1. CEREMONIAL ACTIVITIES

2. APPROVAL OF AGENDA

(Added Items, if applicable, will be noted with *)

3. DECLARATIONS OF INTEREST

4. APPROVAL OF MINUTES OF PREVIOUS MEETING

   4.1 August 13, 2019

5. COMMUNICATIONS

6. DELEGATION REQUESTS

7. CONSENT ITEMS

8. PUBLIC HEARINGS / DELEGATIONS

9. STAFF PRESENTATIONS

   9.1 (Re)envision the HSR Update

   9.2 Urban Renewal Financial Incentives Program Update (No copy)
10. DISCUSSION ITEMS

10.1 Shop Small Saturday Event (No copy)

10.2 Small Business Week Events/Workshops (No copy)

11. MOTIONS

11.1 Ottawa Street Business Improvement Area Expenditure Request 19

11.2 International Village Business Improvement Area Expenditure Request 21

11.3 Concession Street Business Improvement Area Expenditure Request 23

11.4 Downtown Hamilton Business Improvement Area Expenditure Request 25

12. NOTICES OF MOTION

13. GENERAL INFORMATION / OTHER BUSINESS

13.1 Verbal Update from Julia Davis, Business Development & BIA Officer

13.2 Statements by Members

14. PRIVATE AND CONFIDENTIAL

15. ADJOURNMENT
Present: Councillor Esther Pauls (Chair)
Tracy MacKinnon – Westdale Village BIA and Stoney Creek BIA
Susie Braithwaite – International Village BIA
Jennifer Mattern – Ancaster BIA
Bender Chug – Main West Esplanade BIA
Susan Pennie – Waterdown BIA
Ariane Terveld – Ottawa Street BIA
Cristina Geissler – Concession Street BIA
Lisa Anderson – Dundas BIA
Kerry Jarvi – Downtown Hamilton BIA

Absent: Anne Marie Bergen – King West BIA
Rachel Braithwaite – Barton Village BIA
Heidi VanderKwaak – Locke Street BIA

THE FOLLOWING ITEMS WERE REFERRED TO THE GENERAL ISSUES COMMITTEE FOR CONSIDERATION:

1. Appointment of a Voting Member to the Keep Hamilton Clean & Green Advisory Committee (Item 10.3)
   
   (MacKinnon/Anderson)
   That Keri Jarvi, Downtown Hamilton BIA be appointed as a voting member of the Keep Hamilton Clean & Green Advisory Committee for the remainder of the 2018-2022 term.
   
   CARRIED

2. Waterdown Business Improvement Area Expenditure Request (Item 11.2)
   
   (Pennie/Chug)
   That the expenditure request from the Waterdown Business Improvement Area in the amount of $5,443.56 for the purchase and planting of 49 hanging baskets to be funded from the Community Improvement Plan (CIP) Contribution Program (BIA Payments Account 815010-56905); be approved.
   
   CARRIED
FOR INFORMATION:

(a) CHANGES TO THE AGENDA (Item 2)

The Committee Clerk advised there were no changes to the agenda.

(Mattern/Pennie)

That the agenda for the August 13, 2019 Business Improvement Area Advisory Committee meeting be approved, as presented.

CARRIED

(b) DECLARATIONS OF INTEREST (Item 3)

There were no declarations of interest.

(c) APPROVAL OF MINUTES OF PREVIOUS MEETING (Item 4)

(i) July 9, 2019 (Item 4.1)

(S. Braithwaite/Anderson)

That the July 9, 2019 Minutes of the Business Improvement Area Advisory Committee be approved, as presented.

CARRIED

(d) DISCUSSION ITEMS (Item 10)

(i) Shop Small Saturday Event (Item 10.1)

The Committee discussed the Shop Small Saturday Event scheduled for November 30, 2019. Julia will be sending an email to all BIA’s respecting sample marketing products for the event.

