



## MINUTES

**Hespeler Village Business Improvement Area (BIA) January 2025 Board Meeting**  
**Hespeler Heritage Centre, 11 Tannery St. E. Cambridge**  
**January 8, 2025, 6:30pm**

**Committee Members in Attendance:** In-person: Cory de Villiers, Natasa de Villiers, Rhonda Hudson, Tara O'Donnell, Tim Hilborn, Mike Devine, Laura Pearce, Kelsey Vere. Virtual: Marina Gigovic, Mike Napier, Saul Resendiz, Danna Greer

**Regrets:** Helen Shwery, Angela Olano

**Guests:** N/A

### **Meeting Called to Order**

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

### **Approval of Minutes: November 2024**

*Motion moved by: Tim Hilborn*

*Seconded by: Danna Greer*

*In favour: Cory de Villiers, Marina Gigovic, Natasa de Villiers, Tim Hilborn, Tara O'Donnell*

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

### **City Update: Laura Pearce**

- BIA Modernization Review: Went to council as part of semi-annual Capital Status Update from our Project Management group on Nov. 26 to put forth the budget request. Approved, currently with procurement – once draft is complete the BIAs will receive a draft Terms of Reference for review.
- EcDev Action Plan expected to go to council early February.
- Staff change within EcDev - Agam Sharma has taken on the Filming portfolio.
- Laura on vacation until Feb 5

### **Councillor Update - Mike Devine**

- Rental building on corner of Queen St. W and Adam St back up under construction, expected to be complete by end of summer 2025
- City budget passed in December with an approx. 2% increase for City of Cambridge. Water levy has gone up about 1.5-2%

### **Chair Update - Cory de Villiers**

- Met with EcDev city staff regarding the proposal for lights on Jacobs Landing stairs. All questions that arose were answered and addressed in the proposal. They had an idea for how this could be alternatively funded. Waiting for their recommendations after they take it to council.
- Walk Queen kick off meeting with all restaurant and bar owners and others involved on Jan 22 at 7:30pm. Queen Latin Music reducing to once a month and moving to Galt on opposite weekends as they're paying her to be there. We'll need to fill in these programming gaps. She will also be charging us going forward.
- Looking for contacts for a car show. Mike to share contact from the Hespeler Legion's car show. Idea to have them at opposite ends of the summer.

### **Treasurer Update - Rhonda Hudson**

- Accountant bill for 2023 audit for \$2,169.60 needs to be approved.

*Motion to approve expense for \$2,169.60 for accountant bill for 2023 audit.*

*Moved by: Cory de Villiers*

*Seconded by: Mike Devine*

*All in favour: Natasa de Villiers, Tim Hilborn, Dana Greer, Tara O'Donnell*

*THAT the \$2,169.50 accounting expense for the 2023 audit be approved.*

- Mail box is up for renewal. Can't get a discount as a non-profit or change locations. Rhonda to pay for it with her debit and will coordinate with Cory to be reimbursed.

*Motion to approve a \$211.31 expense to have the Canada Post mailbox renewed.*

*Moved by: Cory de Villiers*

*Seconded by: Tara O'Donnell*

*All in favour: Mike Devine, Saul Resendiz, Tim Hilborn, Natasa de Villiers*

*THAT the \$211.31 cost for the renewal of the mail box be approved.*

- Ontario BIA Association Membership sent a renewal reminder. Based on our levy, membership cost would be \$288.04/year. Laura recommended the benefits that comes with the membership. Cory to inquire with OBIA and city officials if the city can pay for this, when Hespeler has been a member. Laura to see if the other BIAs are renewing theirs. Deferring this topic to the next meeting.
- Invoice for Sheer Display: Rhonda and Cory to tie up loose ends on this.
- Cheque received for bouncy castle
- Needs a new solution so she can see the statements monthly
- Cory requested to see a monthly update from the treasurer so we know where we stand with the finances.

### **Executive Director - Kelsey Vere**

- MPP Jess Dixon of Kitchener South-Hespeler paid to create videos and images to share with the businesses she visited in summer of 2024. Kelsey to distribute these to business owners and schedule to post on social media.
- Kelsey to gain access to our YouTube channel and upload the videos there as well as other video assets we have.

- BIA Awards - deadline to apply is January 31, 2025. We could apply with our Walk Queen initiative. Could be good exposure but we'd have to pay the \$288 membership fee.

### **Other Updates:**

- Walk Queen: Request for additional funding or grants from the city for Walk Queen. Laura confirmed that they support both the BIAs closures with an annual budget of \$50K already and most goes to Hespeler because of the cost associated with opening and closing the street every week in the summer. No additional funding is available. Something to consider for the future, possibly shifting these funds to programming if the street is closed for the summer.
- St. Patrick's Day: Start an annual event in Hespeler involving all restaurants and bars and other businesses. Engaging Explore Waterloo Region to help with planning and promotion. Using the Hespeler Mile concept with St Patrick's Day theme. Green lights on the dam, green beers. Hold it on the weekend before (March 15th). Look into partnering with a charity to make it a fundraiser.
- Internet issue: Scammers posing as Rogers, or Rogers employees scamming customers, saying it costs \$2 to speak with a technician which can be paid on the phone via credit card. Once you pay they will actually charge your card other amounts. Tim was without internet and phone for 3 weeks in September waiting for a specialty technician to come out and fix the issue.

### **Next Meeting**

Next meeting is set for February 12, 2025 at 6:30pm at Company of Neighbours, 11 Tannery St. E, Cambridge..

### **Close of Meeting**

*Moved by: Cory de Villiers*

*Seconded by: Mike Devine*

*THAT the January 8th, 2025 meeting of the Hespeler Village BIA Board does now adjourn at 7:56pm.*

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Chair – HESPELER BIA

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Recording Secretary