion - meeting ended at 7:44 PM.

Close of Meeting

THAT the June 11th, 2024 meeting of the Hespeler BIA Board meeting does now adjourn at 7:43 pm.

Moved by: Danna

Seconded by: Cory

Chair – HESPELER BIA

Recording Secretary