(S. Braithwaite/Mattern)

That the discussion respecting Shop Small Saturday Event, be received.

CARRIED

(ii) Small Business Week Events / Workshops (Item 10.2)

The Committee discussed the Small Business Week Events / Workshops which are scheduled for the week of October 20 – 26, 2019. The City will be having a targeted Small Business Workshop for BIAs on October 22, 2019 with multiple times to allow for more attendance.

Julia spoke about events for BIAs to participate in throughout October hosted by the Hamilton Business Centre, Global Hamilton, the Hamilton Immigration Partnership Council and Urban Renewal. Most of these
events will be centred around Small Business Week (October 20th to 26th) and will be seeking BIA participation.

Julia asked the BIA’s to contact her with topic ideas for the seminars during that week. Additionally, Julia is looking into display areas for BIA banners within City Hall for the week.

(Mattern/Geissler)
That the discussion respecting Small Business Week Events / Workshops, be received.

CARRIED

(e) MOTIONS (Item 11)

(i) Coffee With Your Councillor Event (Item 11.1)

Councillor Pauls relinquished the Chair to introduce her motion.

(Pauls/Geissler)
WHEREAS, local Councillors benefit from having insight into their local Business Improvement Areas; and,

WHEREAS, Business Improvement Area members and patrons benefit from having the opportunity to meet with their local Councillor;

THEREFORE BE IT RESOLVED:

That staff be directed to organize a one-hour ‘Coffee with your Councillor’ event at a Coffee Shop, with Councillors, in their respective Business Improvement Areas during Small Business Week (October 20th to 26th, 2019).

CARRIED

Councillor Pauls assumed the Chair.

(f) GENERAL INFORMATION/OTHER BUSINESS (Item 13)

(i) Update from Julia Davis, Business Development and BIA Officer (Item 13.1)

Julia Davis requested that the BIA’s invite her to their Annual General Meetings as she would like attend and speak.

The Invest in Hamilton website has been updated and Julia requested that Committee review the website and provide her with any comments.
Julia advised Committee that the City is going ahead with a OBIAA Conference bid that is due on August 30, 2019. The proposed date for the Conference is April 17th – 21st, 2021.

Julia advised Committee that spending requests for their Community Improvement Plan (CIP) Contribution Program need to be submitted in writing to Julia before the December 10, 2019 meeting.

Julia, along with other staff members from various departments are going to set five dates aside for a ‘Roadshow’ to speak to the BIA’s and get feedback on different interactions with the City.

Julia advised that she will be in contact with the individual BIAs to do a walkthrough of each BIA to see how things are going.

*(Terveld/MacKinnon)*
That the verbal update from Julia Davis, Business Development and BIA Officer, be received.

**CARRIED**

(ii) **Statements by Members (Item 13.2)**

BIA Members used this opportunity to discuss matters of general interest.

*(Jarvi/S. Braithwaite)*
That the updates from Committee Members, be received.

**CARRIED**

(g) **ADJOURNMENT (Item 15)**

*(Anderson/MacKinnon)*
That there being no further business, the Business Improvement Area Advisory Committee be adjourned at 9:16 a.m.

**CARRIED**

Respectfully submitted,

Councillor Esther Pauls  
Chair Business Improvement Area  
Advisory Committee

Angela McRae  
Legislative Coordinator  
Office of the City Clerk
(Re)envision the HSR

B.I.A. Advisory Committee
September 10, 2019 • 8 a.m.

