



## City of Hamilton

# BUSINESS IMPROVEMENT AREA ADVISORY SUB-COMMITTEE

**Meeting #:** 19-009  
**Date:** September 10, 2019  
**Time:** 8:00 a.m.  
**Location:** Room 192 and 193, City Hall  
71 Main Street West

Angela McRae, Legislative Coordinator (905) 546-2424 ext. 5987

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|   | <b>Pages</b> |
|---|--------------|
| <b>1. CEREMONIAL ACTIVITIES</b>                                 |              |
| <b>2. APPROVAL OF AGENDA</b>                                    |              |
| (Added Items, if applicable, will be noted with *)              |              |
| <b>3. DECLARATIONS OF INTEREST</b>                              |              |
| <b>4. APPROVAL OF MINUTES OF PREVIOUS MEETING</b>               |              |
| 4.1 August 13, 2019   | 3            |
| <b>5. COMMUNICATIONS</b>  |              |
| <b>6. DELEGATION REQUESTS</b>                                   |              |
| <b>7. CONSENT ITEMS</b>   |              |
| <b>8. PUBLIC HEARINGS / DELEGATIONS</b>                         |              |
| <b>9. STAFF PRESENTATIONS</b>                                   |              |
| 9.1 (Re)envision the HSR Update                                 | 7            |
| 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**



# Hamilton

## **BUSINESS IMPROVEMENT AREA ADVISORY COMMITTEE**

**MINUTES 19-008**

**8:00 a.m.**

**Tuesday, August 13, 2019**

**Rooms 192 & 193**

**Hamilton City Hall**

**71 Main Street West**

**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

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### **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 20<sup>th</sup> to 26<sup>th</sup>) 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 20<sup>th</sup> to 26<sup>th</sup>, 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 17<sup>th</sup> – 21<sup>st</sup>, 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



