



## City of Hamilton

# BUSINESS IMPROVEMENT AREA ADVISORY SUB-COMMITTEE AGENDA

**Meeting #:** 20-002  
**Date:** February 11, 2020  
**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

---

	<b>Pages</b>
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 January 14, 2020	3
5. COMMUNICATIONS	
6. DELEGATION REQUESTS	
7. CONSENT ITEMS	
8. PUBLIC HEARINGS / DELEGATIONS	
9. STAFF PRESENTATIONS	
9.1 Hamilton Business Centre Update	7
9.2 Business Succession Program	

**10. DISCUSSION ITEMS**

- 10.1 Ontario Business Improvement Area Association Conference 2021 9
- 10.2 Business Improvement Area Boards of Management Governance and Policy Review 11

**11. MOTIONS**

**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 20-001

8:00 a.m.

Tuesday, January 14, 2020

Rooms 192 & 193

Hamilton City Hall

71 Main Street West

**Present:** Councillor Esther Pauls (Chair)  
Tracy MacKinnon – Westdale Village BIA and Stoney Creek BIA  
Emily Burton – Ottawa Street BIA  
Cristina Geissler – Concession Street BIA  
Lisa Anderson – Dundas BIA  
Kerry Jarvi – Downtown Hamilton BIA  
Bender Chug – Main West Esplanade BIA  
Susan Pennie – Waterdown BIA  
Rachel Braithwaite – Barton Village BIA  
Susie Braithwaite – International Village BIA  
Heidi VanderKwaak – Locke Street BIA  
Jennifer Mattern – Ancaster BIA

**Absent:** Anne Marie Bergen – King West BIA

---

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

1. **Appointment of Chair and Vice-Chair (Item 1)**

**(Chug/Jarvi)**

- (a) That Councillor E. Pauls be appointed as Chair; and,
- (b) That a rotating Vice-Chair, be approved.

**CARRIED**

### FOR INFORMATION:

(a) **CHANGES TO THE AGENDA (Item 2)**

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

**(MacKinnon/R. Braithwaite)**

That the agenda for the January 13, 2020 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) December 10, 2019 (Item 4.1)**

**(Anderson/Pennie)**

That the December 10, 2019 Minutes of the Business Improvement Area Advisory Committee be approved, as presented.

**CARRIED**

**(d) STAFF PRESENTATIONS (Item 9)**

**(i) 2019 Audit Client Package Review and Discussion (Item 9.1)**

Shelley Hesmer and Isabela Herman from Accounting Services, and Betty Duan and Kyle Rooney from KPMG, addressed the Committee respecting the 2019 Audit Client Package.

**(Jarvi/Geissler)**

That the staff presentation on the 2019 Audit Client Package, be received.

**CARRIED**

**(e) DISCUSSION ITEMS (Item 10)**

**(i) Ontario Business Improvement Area Association (OBIAA)  
Conference 2021 (Item 10.1)**

The Committee discussed the 2021 OBIAA Conference. Julia would like any input from the Committee members on ideas for topics that might be relevant for the Conference.

**(Mattern/Pennie)**

That the discussion respecting OBIAA Conference 2021, be received.

**CARRIED**

**(ii) Business Improvement Area Boards of Management Governance and  
Policy Review (Item 10.2)**

The Committee discussed the Business Improvement Area Boards of Management Governance and Policy Review. Julia advised that the Business Improvement Areas should be reviewing their Procedural By-laws with their Board of Management.

**(VanderKwaak/R. Braithwaite)**

That the discussion respecting the Business Improvement Area Boards of Management Governance and Policy Review, be received.

**CARRIED**

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

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

Julia advised that the Ontario Business Improvement Area Association (OBIAA) Board Meetings are in Hamilton on January 29 – 31, 2020 and their dinner is on January 30, 2020 at 6:30 p.m. All BIA's are welcome to attend.

Julia advised that there have been changes to cannabis retail applications and that Municipal Law Enforcement will be coming to speak at the March meeting.

The Christmas Grant applications have been processed.

Julia advised the Committee that a survey for the Waste Management Strategy has been sent out and that any feedback would be appreciated.

The Business Improvement Area Awards of Excellence will be held on Thursday, March 24, 2020. Julia thanked the Committee for submitting nominations and Christina Geissler agreed to give the speech that evening.

The pedestrian counter will be available in the spring. There will be a webinar to train the BIA's on how to use it. It will be available to be requested for certain dates.

**(Anderson/Burton)**

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.

**(MacKinnon/S. Braithwaite)**

That the updates from Committee Members, be received.

**CARRIED**

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

**(VanderKwaak/Mattern)**

That there being no further business, the Business Improvement Area Advisory Committee be adjourned at 9:10 a.m.

**CARRIED**

Respectfully submitted,

Councillor Esther Pauls  
Chair Business Improvement Area  
Advisory Committee

Angela McRae  
Legislative Coordinator  
Office of the City Clerk

## **Hamilton Business Centre Update**

### Digital Main Street

- Grant component of program (phase one has completed); approx. 100 grants issued in Hamilton
- Phase 2 allows for dedicated staff to work one on one with businesses – through BIAs will visit as many businesses as possible to provide services
- Staff will be able to assist with:
  - Assessing Digital Footprint
  - Social Media/Online Marketing Strategies
  - Tips for working with graphic design & marketing firms
  - Search Engine Optimization
  - Digital Ads (creation and buying plans)
  - Execution of action plan from approved Digital Main Street Grants
- Staff will be available for next 6 months to consult businesses, host workshops and work with

### Questions for BIA Consideration

- What type of supports do your members say they need?
- What feedback are you getting about online programs?
- Did any of your members begin the process of applying for Digital Main Street but didn't get through to the end and have questions?
- Did any of your members who received the grants need help implementing their approved actions?