Presented by: Melissa Steep, HSR Customer Experience & Innovation
Agenda

1. (Re)envision Project
2. My HSR Campaign
3. Response to Survey, Awareness, Engagement, & Early Results
4. Get Involved & What’s Next
(Re)envision Project

INFORM
Providing updates on the project for major milestones

WINTER 2019  
Survey our current and potential customers

SPRING/SUMMER 2019  
Consult, deliberate and collaborate with Hamilton’s many communities

FALL 2019/WINTER 2020  
Design and reconfigure our network

SPRING 2020  
Provide recommendations to Council
My HSR Campaign

brings my customers to me

needs to grow with me

gives my employees transit options

Hamilton
Response to Survey

#HamOnt invested
2,600+ hrs on survey

Avg minutes to complete
27

3,201 Comments

500+ Pages of comments

5,844 Surveys Completed

1,335 Residents on email list

Open for 70 Days

January 22, April 1
Awareness and Engagement

Getting the Word Out

IN PRINT
- The Spec
- The Silhouette
- VIEW Magazine
- HCN
- Forever Young Urbanicity

ON THE WEB
- Facebook
- Twitter
- Instagram
- The Spec
- YouTube
- VIEW Magazine
- Weather Network
- The Silhouette Farmers’ Market Screen
- HCN
- Google Adwords
- City of Hamilton

Getting the Word Out

21,600 Visits to hamilton.ca/reenvision

Video was viewed
31,100 times

122,600 Impressions on Social Media

IN PRINT
- 40 Bus Shelter Ads
- 200 Ads on Buses

ON THE WEB
- 80+ City locations

In the Community

200+ @ Conversations

15 Events

Creating & Sustaining Relationships
- Neighbourhood Associations
- Commercial & BIA's
- Chambers of Commerce
- Healthcare
- Post Secondary Schools
- School Boards
- Service Providers
- Advocacy Groups & Advisory Committees

Hamilton
Early Survey Results: Customer Priorities

IPA matrix of HSR current users

1. Walking distance from home to the bus stop
2. Number of transfers needed to accomplish a daily trip
3. Total trip time (door-to-door)
4. HSR service area (i.e. takes me where I need to go)
5. Service operating hours
6. Frequency of service on weekends and holidays
7. Waiting times at transfer/connection points
8. Bus crowdedness (seat availability and available standing room)
9. Service reliability (i.e. service is on time)
10. Bus accessibility and interior layout (e.g., ease of movement)
11. Connectivity to other transportation modes or hubs (i.e., bike share, GO, etc.)
12. Availability of service information before your trip
13. Availability of service information during your trip
14. Customer service response to complaints and suggestions
15. Staff professionalism and helpfulness
16. Cleanliness of the inside of the bus
17. Cleanliness of bus stops
18. Comfort on the bus (noise, temperature, taking off / stopping, getting on and off)
19. Weather protection at bus stops
20. Comfort amenities at bus stops / shelters
21. Bus stop accessibility for people with mobility devices (e.g., wheelchair, etc.)
22. Safety and security at bus stops

Number of observations = 1883
Help us (Re)envision the HSR

How can we make transit your first choice? Hamilton is changing. And we're changing too. For work, school, play, and everything in between, we want to take you there. That's why we're asking you to tell us what you need from the HSR, today and in the future.

Register

Already registered? Sign in.

Help us (Re)envision the HSR! Whether you take transit every day, once in a while or have not experienced the service yet, we want to hear from you and dig deep into transit conversations that matter to you.

You can sign up to:
- share ideas, take part in mapping exercises, and discuss our routes and service.
- find out when we'll be in your community.
- learn about upcoming projects and announcements.
- sign up to receive newsletter updates about the project.
- contact the Hamiltonian Team for questions and answers about our plan to reconfigure the network.

Your opinion matters to us! Explore the site, visit us at events and let us know how we can make transit your first choice.

All fields marked with an asterisk (*) are required.

Login *

Email *

Password *

Password confirmation *

Postal Code

Address valid only if: travel to this address

I agree to the Terms of Use and Privacy Policy for using Engagement HQ.

Register
Digital Engagement: Weather Protection at Bus Stops

BUS STOP LOCATIONS

HSR Bus Stops

How to use

Click the symbol on the left of the screen to access the map key and pins.

I have an idea
Use this pin to share any ideas and suggestions you have for an area with or without a stop or bus service.

