



City of Hamilton

BUSINESS IMPROVEMENT AREA ADVISORY SUB-COMMITTEE AGENDA

Meeting #: 20-003
Date: October 13, 2020
Time: 8:00 a.m.
Location: Due to the COVID-19 and the Closure of City Hall

All electronic meetings can be viewed at:

City's Website:
<https://www.hamilton.ca/council-committee/council-committee-meetings/meetings-and-agendas>

City's YouTube Channel:
<https://www.youtube.com/user/InsideCityofHamilton> or Cable 14

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

	Pages
1. APPROVAL OF AGENDA (Added Items, if applicable, will be noted with *)	
2. DECLARATIONS OF INTEREST	
3. APPROVAL OF MINUTES OF PREVIOUS MEETING	
3.1. February 11, 2020	3
4. COMMUNICATIONS	
5. DELEGATION REQUESTS	
6. CONSENT ITEMS	
7. PUBLIC HEARINGS / WRITTEN SUBMISSIONS / DELEGATIONS	

8. STAFF PRESENTATIONS

- 8.1. Emergency Operations Centre Update (No copy)
- 8.2. Parking Updates 7
- 8.3. Hamilton Business Centre - Digital Main Street Program 17

9. DISCUSSION ITEMS

- 9.1. Ontario Business Improvement Area Association Conference 2021 37

10. MOTIONS

- 10.1. Ottawa Street Business Improvement Area Expenditure Request 39
- 10.2. Downtown Hamilton Business Improvement Area Expenditure Request 41
- 10.3. International Village Business Improvement Area Expenditure Request 43
- 10.4. Concession Street Business Improvement Area Expenditure Request 45
- 10.5. Ancaster Business Improvement Area Expenditure Request 47
- 10.6. Waterdown Business Improvement Area Expenditure Request 49
- 10.7. Business Improvement Area Crime Statistics 51

11. NOTICES OF MOTION**12. GENERAL INFORMATION / OTHER BUSINESS**

- 12.1. Verbal Update from Julia Davis, Business Development & BIA Officer
- 12.2. Statements by Members

13. PRIVATE AND CONFIDENTIAL**14. ADJOURNMENT**



Hamilton

BUSINESS IMPROVEMENT AREA ADVISORY COMMITTEE

MINUTES 20-002

8:00 a.m.

Tuesday, February 11, 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
Cristina Geissler – Concession Street BIA
Lisa Anderson – Dundas BIA
Kerry Jarvi – Downtown Hamilton BIA
Susan Pennie – Waterdown BIA
Rachel Braithwaite – Barton Village BIA
Brendan Wetton – International Village BIA
Heidi VanderKwaak – Locke Street BIA
Jennifer Mattern – Ancaster BIA
Emily Burton – Ottawa Street BIA

Absent: Anne Marie Bergen – King West BIA
Bender Chug – Main West Esplanade BIA

FOR INFORMATION:

(a) CHANGES TO THE AGENDA (Item 2)

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

(Pennie/MacKinnon)

That the agenda for the February 11, 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) January 14, 2020 (Item 4.1)

(Anderson/R. Braithwaite)

That the January 14, 2020 Minutes of the Business Improvement Area Advisory Committee be approved, as presented.

CARRIED

(d) STAFF PRESENTATIONS (Item 9)

(i) Hamilton Business Centre Update (Item 9.1)

Jodi Laking from Planning and Economic Development addressed the Committee respecting an update on the Hamilton Business Center, with the aid of a handout.

(Jarvi/VanderKwaak)

That the staff presentation on the Hamilton Business Centre Update, be received.

CARRIED

A copy of the handout is available on the City's website at www.hamilton.ca or through the Office of the City Clerk.

(ii) Business Succession Plan (Item 9.2)

Graeme Brown, Business Analyst, addressed the Committee respecting Business Succession Plan, with the aid of a handout.

(Anderson/Geissler)

That the staff presentation on Business Succession Plan, be received.

CARRIED

A copy of the handout is available on the City's website at www.hamilton.ca or through the Office of the City Clerk.

(e) DISCUSSION ITEMS (Item 10)

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

Julia Davis, Business Development and BIA Officer, addressed the Committee with an update on the Ontario Business Improvement Area Association (OBIAA) Conference 2021, with the aid of a handout.

(Mattern/Burton)

That the discussion respecting OBIAA Conference 2021, be received.

CARRIED

A copy of the handout is available on the City's website at www.hamilton.ca or through the Office of the City Clerk.

**(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 Davis requested that the Boards of Management for the BIA's review and sign off on their Procedural By-laws. The Code of Conduct for City of Hamilton BIAs has been included in the agenda and will be emailed to the BIA's for review as well.

