



# Hamilton

## **BUSINESS IMPROVEMENT AREA ADVISORY COMMITTEE**

**REPORT 20-004**

**8:00 a.m.**

**Tuesday, November 10, 2020**

**Virtual Meeting**

**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  
Susie Braithwaite – International Village BIA  
Heidi VanderKwaak – Locke Street BIA  
Jennifer Mattern – Ancaster BIA

**Absent:** Michal Cybin – King West BIA  
Bender Chug – Main West Esplanade BIA  
Maggie Burns – Ottawa Street BIA

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### **THE BUSINESS IMPROVEMENT AREA ADVISORY COMMITTEE PRESENTS REPORT 20-004 AND RESPECTFULLY RECOMMENDS:**

#### **1. Locke Street Business Improvement Area Expenditure Request (Item 10.1)**

- (a) That the expenditure request from the Locke Street Business Improvement Area, in the amount of \$2,547.66 for Hanging Baskets for the summer 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 Locke Street Business Improvement Area, in the amount of \$3,726.70 for Christmas Hanging Baskets and Christmas holiday decor for a tree, ornaments, and banner maintenance to be funded from the Shared Parking Revenue Program (Parking Revenue Account 815010-45559), be approved.

#### **2. Westdale Village Business Improvement Area Expenditure Request (Item 10.2)**

- (a) That the expenditure request from the Westdale Village Business Improvement Area, in the amount of \$11,551.23 for the cost of streetscape tents and tables 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 Westdale Village Business Improvement Area, in the amount of \$16,067.66 for the cost of streetscape flowers and watering to be funded from the Shared Parking Revenue Program (Parking Revenue Account 815010-45559), be approved.

**3. Downtown Dundas Business Improvement Area Expenditure Request (Item 10.3)**

- (a) That the expenditure request from the Downtown Dundas Business Improvement Area, in the amount of \$14,952.49 for the cost of hiring summer staff to clean and maintain public road allowance by picking up garbage, cleaning graffiti and beautification efforts (\$3,997.49), and the purchase and maintenance of hanging baskets through the BIA (\$10,955) 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 Dundas Business Improvement Area, in the amount of \$24,568.94 for the cost of promoting the Dundas BIA through marketing efforts for social media, television ads, and prints media campaigns in 2020 (\$5,018.94), Christmas decorations and their maintenance, specifically 50 hanging wreaths (\$10,300) and new garlands and greenery (\$9,250) to be funded from the Shared Parking Revenue Program (Parking Revenue Account 815010-45559), be approved.

**FOR INFORMATION:**

**(a) CHANGES TO THE AGENDA (Item 1)**

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

The agenda for the November 10, 2020 Business Improvement Area Advisory Committee meeting was approved, as presented.

**(b) DECLARATIONS OF INTEREST (Item 2)**

There were no declarations of interest.

**(c) APPROVAL OF MINUTES OF PREVIOUS MEETING (Item 3)**

**(i) October 13, 2020 (Item 3.1)**

The October 13, 2020 Minutes of the Business Improvement Area Advisory Committee were approved, as presented.

**(d) STAFF PRESENTATIONS (Item 8)**

**(i) Economic Development Update (No copy) (Item 8.1)**

Norm Schleeahn, Director of Economic Development, addressed the Committee respecting an update on Economic Development.

The update from staff on Economic Development, was received.

**(ii) Community Improvement Plan – 5 Year Review Update (Item 8.2)**

Phil Caldwell, Senior Project Manager and Carlo Gorni, Coordinator of Municipal Incentives, addressed the Committee respecting an update on the Community Improvement Plan – 5 Year Review.

The staff update on Community Improvement Plan – 5 Year Review, was received.

**(iii) Economic Development Action Plan 2021 - 2026 Update (Item 8.3)**

Graeme Brown, Business Analyst, addressed the Committee respecting an update on the Economic Development Action Plan 2021 - 2026.

The update from staff on the Economic Development Action Plan 2021 - 2026, was received.

**(e) DISCUSSION ITEMS (Item 9)**

**(i) Ontario Business Improvement Area Association (OBIAA) Conference 2021 (Item 9.1)**

Julia Davis advised the Committee that there was a walk through at the Hamilton Convention Centre by the Conference Committee last week. The Committee is planning a hybrid conference model that would comprise of 150 in-person attendees along with a virtual attendance option.

The next Conference Committee meeting is November 13, 2020 and updates will be provided at the Host Committee meeting November 17, 2020.

The discussion respecting OBIAA Conference 2021, was received.

**(ii) Governance Discussion - Payment Processes (Electronic Payments Versus Cheques) (Item 9.2)**

The Committee discussed governance around payment practices for the Business Improvement Areas specifically respecting electronic payments versus the use of cheques.

The discussion respecting payment processes, was received.

**(f) GENERAL INFORMATION/OTHER BUSINESS (Item 12)**

**(i) Verbal Update from Julia Davis, Business Development and BIA Officer (Item 12.1)**

Julia Davis advised the Committee that spending for the Christmas Grant Program is up to \$1,000 for Christmas items and spending must happen in 2020. The receipts must be submitted by January 6, 2021. Julia reminded Committee that there is an additional \$200 Advertising Grant that can be applied for.

The Digital Main Street Transformation Grants are available for \$2,500 and the applications are open until the end of November. These applications are done online and the training has been significantly reduced.

Julia reminded Committee that she would like to be invited to all AGMs and is happy to speak at the meeting if the BIA would like that.

The Hamilton Public Library is going to be running a community engagement piece and Julia requested photo content from BIA's. Photos of the BIAs will be shared online and in Hamilton Public Library locations. Tracy MacKinnon will be sending Julia the photos for all BIA's.

Julia advised the Committee that she is working with Public Health and will be communicating with the BIA's regularly regarding updates on COVID-19.

The verbal update from Julia Davis, Business Development and BIA Officer, was received.

**(ii) Statements by Members (Item 12.2)**

Rachel Braithwaite assumed the Chair as Councillor Pauls had to leave the meeting.

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

The updates from Committee Members, were received.

**(g) ADJOURNMENT (Item 14)**

There being no further business, the Business Improvement Area Advisory Committee adjourned at 10:16 a.m.

Respectfully submitted,

Councillor Esther Pauls  
Chair Business Improvement Area  
Advisory Committee

Angela McRae  
Legislative Coordinator  
Office of the City Clerk