I have a problem
Use this pin to share stories and issues you have with our current transit offering.

I like what you’ve done here
Use this pin to let us know what we’re doing right and what you like about it.

Go to Map

Hamilton
How to Get Involved

- Invite us to your BIA executive meeting to share info about the project
- Help us connect to your membership
- Sign-up and engage on hamilton.ca/MyHSR
Questions?

Get in touch:
HSR Customer Experience and Innovation
hamilton.ca/MyHSR
reenvision@hamilton.ca
905.527.4441
CITY OF HAMILTON

MOTION

Business Improvement Area Advisory Committee                     Date: September 10, 2019

MOVED BY A.TERVELD........................................................................................................

SECONDED BY....................................................................................................................

OTTAWA STREET BUSINESS IMPROVEMENT AREA EXPENDITURE REQUEST

(a) That the expenditure request from the Ottawa Street Business Improvement Area, in the amount of $13,174.21 for Hanging Baskets (Spring/Summer), and Holiday Decorative Swag, to be funded from the Community Improvement Plan (CIP) Contribution Program (BIA Payments Account 815010-56905), be approved; and,

(b) That the expenditure request from the Ottawa Street Business Improvement Area, in the amount of $19,536.82 for Banners, Banner Maintenance, Media, Special Events, Street Maintenance, and Christmas Hanging Baskets, to be funded from the Shared Parking Revenue Program (Parking Revenue Account 815010-45559), be approved.
CITY OF HAMILTON

MOTION

Business Improvement Area Advisory Committee  Date: September 10, 2019

MOVED BY S. BRAITHWAITE...

SECONDED BY...

INTERNATIONAL VILLAGE BUSINESS IMPROVEMENT AREA EXPENDITURE REQUEST

That the expenditure request from the International Village Business Improvement Area, in the amount of $6,612.03 for Beautification, Banner Maintenance, and Graffiti Removal, to be funded from the Community Improvement Plan (CIP) Contribution Program (BIA Payments Account 815010-56905), be approved.
CITY OF HAMILTON

MOTION

Business Improvement Area Advisory Committee  Date: September 10, 2019

MOVED BY C. GEISSLER.................................................................

SECONDED BY..............................................................................

CONCESSION STREET BUSINESS IMPROVEMENT AREA EXPENDITURE REQUEST

(a) That the expenditure request from the Concession Street Business Improvement Area, in the amount of $7,942.32 to be funded from the Community Improvement Plan (CIP) Contribution Program (BIA Payments Account 815010-56905) to be spent as follows:

$4,600.00 on hanging baskets;

$3,342.32 on winter inserts for sidewalk planters;

be approved; and,

(b) That the expenditure request from the Concession Street Business Improvement Area, in the amount of $16,099.45 to be funded from the Shared Parking Revenue Program (Parking Revenue Account 815010-45559), to be spent as follows:

$13,000 on murals;

$3,099.45 on Fallfest entertainment (horse and wagon rides and fall decorations);

be approved.
CITY OF HAMILTON

MOTION

Business Improvement Area Advisory Committee     Date: September 10, 2019

MOVED BY K. JARVI..............................................................

SECONDED BY..................................................................

DOWNTOWN HAMILTON BUSINESS IMPROVEMENT AREA EXPENDITURE REQUEST

(a) That the expenditure request from the Downtown Hamilton Business Improvement Area, in the amount of $14,594.78 for Bicycle Racks, and the purchase and Maintenance of Christmas Decorations, to be funded from the Community Improvement Plan (CIP) Contribution Program (BIA Payments Account 815010-56905), be approved; and,

(b) That the expenditure request from the Downtown Hamilton Business Improvement Area, in the amount of $13,086.34 for Graffiti Removal Product, Advertising (Hamilton Spectator), Marketing Services (Gel Creative), to be funded from the Shared Parking Revenue Program (Parking Revenue Account 815010-45559), be approved.