



## MINUTES

**Hespeler Village Business Improvement Area Board Meeting  
Hespeler Heritage Centre, 11 Tannery St. E. Cambridge  
August 13, 2025, 6:30pm**

**Committee Members in Attendance:** Natasa de Villiers, Cory de Villiers, Tim Hilborn, Mike Napier, Saul Resendiz (virtual), Tara O'Donnell (virtual), Kelsey Vere

**Regrets:** Mike Devine, Laura Pearce, Marina Gigovic, Rhonda Hudson, Danna Greer

**Guests:**

None

**Meeting Called to Order**

The Chair welcomed everyone present, online and in-person, and called the August 2025 meeting to order at 6:39pm. A reminder of the code of conduct was given, no conflicts were declared.

**Approval of Minutes: June 2025**

Motion moved by: Cory de Villiers

Seconded by: Tim Hilborn

Abstained: None

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

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

**City Update: Laura Pearce**

Not present

**Councillor Update: Mike Devine**

Not present

**Chair Update - Cory de Villiers**

- Treasurer, Rhonda Hudson, resigned. A job posting will be created and posted to the public by the Executive Director.
- Cory's Walk Queen expenses need reimbursement. Reimbursement to match totals on invoicing:
  - \$2931.36 in expenses for June (\$449 for new backyard games, \$1,000 deposit for underground gallery street painting, \$550 for chalkboard menu band, \$917.88 for tip tap pay).
  - Motion moved by: Mike Napier
  - Seconded by: Tara O'Donnell

- In favour: Nat, Tim, Tara, Saul, Mike N
- Abstained: Cory de Villiers
- Motion carried.
- \$2,825.48 in expenses for July & August (\$400 for passion over reason band, \$300 for sunkissed band, \$400 for Paul Mitchel Jazz band - 50% to be reimbursed to the BIA by Aging Oak and 50% by a live music grant, \$1,695 for KYnamics, \$30.48 for Staples printing services).
  - Motion moved by: Mike Napier
  - Seconded by: Tim Hilborn
  - In favour: Nat, Tara, Saul, Tim, Mike
  - Abstained: Cory de Villiers
  - Motion carried
- Tip Tap Pay
  - Started running 3 weeks ago but not a lot of use yet. Ideas for generating interest: Salvation Army style with a person on-site, booth at the Farmers Market, walk in Santa Clause Parade, make a fundraising challenge with the BIA members, small item for donation such as temporary tattoos, “storefront” at Halloween Hunt, setting up a fundraising page such as Go Fund Me, corporate sponsors - buy a brick/bulb/plaque campaign, look at what hospital fundraisers do, Zoom info session for the community

### **Treasurer Update**

- Approval of 2026 budget draft (distributed to the BIA board members after the board meeting).

Motion moved by: Tim Hilborn

Seconded by: Mike Napier

In favour - Nat, Tara, Saul, Mike, Tim (once the BIA members review and approve after the meeting)

Motion carried

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

- Full update [here](#)
- Hespeler Music Festival contributed to a surge in website traffic
- Spike in “User queries on AI” but need to research what this means - new feature
- Large increase in social media followers
- Lineup of upcoming social posts: Walk Queen sponsor recognition, new bakery in Hespeler, Mad Stacker expansion to Etobicoke, Cute Critters, ISO Treasurer, Tip Tap Pay

### **Other Updates:**

- Saint Luke’s Place wants to get involved with Walk Queen 2026 to promote their fundraising campaign for 150 new beds. Potential \$1,000 sponsorship for an event on August 23, 2025.
- Construction signage unfortunately has to be there for safety reasons.

- Spring Street Dock mentioned on social media has been taken care of.
- Cambridge Chamber of Commerce 2025 invoice. Natasa to connect with the Chamber to see if there are ways we can work together. Motion to renew the membership for \$227.13 was not moved:
  - Motion moved by: Mike Napier
  - Seconded by: Natasa de Villiers
  - In favour: Mike N, Tim, Nat, Saul
  - Not in favour: Tara, Cory
  - Motion not moved.

**Next Meeting**

Next meeting is set for September 10, 2025 at 6:30pm at Company of Neighbours, 11 Tannery St. E, Cambridge.

**Close of Meeting:**

Moved by: Cory de Villiers

Seconded by: Tim Hilborn

All in favour: Mike, Saul, Tara, Natasa, Tim

THAT the August 13th, 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