



MINUTES

**Hespeler Village Business Improvement Area (BIA)
February 2025 Board Meeting
Hespeler Heritage Centre, 11 Tannery St. E. Cambridge
February 12, 2025, 6:30pm**

Committee Members in Attendance: Virtual due to weather: Tara O'Donnell, Tim Hilborn, Mike Devine, Laura Pearce, Kelsey Vere, Mike Napier, Saul Resendiz, Danna Greer.

Regrets: Cory de Villiers, Natasa de Villiers, Marina Gigovic, Rhonda Hudson, Helen Shwery, Angela Olano

Guests: N/A

Meeting Called to Order

The Co-Chair welcomed everyone present online and called the February 2025 meeting to order at 6:31pm. No conflicts were declared.

Approval of Minutes: January 2025

Motion moved by: Tim Hilborn

Seconded by: Tara O'Donnell

In favour: Mike Devine, Saul Resendiz, Mike Napier

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

City Update: Laura Pearce

- BIA Modernization Review: Draft RFQ has been completed. City staff and BIA executives and council representatives attending an in-person meeting Feb. 12 for a Q&A session. Any questions or comments are requested to be submitted to the city by Feb. 26th.
- EcDev Action Plan: Going to council Feb 25th for approval and adoption. Once approved, a member of the Ec Dev team will come to present it to the BIA Board.
- Laura is attending a meeting with the Engineering and Transportation departments related to a full underground storm, sanitary and watermain reconstruction in the Spring/Summer in Hespeler which may impact Walk Queen's opening weekend. Work anticipated to be between Cooper and Chapel. Work to begin April 21st. Hoping to reopen Queen St June 1st but predicting closer to mid/end of June. Laura to check if the budget allocated to opening and closing Queen St for Walk Queen can be reallocated for programming or other.

Councillor Update - Mike Devine

- Hespeler Reunion happening second weekend in July 2026. Plan ahead for this. It's a 3-4 day event. Committee from City of Cambridge organizes this.
- Mayor's Winter Levy Feb 15th, 11am - 2pm - will have apple cider, food, games for kids and activities.

Chair Update - Cory de Villiers (shared by Tara O'Donnell)

- New metrics to be shared from the Executive Director: # of followers on social media relative to previous month, top performing posts, event calendar review - 30, 50, 90 days, Executive Director Quarterly BIA Members Email review.
- New metrics to be shared from the Treasurer: Monthly income, monthly expenses, cash balance, tracking budget spend relative to annual budget.
- Going forward these will be part of our monthly meetings and included in our public notes.

Treasurer Update - Rhonda Hudson

- Not present
- Executive Director to remind Rhonda that financials are due March 1st.

Executive Director - Kelsey Vere

- Monthly Executive Director Updates [here](#).
 - Updates to platforms: Not posting on X anymore. Now on [LinkedIn](#). Updating YouTube with videos when possible. Primarily using Facebook and Instagram. Laura confirmed this reflects what other BIAs are doing.
 - If BIA members would like the BIA to amplify their social posts, please tag us or DM us as we don't see everything.
 - Jess Dixon's videos have attracted some negative feedback due to the timing of the election. Mike Devine asked to stop posting them during election period.
 - Tara suggested to have businesses review captions before posting.
 - Suggested to reach out to Lary/Hespeler Heritage Centre about getting pictures of Hespeler Village with multiple gas stations
 - Idea to do a Meet Your Board post series to promote the businesses represented on the board.
 - Asked if the board would like to see any other information in this monthly update. Mike Devine requested website statistics of visitors and the like.
 - We're looking at using a new calendar tool that's user friendly and makes it easier for businesses to submit.
 - Newsletter for community subscribers would be a great opportunity to support our businesses. Huge marketing asset not being used. Do we have the funds to support a platform for our audience size?
 - Looking for a social media volunteer over the summer. Tara to put together a posting and connect with Jacob Hespeler.
- Snowflakes take down: Can be done anytime in March. Kelsey to reach out to Jesse to get into his schedule.
- Spaces.ca - Kelsey to attend meeting to learn more about this and whether or not it's beneficial to BIA members.

Walk Queen - Cory de Villiers (shared by Tara O'Donnell)

- Season will be May 31st - August 31st. Timing will be Fridays 5pm to Sundays 5pm
- Queen Latin Music moving to once/month
- Looking for daytime programming ideas
- Sundays: bouncy castle will continue this year, looking for other ideas as well
- Businesses are on board to help with setup and takedown
 - Board would like to see more children-centred menu items, more take-out options for those walking the streets, take-out window at Ernie's? Call and deliver to picnic tables/curb
- Ernie's & BIA investigating how to get the street fully licensed for the last weekend in August

Other Updates:

- St. Patrick's Day event / Hespeler Mile in partnership with Explore Waterloo Region coming up
- Volunteer position - put posting out there, consider video format, show pics/videos from previous years
- Mike Devine suggested to have a sub-committee who oversees events/opportunities through the calendar year. Ex. Paddy's Day, Easter, Valentines, other ethnic events, etc. to help out businesses in downtown.
 - Tara would love to see Doors Open in Hespeler
 - Saul can host our planning committee

Next Meeting

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

Close of Meeting: 8:11pm

Meeting adjourned at 8:11pm

Chair – HESPELER BIA

Recording Secretary