



MINUTES

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

Committee Members in Attendance:

In-person - Laura Pearce, Tara O'Donnell, Tim Hilborn, Cory de Villiers, Mike Devine,
Virtual - Saul Resendiz, Marina Gigovic, Danna Greer (at 6:41pm)

Regrets:

Mike Napier, Natasa de Villiers, Rhonda Hudson

Guests:

None

Meeting Called to Order

The Chair welcomed everyone present, online and in-person, and called the June 2025 meeting to order at 6:36pm. A reminder of the code of conduct was given, no conflicts were declared.

Approval of Minutes: May 2025

Motion moved by: Tim Hilborn

Seconded by: Cory De Villiers

Abstained: None

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

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

City Update: Laura Pearce

- Update re: Permit Pass Loading/Unloading: City has recommended reallocating two of the 2-hour spaces on Queen St. E and one on Queen St W to 15-min spaces for use by customers or BIA members for loading. This would be located at approximately 12 & 14 Queen St. E and 24 Queen St W. There's a need to petition local businesses with a letter to outline what the city is proposing to do. Changes need to be submitted to council and approved Sept 2.

Motion to approve three proposed 15-min parking spaces for customer use at 12 and 14 Queen St E and 24 Queen St W.

First: Tara O'Donnell

Second: Tim Hilborn

All in favour: Saul, Danna, Tim, Tara, Cory

Not in favour: Mike Devine

Motion carried.

- 2026 budget in *draft* form is due to the City by September 2nd.

- Email Laura with specific fund requests for Hespeler Reunion.
- Response on permit for road closure expected by June 13.
- Laura to see if financial assistance is available for businesses who experienced two unexpected and uncommunicated water shut offs. Min 4 hours to pay their employees even though they couldn't operate. Mike Devine wasn't notified of this and either was Kelsey Vere.

Councillor Update: Mike Devine

- Parking alternatives during Cooper St construction: Guelph Ave behind Ernie's against the fence.
- City doing a great job on the Queen St. E construction.
- Farmers Market slower than normal - due to Walk Queen delay and construction but vendors were happy.

Chair Update - Cory de Villiers

- Final Walk Queen meeting scheduled for next Monday. Every Friday & Saturday is programmed out. The budget is in order.
- Laura to confirm funding we can get from the City for capital related expenses such as street painting from Ean Kools.
- Terroir Bakery - Schedule a new business post on social media. They've been vendors at the market for years and are new to Hespeler. Will become an Associate Member

Treasurer Update - Rhonda Hudson (presented by Cory de Villiers)

- Chequing is at \$17,350.18 this month (down \$10,379.44) from \$27,729.65 last month because Tim and Cory transferred \$10,000 to savings to incur interest.
- Savings account at \$13,649.69 this month (up \$9,964.66) from \$3,685.03 last month. Cory to follow up with Rhonda about the other \$414.81.
- Remaining signage grant amount for 2025 is \$1,135.
- KPMG invoice needs to be paid.

Motion to pay KPMG's audit bill from 2024 for \$3,955.

Moved: Cory de Villiers

Seconded: Tim Hilborn

In favour: Mike, Tim, Danna, Cory, Tara

Motion carried.

Executive Director - Kelsey Vere

- Full update [here](#).
- New news blog added to website which contributed to a boost in website traffic.
- Social media now seeing an uptake in followers - doubled the follower increase from last month.
- Beginning to promote Walk Queen on social media.
- Top posts = Patio openings blog post, new biz - Raise Books, new biz - Food Zen. Will do a new business post for Terroir Bakery.

Walk Queen - Cory de Villiers

- Wants to start a Walk Queen Teaser campaign with what's new this year (Street Jams).

- Concerts will be in front of masquerade manner / Mallard Memorials in between Sazon and Aging Oak
- Sponsor Shout Outs on social to be in the order in which they came in. Cory to provide this to Kelsey.

Other Updates:

- Ernie's Sign Grant Application - Unfortunately doesn't qualify because it's a flat backlit sign. Cory to provide feedback to them.
- Mill Pond Update - Suggested to write cleanup@cambridge.ca if Mike Musso notices a build up of materials.
- Tip Tap Pay for Jacobs Landing community fundraising. Will also use GoFundMe with the BIA to match donations. Sponsorships to be available. Offer businesses the TipTapPay in their shop. Signage can be changed and then device can be used for walk queen as well. Moving of the sign will be part of walk queen setup. Cory would coordinate with the businesses to have it rotate to various businesses.

Motion to spend \$917.88 on a 6-month TipTapPay bundled subscription.

Moved by: Cory de Villiers

Seconded: Tara O'Donnell

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

- Cory to meet with Hespeler Farmers Market on Friday to get all of our stuff and relocate it to storage under Hespeler Hotel.
- Kelsey to let Destiny know her cheque is at Desjardins.
- Laura will not be present at July or August meetings.

Next Meeting

Next meeting is set for July 9, 2025 at 6:30pm at Company of Neighbours, 11 Tannery St. E, Cambridge.

Close of Meeting:

Moved by: Cory de Villiers

Seconded by: Tara

All in favour: Unanimous

THAT the June 11th, 2025 meeting of the Hespeler Village BIA Board does now adjourn at 7:46pm.

Chair – HESPELER BIA

Recording Secretary