(Jarvi/VanderKwaak)

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 Davis advised the Committee that the next meeting of the Business Improvement Area Advisory Sub-Committee is on March 24, 2020.

This is also the date (March 24, 2020) for the Business Improvement Area Awards of Excellence and 16 businesses will be receiving awards. Invitations will be mailed to winning businesses this week.

Julia has sent out emails to each BIA regarding the Audit packages and due dates for each BIA.

Julia requested that the BIA's take time to fill out the online Parking Master Plan survey.

The training for the pedestrian counter has been completed and Julia will forward the training document to the BIA's. Kerry Jarvi, Downtown Hamilton BIA, will create an events calendar to be shared across the BIA's for the pedestrian counter.

(Geissler/R. Braitwaite)

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.

(Geissler/Burton)

That the updates from Committee Members, be received.

CARRIED

(g) ADJOURNMENT (Item 15)

(VanderKwaak/R. Braithwaite)

That there being no further business, the Business Improvement Area Advisory Committee be adjourned at 9:00 a.m.

CARRIED

Respectfully submitted,

Councillor Esther Pauls
Chair Business Improvement Area
Advisory Committee

Angela McRae
Legislative Coordinator
Office of the City Clerk



PARKING UPDATES

Presentation to the BIA Advisory Committee

October 13, 2020

Outline of Presentation

- Christmas Free Parking Schedule
- Updates to the Passport Mobile App Launch

Current Free Christmas Parking Schedule



2019 FREE PRE-CHRISTMAS PARKING

FREE ON-STREET PARKING IS AVAILABLE FOR TWO (2) HOURS AS FOLLOWS:

NOVEMBER 24 - DECEMBER 24

- Barton Village B.I.A.
- Hamilton Downtown
(West Ave to Queen, Hunter to Cannon, also James Street from Charlton to Barton)
- Ancaster B.I.A.
- Ottawa Street B.I.A.
- King Street West B.I.A.
- International Village B.I.A.
- Concession Street B.I.A.

DECEMBER 1 - DECEMBER 31

- Locke Street B.I.A.
- Westdale Village B.I.A.

FREE PARKING IS AVAILABLE IN ALL MUNICIPAL CARPARKS AS FOLLOWS:

DECEMBER 1 - DECEMBER 31

- Dundas B.I.A.



Passport Mobile Parking App

- Rolled out parking payment app to 2700+ meters and over 60 parking lots in July 2020
- Allows users the freedom of not touching any physical hardware
- 16,000 transactions to date!
- Overall very positive user feedback



Passport Mobile Parking App

By the Numbers:

Gross Transaction Revenue: \$51,554.85

Transaction (Net) Revenue: \$49,191.00

Total Convenience Fees Paid: \$2,363.85

Avg Transaction Amount: CA\$3.27

Passport Mobile Parking App

Top On-Street Locations:

**Herkimer St. between Park St. and MacNab St.
(Right next to St. Joe's Hospital)
*254 Transactions***

**King William St. between Hughson St. N. to John St. N.
*205 Transactions***

***Westdale Village Parkettes
198 Transactions***

Passport Mobile Parking App

Top Off-Street Locations:

Car Park 13 – James St. N. and York Blvd.
656 Transactions

Car Park 7DU – Hatt St. and Miller's Ln
525 Transactions

Car Park 80 – Bay St. N. and King St. W.
239 Transactions

Passport Mobile Parking App

Top Performing B.I.A. Locations Overall:

1. International Village BIA
2. Dundas BIA
3. Locke Street BIA
4. Barton Village BIA
5. Westdale Village BIA



THANK YOU

Digital Main Street – Digital Transformation Grant Program

Description:

Sometimes best described as a **“how-to” guide and program to help you grow your business**, the Digital Transformation Grant Program (DTG) provides businesses with:

- A digital assessment of their current online presence
- Structured video training series
- Guidance
- Advisory support

Through a partnership with FedDev Ontario and the Province of Ontario, **qualifying businesses also have the opportunity to apply for a \$2500.00 grant** to enable the digital transformation they have identified their business requires after completing all video training.

Digital Service Squad teams will support:

- Who is Digital Main Street?
- What is the Digital Transformation Grant Program?
- What are the program objectives?
- What is the application process?
- Who is eligible for a Digital Transformation Grant?
- What are some eligible and ineligible costs of the grant?
- What is the Digital Service Squad and who can access them?

DIGITAL MAIN ST.

Program Review & Update: October 2020.



This project is funded in part by the Government of Canada through the Federal Economic Development Agency for Southern Ontario.



Hello!

My name is **Keith Russell**.

I am a Business Development Officer at the Hamilton Business Center (HBC). I am also a Digital Main Street Digital Service Squad member here in Hamilton, ON.

