



MINUTES

**Hespeler Village Business Improvement Area Board Meeting
Hespeler Heritage Centre, 11 Tannery St. E. Cambridge
May 14, 2025, 6:30pm**

Committee Members in Attendance:

In-person - Cory, Nat, Tara, Tim, Rhonda, Kelsey
Virtual - Saul, Laura, Marina joined at 6:58pm

Regrets:

Mike Devine

Guests:

Crystal Bechtel, Amanda Horne

Meeting Called to Order

The Chair welcomed everyone present, online and in-person, and called the May 2025 meeting to order at 6:38pm. A reminder of the code of conduct was given, no conflicts were declared.

Approval of Minutes: April 2025

Motion moved by: Tim Hilborn

Seconded by: Natasa de Villiers

Abstained: None

In favour: Saul, Tara, Cory, Tim, Natasa

THAT the April 2025 minutes of the Hespeler Village Business Improvement Area Board Meeting be approved as written.

Guest: Crystal Bechtel & Amanda Horne - Hespeler Reunion 2026

- 2026 Hespeler Reunion set for July 9-12
- Plans to include a parade, car show, street market, party in the park, and more
- Expecting 50,000 people
- Hespeler Heritage Centre the Headquarters for Hespeler Reunion

City Update: Laura Pearce

- BIA Modernization review - Contract has been awarded to Blackline Consulting. Kickoff meeting for BIAs is scheduled for Tues., May 20th.
- Winter safety update - Cones, signage for snow and ice on roofs, city can't take responsibility for. BIA is free to do a marketing program to support it. Request submitted to implement sand/salt boxes on city property in all three Cambridge BIAs for business owners to access.
- Permit and 15-minute parking - no updates at this time.

- Rhonda to follow up on the BIAs tax remittance with the CRA when invoicing the City.

Councillor Update: Mike Devine

- Not present

Chair Update - Cory de Villiers

- Nothing to report this month other than Walk Queen

Treasurer Update - Rhonda Hudson

- Balance - chequing \$24,729.65, savings \$3,685.03
- \$2,065 has been used from budget for FoodZen and Raise Books sign grants.
- KPMG services almost doubled from \$2,169.60 in 2023 to \$3,955.00 in 2024. This accounts for 20% of our total budget. Cory asked Laura to take this forward to advocate on our behalf.
- Request to have Tim go to the bank to authorize a transfer of \$15,000 from Chequing to Savings

Executive Director - Kelsey Vere

- Volunteer social media coordinator has stepped down. Kelsey to reach out to other applicants.
- Where are our Banners - Creative Capital of Canada light pole banners and Walk Queen banner. Nat to ask Kim from Hespeler Farmers Market if it's in the basement storage.
- Destiny of FoodZen requested a sidewalk permit for Grand Opening. Suggested she email the City about blocking off the parking spaces. BIA is in support of it if she needs a letter. transportation@cambridge.ca.

Walk Queen - Cory de Villiers

- \$9,500 in sponsorships confirmed so far, including \$2,500 from Economic Development. Any additional money we receive will be directed towards programming.
- Rhonda to provide an invoice to the city for the \$2500
- Capital Expense - repainting of pickleball lines, chess board, etc. \$1,000 quote from Underground Gallery. Laura to confirm if City can support this.

Motion to approve the following Walk Queen 2025 expenses:

- Week 1
 - \$526.77 for Jumpy Castle
 - \$550 for Chalkboard Menu (live band)
- Week 2
 - \$400 for Queen Latin Music
- Week 3
 - \$375 for Line Dancing with Kynamics
- Week 4
 - \$300 for Sun Kissed (live band)
 - \$400 for Passion Over Reason (live band)

- Week 5
 - \$526.77 for Jumpy Castle
 - \$375 for Line Dancing with Kynamics
- Week 6
 - \$400 for Queen Latin Dancing
- Week 7
 - \$375 Line Dancing with Kynamics
- Week 9
 - \$375 Line Dancing with Kynamics
- Week 10
 - \$526.77 Jumpy Castle
 - \$400 Queen Latin Music

Moved by: Cory de Villiers

Seconded by: Tim Hilborn

All in favour: Tara O'Donnell, Natasa de Villiers, Saul Resindez, Marina Gigovic, Tim Hilborn

Motion carried.

Other Updates:

- Mill Pond Buoy - BIA to make a formal request that the Grand River Conservation Authority not put up the buoy in the Mill Pond. Laura to look into this.
- Adjustment to Raise Books sign application was due to confusion around their ask. The sidewalk sign is not eligible for reimbursement and therefore was removed. Reimbursement was for \$565 instead.

Next Meeting

Next meeting is set for June 11, 2025 at 6:30pm at Company of Neighbours, 11 Tannery St. E, Cambridge.

Close of Meeting:

Moved by: Tim Hilborn

Seconded by: Tara O'Donnell

THAT the May 14th, 2025 meeting of the Hespeler Village BIA Board does now adjourn at 7:39pm.

Chair – HESPELER BIA

Recording Secretary