



MINUTES

**Hespeler Village Business Improvement Area Board Meeting
Hespeler Heritage Centre, 11 Tannery St. E. Cambridge
April 9, 2025, 6:30pm**

Committee Members in Attendance:

In-person - Natasa de Villiers, Cory de Villiers, Rhonda Hudson, Mike Devine, Mike Napier, Tim Hilborn, Laura Pearce, Tara O'Donnell, Kelsey Vere.

Regrets:

Saul Resendiz, Marina Gigovic

Guests:

Stefany Kawka

Meeting Called to Order

The Chair welcomed everyone present, online and in-person, and called the April 2025 meeting to order at 6:34pm. No conflicts were declared.

Approval of Minutes: March 2025

Motion moved by: Mike Napier

Seconded by: Tara O'Donnell

Abstained: None

In favour: Natasa de Villiers, Cory de Villiers, Mike Devine, Mike Napier, Tim Hilborn, Tara O'Donnell.

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

Guest: Stefany Kawka

How can business owners and tenants work together to ensure pedestrians have a good experience when visiting Hespeler Village during periods of harsher weather like we had this past winter. Suggestions include, pylons, cohesive warning signage - ex. "look up", caution tape. Laura to inquire about additional yellow boxes with salt for tenants to use in areas they notice aren't being maintained. Laura to also remind appropriate departments regarding city space between 27 Queen St E and 19 Queen St. E not being maintained by the city. Suggestion to be more strict in calling by-law if a storefront isn't kept clean as one instance will ruin an entire experience. Kelsey to include winter care reminders in quarterly BIA member newsletter this winter.

Second discussion brought forward was regarding a winter program to encourage the community to continue to support the businesses in Hespeler Village during the winter months and especially during periods of extended harsh weather. The BIA doesn't have the resources to lead an initiative like Winterlude or Lights On.

City Update: Laura Pearce

- EcDev 2025-29 5-Year Action Plan Update: Presentation by staff to the Board on the newly adopted Economic Development Action Plan.
- BIA Modernization Update: Closed - submissions reviewed, expect that the consultant will be awarded in the next week or two.
- Loading/unloading permit and 15-minute parking - has been submitted to transportation and they hope to have a response for our May meeting. If approved, a by-law amendment report will need to go to council.

Councillor Update: Mike Devine

- Construction on Queen St. between Cooper St and Chapel St. to begin April 22 and last approx. six weeks with June 11th being the expected completion date. Detour route will be Adam St, Jamieson St., Franklin Blvd. City is prepared to input safety measures to help with traffic - speed bumps, etc. Concern about traffic speed on Rife Ave. during this closure. Councillor Devine asked to have the speed reduced to 40km during this time. May be some waste collection impacts but they will work with a city contractor to find a solution. More to come.

Chair Update - Cory de Villiers

- Delegation request to discuss Jacobs Landing lighting proposal on April 15th.

Motion for Cory to represent the BIA with regards to the Jacobs Landing lighting project proposal at the delegation with the city.

Moved by: Cory de Villiers

Seconded: Natasa de Villiers

In favour: Natasa de Villiers, Cory de Villiers, Mike Devine, Mike Napier, Tim Hilborn, Tara O'Donnell.

Motion carried.

Walk Queen - Cory de Villiers

- Walk Queen
 - \$6,700 in confirmed sponsorships so far. \$2,500 of which is coming from the city (Laura coordinated) with a hope of getting more.
 - Many long-term sponsors are unable to maintain support.
 - Costs from vendors have increased.
 - New expenses such as \$1,200 from Queen Latin Music.
 - Securing line dancing vendor.
 - With these financial challenges at hand, the committee is prioritizing Friday and Saturday programming right now. Sundays are on hold - including the bouncy castle.
 - Ask for BIA Board members to think of people they know who are involved in the community to see if they're interested in participating this year. Fundraising is a challenge this year.
 - Kelsey to share a list of current sponsors and who's been contacted so far.

Treasurer Update - Rhonda Hudson

- \$27,229.65 in chequing and \$3,680.49 in savings.
- Transferring money within the account is restricted. Options include having a second person meet Rhonda at BMO to sign off on transfer of funds from chequing to savings or remove restriction. Would still need signing authorities to take money out.

Motion to remove restriction for interaccount transfers on chequing and savings account with two signing authorities still being required to remove money from either of the accounts.

Moved by: Cory de Villiers

Seconded by: Tim Hilborn

In favour: Natasa de Villiers, Cory de Villiers, Mike Devine, Mike Napier, Tim Hilborn, Tara O'Donnell.

Motion carried.

- Invoice of \$2,500 for Executive Director's services.

Motion to approve \$2,500 paid to Kelsey for her services as Executive Director for term two.

Moved by: Cory de Villiers

Seconded by: Tara O'Donnell

In favour: Natasa de Villiers, Cory de Villiers, Mike Devine, Mike Napier, Tim Hilborn, Tara O'Donnell.

Motion carried.

- Chair requested to tighten up expenses for walk queen. In May to make a blanket motion to approve expenses for walk queen so individual transactions don't need to be reviewed monthly, holding up plans. Should have a more clear understanding of budget (with sponsorships) and most of the expected expenses. Ex. Walk Queen Committee can approve up to \$500 of expenses before the following board meeting. Laura suggested two motions - 1 to approve specific vendors/expenses + a second for any additional expenses pertaining to walk queen up to a dollar amount.

Executive Director - Kelsey Vere

- Kelsey to create a post promoting walk queen coming and looking for sponsors.
- Kelsey to look at Community Clean Up in Hespeler - usually at the WG Johnson Centre.
- Kelsey to ask Avery for drone footage of falls lit up yellow for cancer awareness month. Make a social post with video.
- Suggestion to use video to promote the Easter Egg Hunt event using last year's footage. Kelsey to connect with Melissa Francis Realtor team.
- Full report [here](#).

Other Updates:

- Sign grant applications to approve:
 - Raise Books - sign already instaled, but we will make an exception because application was sent in long beforehand and we were delayed in having it reviewed by the Board. Before proceeding, we need to see an

invoice to explain the two requested amounts. Only the amount for the sign can be approved.

Motion to approve requested reimbursement of \$565 + \$226 for Raise Books sign installation via the submitted grant application, provided they provide clarity of the \$226 via an invoice.

Moved by: Cory de Villiers

Seconded: Tim Hilborn

In favour: Natasa de Villiers, Cory de Villiers, Mike Devine, Mike Napier, Tim Hilborn, Tara O'Donnell.

Motion carried.

- From this point forward, the only signage applications that will be approved are signs that have not been installed beforehand.
- FoodZen:

Motion to approve requested reimbursement of \$1,500 for FoodZen sign installation via the submitted grant application.

Moved by: Tara O'Donnell

Seconded: Natasa de Villiers

In favour: Natasa de Villiers, Cory de Villiers, Mike Devine, Mike Napier, Tim Hilborn, Tara O'Donnell.

Motion carried.

Next Meeting

Next meeting is set for May 14, 2025 at 6:30pm at Company of Neighbours, 11 Tannery St. E, Cambridge. Mike Devine will not be attending.

Close of Meeting:

Moved by: Cory de Villiers

Seconded by: Mike Devine

THAT the April 9th, 2025 meeting of the Hespeler Village BIA Board does now adjourn at 8:07pm.

Chair – HESPELER BIA

Recording Secretary