Phone: 905-540-6400

Email: digitalmainstreet@hamilton.ca

Online: <https://investinhamilton.ca/hamilton-business-centre/digital-main-street/>



DMS SQUAD

Who is Digital Main Street?

DIGITAL
MAIN ST.

Digital Main Street:

A non-profit program offering a suite of services that helps small main street businesses (SMB) achieve digital transformation and manage their business through the adoption of digital tools and technology.

The program is built around:

- Online learning platform (*tools, resources*)
- Structured video training program (*Digital Transformation Program*)
- Digital Service Squad (*training, guidance, and support*)

What are the **program objectives?**

DIGITAL
MAIN ST.

1

Provide SMB owners with a FREE online assessment to direct them through the process of **determining the digital needs of their business**

2

Provide SMB owners with the digital literacy skills they need to **execute their digital transformation** by completing an online video training course that provides the basics of how digital technology will transform their business for success

3

Provide eligible and approved SMB owners with a **grant of \$2,500** to assist with the execution of their Digital Transformation Plan (DTP)

FACT No.1

\$57,000,000

The amount of funding Digital Main Street received earlier this year (\$50 million in federal funding through FedDev Ontario and \$7.6 million from the province) which will help up to 22,900 Ontario businesses create and enhance their online presence and generate jobs for more than 1,400 students.

How did we do last time?

DIGITAL
MAIN ST.



100+ grants

where awarded to local businesses
= \$285,000



300+ clients

where assisted in their pursuit of digital transformation

FACT No.2

\$1,800,000

1.8 million in potential Digital Transformation Grant monies is available for Hamilton Business. Equal to 725 individual grants of \$2500.

What has changed with the program?

DIGITAL
MAIN ST.

Funding Partners:

Funding for Digital Main Street is now provided by FedDev Ontario and the Province of Ontario.

Business Pre-Qualification Questionnaire:

Implemented to take out some of the frustration business owners faced when applying for the grant during the first iteration of the program.

\$2500 Digital Transformation Grant Program (DTG):

Completely revamped video training program. Training program is now only 2.5 hrs in length (was previously 8 hrs) with most lessons now paired with a case study for more context.

What has changed with the program?

DIGITAL
MAIN ST.

Transformation Plan:

Simplified and shortened to make the process quicker and more convenient for business owners.

Grant Eligibility (business location):

Grant eligibility now states businesses must be located in, or close to, a downtown main street, a Business Improvement Area or has zoning consistent with a municipality's Operating Plan defining a central business district.

Previous Grant Recipients:

Previous grant recipients can re-apply for the grant as long as their reporting is complete from their first grant application.

What has changed with the program?

DIGITAL
MAIN ST.

Digital Service Squad:

One-on-one consultations are now being held virtually allowing greater flexibility for businesses to schedule a consultation on a day and time that works for them. Rescheduling is also much easier. Currently there are 2 Digital Service Squad members in the Hamilton community. Keith Russell from the HBC and Danielle Fenton from the Hamilton Chamber of Commerce. Consultations can be booked online via digital calendars.

Online Learning Platform:

Digital Main Streets online learning platform has been greatly improved and made easier to navigate with helpful prompts and guided instructions.

What has changed with the program?

DMS **shopHERE** powered by Google

ShopHere Powered by Google (new program):

ShopHERE provides independent small businesses and artists with a quick, easy, and no-cost way to get selling online.

Program eligibility criteria:

- Is a registered business, or a registered non-profit organization
- Has a commercial location or is home-based
- Has fewer than ten employees or fewer than 25 employees if a restaurant or bar

What has changed with the program?

DMS **shopHERE** powered by Google

Program eligibility criteria (cont.):

- Is not a corporate chain or franchise

Examples of business that have went through the program with success:

Play. Full. Goods. Homebased business selling one-of-a-kind items for babies and kiddos. <https://playfullgoods.com/>

F2 Engravables. Located at 1472 Main Street East, F2 Engravables sells custom engraved items such as pens, key chains, wedding gifts and more. <https://www.f2engravings.ca/>

What has changed with the program?

DMS **FUTURE PROOF**

Future Proof (new program):

Future Proof is a program that assists businesses with identifying new markets, pivoting their business model, and developing and implementing a deep digital transformation plan.

Program eligibility criteria:

- Business must be registered and/or incorporate in Ontario
- The business cannot be a corporate chain or franchise, including those individually owned and operated

What has changed with the program?

DMS **FUTURE PROOF**

Program eligibility criteria (cont.):

- The business must have a commercial location (and paying Commercial property tax)
- Applicants must be able to commit to working 1 hour a day, Monday through Friday (between 9am to 5pm) for up to 6 weeks of the program

What can you do to help?

DIGITAL
MAIN ST.