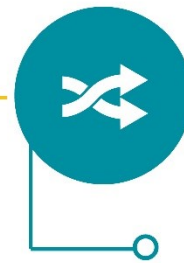
### WINTER 2019

Survey our current and potential customers



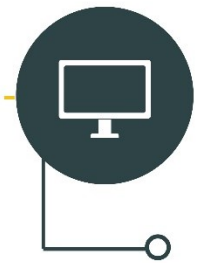
### SPRING/SUMMER 2019

Consult, deliberate and collaborate with Hamilton's many communities



### FALL 2019/WINTER 2020

Design and reconfigure our network

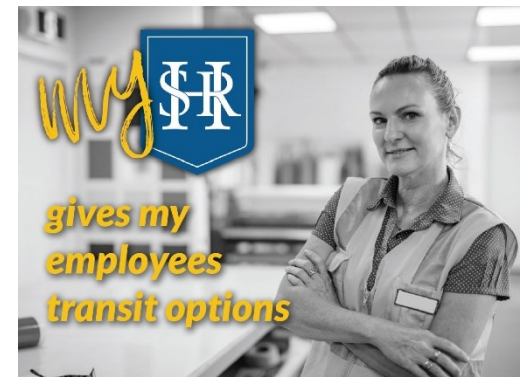


### SPRING 2020

Provide recommendations to Council



# My HSR Campaign





# Response to Survey





# Awareness and Engagement



## Getting the Word Out



### IN PRINT

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

**21,600** Visits to [hamilton.ca/reenvision](http://hamilton.ca/reenvision)

Video was viewed  
**31,100**  
times

**122,600**  
Impressions on Social Media

**40**  
Bus Shelter Ads

**200**  
Ads on Buses

Posters or Brochures in  
**80+**  
City Locations

### ON THE WEB



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



## In the Community

**200+** @  
Conversations

**15**  
Events

### CREATING & SUSTAINING RELATIONSHIPS

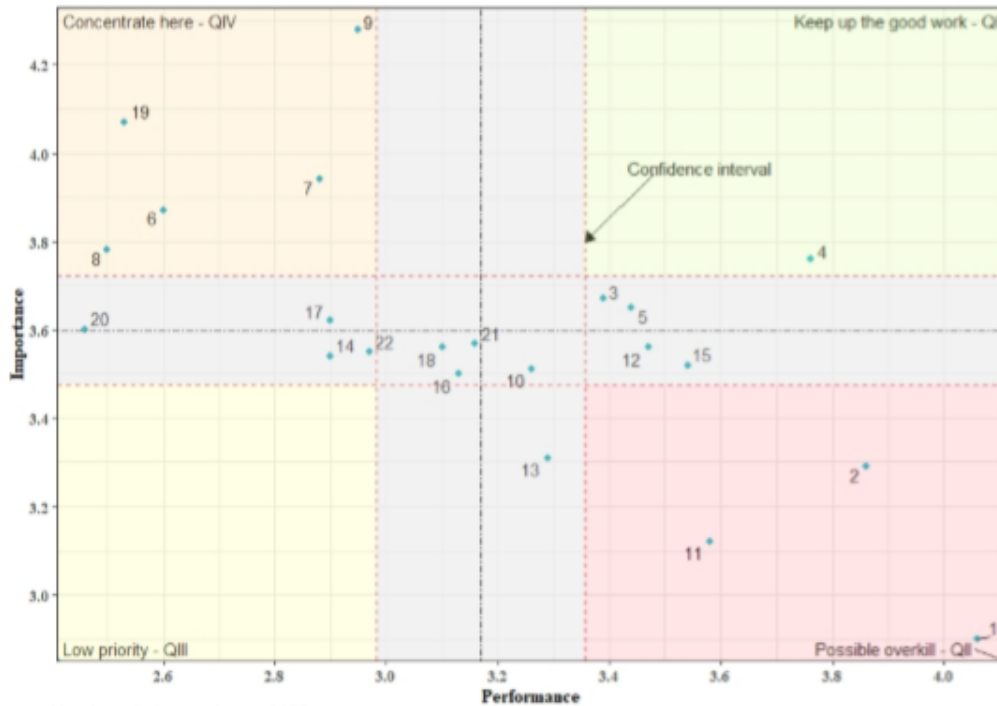
- Neighbourhood Associations
- Commercial + BIAs
- Chambers of Commerce
- Healthcare
- Post-Secondary Schools
- School Boards
- Service Providers
- Advocacy Groups + Advisory Committees



# 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

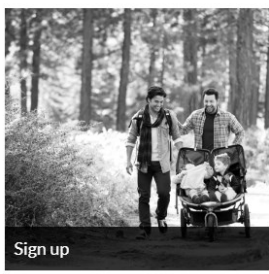
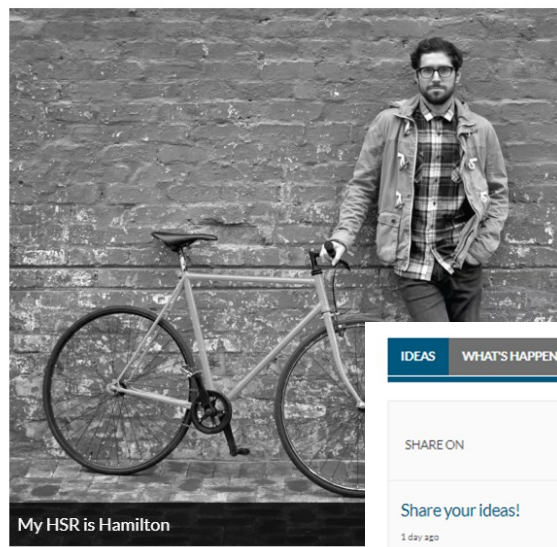


# Digital Engagement



## 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.



IDEAS WHAT'S HAPPENING

SHARE ON



### Share your ideas!

1 day ago

Use this space to detail your idea and let's get the conversation started. You can vote on the ideas you like and comment on other ideas.

Join us in making transit your first choice!

## 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.
- Connect with the (Re)envision Team for questions and answers about our plans 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 \*

Passwords must be 8 - 16 characters and contain a combination of numbers and letters, with at least one lower case letter and one upper case letter.

Password confirmation \*

Postal Code

Please limit answer to 7 characters

Maximum characters 7

I agree to the [Terms of Use and Privacy Policy](#) for using Engagement HQ \*

# Digital Engagement: Weather Protection at Bus Stops



## BUS STOP LOCATIONS

HSR Bus Stops

9 days

Mapbox © OpenStreetMap Improve this map

**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](#)

# 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](http://hamilton.ca/MyHSR)







# Thank You

## Questions?

### Get in touch:

HSR Customer Experience and Innovation

[hamilton.ca/MyHSR](https://hamilton.ca/MyHSR)

[reenvision@hamilton.ca](mailto: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. GEISLER.....**

**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.