



MINUTES

Hespeler Village Business Improvement Area (BIA) November Board Meeting
Hespeler Heritage Centre, 11 Tannery St. E. Cambridge
November 13, 2024, 6:30pm

Committee Members in Attendance:

1. Danna Greer (virtual)
2. Marina Gigovic (virtual)
3. Saul Resendiz (virtual)
4. Cory de Villiers
5. Tim Hilborn
6. Tara O'Donnell
7. Mike Devine
8. Laura Pearce
9. Rhonda Hudson
10. Kelsey Vere

Regrets:

1. Helen Shwery - Conflict of interest
2. Natasa de Villiers
3. Mike Napier

Guests:

1. Denise Baker, Kindness in the Village

Meeting Called to Order

The Chair welcomed everyone present and called the November meeting to order at 6:37pm. No conflicts were declared (other than Helen Shwery who sent her regrets prior to the meeting due to a conflict of interest with the quotes for Christmas lights installation).

Approval of October Minutes

Motion moved by: Tim Hilborn

Seconded by: Tara O'Donnell

In favour: Cory de Villiers, Marina Gigovic, Saul Resendiz

THAT the October 2024 minutes of the Hespeler Village Business Improvement Area Board Meeting be approved as written.

Guest speaker - Denise Baker, Kindness in the Village

Breakdown of walk queen 2024 entertainment costs

The walk queen expense report was read aloud by week, citing the total cost to the BIA's budget was \$328.93 after sponsorship monies were accounted for. Denise

expressed concern about not being aware of the ribbon cutting ceremony. Discussions were had about potential cost savings on the bouncy castle rental on Sundays, however, options are limited because of the city's requirements. Walk queen committee and the BIA board will continue these discussions when planning for walk queen 2025 begins in January and February 2025. Denise expressed concern about the safety of pedestrians at the corner of Queen St. E and Tannery St. E while live bands are playing from the balcony. A suggestion was raised to move the bands to the street where it's closed off instead or to have supervisors on scene to ensure pedestrians are safely on the sidewalk. A concern about the street closure on Halloween Hunt was also raised, citing dangerous traffic on Queen St. W and Queen St. E from Tannery St. E to Cooper St. The Chair invited everyone to participate in the planning of walkqueen 2025 in January and February 2025.

City Update: Laura Pearce

Ontario BIA Association event takeaways

Every BIA is unique. Some have non-paying BIA levy providers, which is something that the City will be looking at.

BIA modernization review

Going to council as part of the semi-annual status update on Nov. 26th. The City is requesting budget to hire a consultant to perform a fulsome review of all 3 BIAs and their relationship with the City.

Downtown Cambridge BIA's expansion

The motion has been repealed and paused for the time being.

Reminders

Submit Holiday Decor permits and 50/50 funds ASAP.

The Core Areas Community Improvement Plan

Thomas Strongman will be going door-to-door to discuss this program with property owners and businesses in the BIA. It's to help with property improvements, inside and out. Cory and Tara both indicated that they've used the program.

Councillor Update - Mike Devine

Mike expressed that Denise did an amazing job on her Veterans Day display. It was greatly appreciated.

Skatepark in Hespeler

Currently reviewing to get a skatepark built in Hespeler. Discussions about it's exact location are still being had. Concerns about it being tucked away in the bushes. Concerns about it also replacing parking. It was noted that new parking could be created.

Legion's Veterans Banners

Bill Kalbhenn from the Hespeler Legion is responsible for picking up the Veterans banners once they're taken down.

Treasurer Update - Rhonda Hudson

Treasurer hasn't received approval on the account yet. Six cheques were retrieved from the mail from June and deposited. Waiting to hear back from Nerissa regarding the account access. Tim signed off, now Cory and Natasa will need to sign off so process can move forward.

Chair Update - Cory de Villiers

Jacob's Landing lighting project

Proposal has received some pushback from City staff. ECDEV will put their questions/concerns in writing for the BIA Board to review. All concerned parties should get together for an on-site review of these notes. Tara asked if Laura could help get a program in Hespeler like the lights on the old Post Office in Galt.

Executive Director - Kelsey Vere

Music & Lights in the Village, Veterans Banners & Snowflakes Quotes

Quotes from four vendors (Shack Shine, Shear Display, GlowCraft, and Signman) were reviewed for the removal of the string lights on the evergreen tree at the cenotaph, the removal of the Veterans banners, and the install of the snowflake lights. The City is willing to work with the BIA to "share" the vendor and permit from Music & Lights in the Village to ensure the old lights are removed in time for the new lights to be installed.

Motion to approve an expense of \$740 + tax for Shear Display to remove and discard the existing lights from the spruce tree.

Moved by: Cory de Villiers

Seconded by: Tara O'Donnell

All in favour: Tim Hilborn, Saul Resendiz, Danna Greer, Marina Gigovic

PASSED

Laura reminded that the City will contribute \$1,865 to this and explained this process to the new Treasurer. Tara suggested to confirm that Shear Display will service the snowflakes after installation if needed. Mike said to connect with Bill to cover some of the cost to remove the Veterans banners since there are so many more this year.

Motion for Shear Display to take down the Remembrance Day banners and install the snowflakes at a cost of \$3,890 + tax. This includes storage and removal in the spring.

Moved by: Cory de Villiers

Seconder: Tim Hilborn

All in favour: Tara O'Donnell, Saul Resendiz, Danna Greer, Marina Gigovic

PASSED

Email BIA businesses ASAP specifically letting them know about Music & Lights in the Village, encourage them to be open and if they are going to be open, they can hand out

ornaments to their customers during the event. Ornaments will be kept at Desjardins ahead of the event for businesses to pick-up.

Hespeler Village Market (HVM)

BIA will form a walkqueen committee who will determine the walk queen street closure dates in February 2025 and will plan to mirror what the HVM does. HVM can have input on where entertainment is held and whether or not the street is closed Fridays. We invite a member of the HVM to attend the BIA meetings (in-person or virtual) and will invite members of the BIA to attend the HVM meetings. Cory will get in touch with HVM in the next two weeks and solve shared basement issue between now and May 2025. No promises related to the HVM will be in the sponsorship document going forward.

Other Updates:

St. Paddy's

Mike Devine suggested the BIA help facilitate the return of the St. Paddy's Day event. Restaurants take lead, BIA support - marketing, lighting the dam green. Will be included in walk queen planning sessions. Was a one-time thing. He wants to see it resurrected. Do a St Paddy's weekend if it falls during the week.

Ministry of Finance pre-budget consultation

Do we want to take part in the next lobbying session on Dec. 13th? 3 minute speaking spot to discuss anything from a provincial lobbying standpoint or request for larger financing initiatives and programs. If anyone is interested in this, send a note to the MPPs office, Jess Dixon.

Next Meeting

Next meeting is tentatively held on Dec. 11 at 6:30pm at Company of Neighbours.

Close of Meeting

Moved by: Cory de Villiers

Seconded by: Tara O'Donnell

THAT the November 13th, 2024 meeting of the Hespeler Village BIA Board does now adjourn at 8:23pm.

Chair – HESPELER BIA

Recording Secretary