To help better promote the program:

- Share any and all social post's around DMS to local business via your own websites, social channels, and newsletters (branded post images and web banners can be created for FREE, just inquire)
- Promote all DMS related webinars and workshops via your website, social channels, newsletters, etc.
- Request 1-pager program flyers (printed or digital) to distribute to local businesses or email them out to businesses
- Continue to educate businesses about the \$2500 grant and refer them back to the HBC if they have any program questions/concerns/help

What can you do to help?

DIGITAL
MAIN ST.

Upcoming DMS Events:

DMS – Digital Transformation Grant Program (Lunch & Learn)

Tuesday, October 13 @12pm to 1pm

DMS – Digital Transformation Plan Workshop (Lunch & Learn)

Monday, October 19 @12pm to 1pm

DMS – Digital Transformation Grant Program (Lunch & Learn)

Monday, October 26 @12pm to 1pm

DMS – Digital Transformation Plan Workshop (Lunch & Learn)

Friday, November 06 @12pm to 1pm

Apply Today

Ontario Grant application:

<https://digitalmainstreet.ca/ontariogrants/>

Book a consultation with a Digital Service Squad member:

Keith: calendly.com/hbc-dss

Danielle: calendly.com/hcc-dss

DIGITAL
MAIN ST.

DMS **ONTARIO GRANTS**

DMS **SQUAD**

DMS **FUTURE PROOF**

DMS **shopHERE**

powered by Google

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

- Wednesday luncheon at 2020 Conference will have an element introducing Hamilton and Welcoming all attendees to 2021

CITY OF HAMILTON

MOTION

Business Improvement Area Advisory Committee

Date: October 13, 2020

MOVED BY M. BURNS.....

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 \$13,110.50 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 \$16,884.50 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: October 13, 2020

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 \$5,638.68 for the purchase of street furniture (umbrellas), 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 \$11,250.33 for Banners, and Christmas Decoration Maintenance, 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: October 13, 2020

MOVED BY S. BRAITHWAITE.....

SECONDED BY.....

INTERNATIONAL VILLAGE BUSINESS IMPROVEMENT AREA EXPENDITURE REQUEST

- (a) That the expenditure request from the International Village Business Improvement Area, in the amount of \$6,993.79 for Graffiti Removal, Other Beautification and Maintenance Efforts, and Office Equipment, 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 International Village Business Improvement Area, in the amount of \$12,362.71 for Programming, and Marketing, 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: October 13, 2020

MOVED BY C. GEISSLER.....

SECONDED BY.....

CONCESSION STREET BUSINESS IMPROVEMENT AREA EXPENDITURE REQUEST

- (a) That the expenditure request from Concession Street Business Improvement Area, in the amount of \$7,915.15 for the purchase of a new BIA Office Laptop (\$2,000), and Decorative Summer Flowers along Concession Street (\$,5,915.15), 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 Concession Street Business Improvement Area, in the amount of \$16,431.64 for Christmas Lights (\$3,000), Christmas Light Installation (\$2,000), Decorative Winter Inserts for Sidewalk Planters (\$7,500), and Banner Arm Reinforcement along Concession Street (\$3,931.64), 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: October 13, 2020

MOVED BY J. MATTERN.....

SECONDED BY.....

ANCASTER BUSINESS IMPROVEMENT AREA EXPENDITURE REQUEST

- (a) That the expenditure request from the Ancaster Business Improvement Area, in the amount of \$5,550.26 for Spring and Summer Flowers, 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 Ancaster Business Improvement Area, in the amount of \$ 5,283.45 for Spring and Summer Flowers, Fall Flowers, and an Office Lap Top, 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: October 13, 2020

MOVED BY S. PENNIE.....

SECONDED BY.....

WATERDOWN BUSINESS IMPROVEMENT AREA EXPENDITURE REQUEST

That the expenditure request from the Waterdown Business Improvement Area, in the amount of \$5,509.72 for the Purchase and Maintenance of 49 Hanging Baskets, 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: October 13, 2020

MOVED BY R. BRAITHWAITE.....

SECONDED BY.....

BUSINESS IMPROVEMENT AREA CRIME STATISTICS

WHEREAS, each Business Improvement Area is affected by crime that is happening within their Business Improvement Area boundary;

WHEREAS, currently Crime Statistics are reported by neighbourhood and not by the Business Improvement Area boundary;

WHEREAS, Crime Statistics (grouped by Business Improvement Area) including detailed information on the types of crimes, would be beneficial to increasing preventative measures within each Business Improvement Area;

THEREFORE, BE IT RESOLVED:

- (a) That Hamilton Police Service Staff be requested to compile detailed Crime Statistics using the Business Improvement Area boundaries; and,
- (b) That Hamilton Police Service Staff be requested to report back to the Business Improvement Area Advisory Committee with these statistics on a quarterly basis.