## OBIAA Conference 2021

## Discussion Summary

- OBIAA Conference is confirmed in Hamilton for April 17-20, 2020; host hotel will be the Sheraton Hamilton with the meetings and plenary sessions being held at the Hamilton Convention Centre by Carmen's
  
- Will be looking for BIA Members in Hamilton to sit on the Host Committee – Terms of Reference and timing expectations will be delivered at a later date
  
- Expectation will be that BIAs in Hamilton organize mobile tours to their respective areas for conference attendees – we want to show off our City.
  - o Important item of note is that in order to participate in the 2021 Conference a BIA must be a member of OBIAA.
  
- Final location for gala dinner is still being finalized by OBIAA with consideration of both LiUNA Station and the Hamilton Convention Centre by Carmen's – proposed theme is old Hollywood "Lights, Camera, Hamilton"
  
- Will be developing a sponsorship package to be rolled out following the completion of the 2020 Conference
  
- Downtown Hamilton BIA will be hosting the entertainment at the 2020 Conference on the Sunday evening so please drop in if attending and promote the Hamilton 2021 Conference



**Business Improvement Area Advisory Committee  
City of Hamilton**

***Code of Conduct for City of Hamilton BIAs***

**CODE OF CONDUCT**

The Board of Management of the BIA expects of itself, its Directors, BIA members and BIA staff, ethical and business-like conduct. This commitment includes the proper use of authority and appropriate decorum by Directors when interacting with groups and individuals. Directors are to work for the advancement of the BIA. They should avoid working for the advancement of themselves, their businesses or their organizations when this is to the detriment of the BIA as a whole.

**Board of Management Unity and Teamwork**

- Directors use the expertise of the Board of Management, staff and BIA members to enhance the ability of the Board of Management as a body to make wise policy.
- Directors recognize that the Board of Management and staff have a common purpose: adopt a team approach to ensure the success of the BIA.

**Board of Management Integrity**

- Directors act openly and honestly and avoid the improper use of influences of their office.

**Board of Management Objectivity**

- Directors view events or persons objectively and disclose all conflicts of interests, not allowing personal gain or advantage to influence their judgment.

**Board of Management Professionalism**

- Directors act professionally in performing their duties. Directors should avoid working for the advancement of themselves, their businesses or their organizations when this is to the detriment of the BIA as a whole.

## Avoidance of Discrimination or Harrasment

- All Directors, BIA members and BIA staff are expected, at all times, to be mindful of conduct which could be deemed or thought to be unfair, discriminatory or construed as harassment.

**Discrimination** means any form of unequal treatment based on a *Code* ground, whether imposing extra burdens or denying benefits. It may be intentional or unintentional. It may involve direct actions that are discriminatory on their face, or it may involve rules, practices or procedures that appear neutral, but disadvantage certain groups of people. Discrimination may take obvious forms, or it may happen in very subtle ways. Even if there are many factors affecting a decision or action, if discrimination is one factor, that is a violation of this policy. *(Source: OHRC website)*

**Harassment** means a course of comments or actions that are known, or ought reasonably to be known, to be unwelcome. It can involve words or actions that are known or should be known to be offensive, embarrassing, humiliating, demeaning or unwelcome, based on a ground of discrimination identified by this policy. Harassment can occur based on any of the grounds of discrimination. *(Source: OHRC website)*

- All Directors, BIA members and BIA staff are expected to refrain from any form of harassment or discrimination, and cooperate fully in any investigation of a harassment or discrimination complaint.
- All Directors and the Executive Director (where applicable) have the additional responsibility to act immediately on observations or allegations of harassment or discrimination. They are responsible for creating and maintaining a harassment- and discrimination-free BIA, and should address harassment or discrimination as early as possible.
- All Directors should treat the BIA staff, their fellow Directors and BIA members with respect and in accordance with any and all related policies and laws.
- All Directors should ensure that they do not speak on behalf of the BIA unless given permission to do so by the Chair or Board of Management. If approached by media regarding the BIA, redirect the media to the Executive Director, the Chair or a dedicated spokesperson.

**Board of Management Confidentiality**

- Directors maintain and respect the confidentiality and privacy of any information or reports obtained during Board meetings that include issues of a sensitive nature. External release of said information or reports must be authorized by the Chair or Board of Management.

**Board of Management Conflict Of Interest**

- Every Director shall act honestly and in good faith with a view to the best interests of the BIA in discharging his/her duties.
- Directors are subject to the *Municipal Conflict of Interest Act* which requires they declare direct and indirect pecuniary interests, and following the declaration, that they not influence any vote or actually vote on the matter.
- Directors are entitled to participate fully on matters in which they have no greater pecuniary interest than other members of the BIA.

I certify that I have received and read this Code of Conduct and that I am responsible for complying with it.

\_\_\_\_\_

Print Name

\_\_\_\_\_

Signature

\_\_\_\_\_

Date