



## City of Hamilton

# BUSINESS IMPROVEMENT AREA ADVISORY SUB-COMMITTEE AGENDA

**Meeting #:** 20-005  
**Date:** December 8, 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

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Pages

1. APPOINTMENT OF COMMITTEE CHAIR AND VICE-CHAIR FOR 2021
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. November 10, 2020
5. COMMUNICATIONS
6. DELEGATION REQUESTS
7. CONSENT ITEMS
8. PUBLIC HEARINGS / WRITTEN DELEGATIONS / VIRTUAL DELEGATIONS

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**9. STAFF PRESENTATIONS**

9.1. COVID-19 Infection Prevention and Control

9.2. COVID-19 Enforcement Update

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**10. DISCUSSION ITEMS**

10.1. Review of the Eligible Expenditures for the Community Improvement Plan (CIP) Contribution Program Grant

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10.2. Letter to the Premier on Behalf of the Business Improvement Area Advisory Committee

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**11. MOTIONS**

11.1. Barton Village Business Improvement Area Expenditure Request

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11.2. Stoney Creek Business Improvement Area Expenditure Request

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**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 20-004**

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

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

**(VanderKwaak/R. Braithwaite)**

- (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.

**CARRIED**

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

**(MacKinnon/VanderKwaak)**

- (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.

**CARRIED**

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

**(Anderson/MacKinnon)**

- (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.

**CARRIED**

**FOR INFORMATION:**

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

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

**(S. Braithwaite/Geissler)**

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

**CARRIED**

**(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)**

**(R. Braithwaite/Pennie)**

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

**CARRIED**

**(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.

**(R. Braithwaite/S. Braithwaite)**

That the update from staff on Economic Development, be received.

**CARRIED**

**(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.

**(Mattern/VanderKwaak)**

That the staff update on Community Improvement Plan – 5 Year Review, be received.

**CARRIED**

**(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.

**(R. Braithwaite/MacKinnon)**

That the update from staff on the Economic Development Action Plan 2021 - 2026, be received.

**CARRIED**

**(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.

**(Mattern/VanderKwaak)**

That the discussion respecting OBIAA Conference 2021, be received.

**CARRIED**

**(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.

**(Mattern/R. Braithwaite)**

That the discussion respecting payment processes, be received.

**CARRIED**

**(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.

**(VanderKwaak/R. Braithwaite)**

That the verbal update from Julia Davis, Business Development and BIA Officer, be received.

**CARRIED**

**(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.

**(Pennie/S. Braithwaite)**

That the updates from Committee Members, be received.

**CARRIED**

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

**(Mattern/Anderson)**

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

**CARRIED**

Respectfully submitted,

Councillor Esther Pauls  
Chair Business Improvement Area  
Advisory Committee

Angela McRae  
Legislative Coordinator  
Office of the City Clerk





## **COVID-19 Enforcement Update to BIA Advisory Committee**

### Discussion Topics

- Provincial Regulations/City By-laws re: Red Zone
  - Masks, Distancing, Social Gatherings etc.
- Interpretation Team
- COVID Enforcement Team
  
- Other By-Law Enforcement
- Enforcement Stats
- Information Resources



## The City of Hamilton's Contribution towards Business Improvement Area(BIA) Operating Budgets

Upon approval of the annual current budget by the City of Hamilton, the Urban Renewal Division will determine funding for each BIA. The funding is to be used toward their operating budgets.

It was approved by the Business Improvement Areas Advisory Committee (BIAAC) that the eligible costs will include:

- Purchase of street furniture (benches, planters, banners, murals etc.)
- Maintenance of street furniture
- Costs to hire individuals to clean/maintain the public road allowance
- Purchase and maintenance of hanging flower baskets
- Christmas decorations and their maintenance
- Office Equipment
- Office Maintenance/Improvement

In the event that a unique special event is being held, e.g. World Cycling Championship, consideration will be made for funding initiatives to promote the area in which the event is being held. Funding will not be available for promoting regular special events. Promotional activities of BIAs are not an eligible expense under the City's program.

Individual BIAs are required to take their funding requests to a BIA advisory committee meeting for review and approval. The request and approval must be received within the calendar year and should also be spent within the calendar year.

As amended at the August 20,2013 meeting of the BIA Advisory Committee.



Premier Doug Ford

December 2020

Dear Premier Ford,

RE: COVID-19 Response Framework: Keeping Ontario Safe and Open

We understand that times are unprecedented, and we are very grateful for how the government has stepped up to protect the safety of Canadians along with creating programs to assist and support business, especially Digital Main Street. The decisions you are making each day are challenging and we are sure you are being pulled in many different directions, with no rule book on which to follow. We appreciate you regularly mentioning supporting the small business owners.

We are writing with regards to the restrictions imposed on small businesses in the COVID-19 Response Framework and more specific to Business Improvement Areas (BIAs) that pay an extra tax levy so they can have proper collective cohesion and representation, especially important during times like this. As you know, in Hamilton, we are now in the red stage because of the changing formula and the rising numbers. This means increased restrictions to our small businesses, while the large corporately owned big box stores, malls and casinos are still able to operate, seemingly without impact.

We were concerned at the shocking way Hamilton moved from yellow to red stage, apparently catching even our public health officials off guard. We are concerned that we may soon too go into lockdown stage, with similar notice. Virtually all of our small businesses are complying and following all of the guidelines, while spending and borrowing to cover required PPE expenses and other necessities to operative with restrictions. We simply ask to consider the value of our small businesses when deciding next steps. We appreciate having a premier who understands and supports small business.

We urge you to please create a level playing field so that our small independent Canadian businesses and BIAs, who reinvest their profits back into the local economy, survive. Malls, big box stores and casinos should see the same restrictions imposed on them. If a local retailer is unable to sell books in person, why should a big box store be allowed to?

We appreciate your support for our home-grown businesses who are not only rooted in this community, but also nourish it and add greatly to the tax foundation of this economy. If small business does not survive COVID-19 then the hearts of our cities will be severely impacted, and it will not be the Canada that has historically encouraged entrepreneurship and investment in small business.

Please keep our small businesses, the heart of the Ontario economy, in your heart and mind when making these decisions. We appreciate your consideration and compassion.

Warm Regards.

BIAAC

Cc Mayor Eisenberger, City of Hamilton

Kay Matthews, ED Ontario Business Improvement Area Association



# CITY OF HAMILTON

## MOTION

Business Improvement Area Advisory Committee

Date: December 8, 2020

**MOVED BY R. BRAITHWAITE.....**

**SECONDED BY.....**

### **BARTON VILLAGE BUSINESS IMPROVEMENT AREA EXPENDITURE REQUEST**

- (a) That the expenditure request from the Barton Village Business Improvement Area, in the amount of \$6,222.03 for the cost to hire youth through the summer to clean and maintain the sidewalks in Barton Village 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 Barton Village Business Improvement Area, in the amount of \$10,192.27 for the cost of marketing for the Barton Village BIA (\$554.24), Office Equipment (\$1,482.23), Banners and Planters (\$4,654.58), and the cost to hire a manager to oversee street cleanup (\$3,501.00) 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: December 8, 2020

**MOVED BY T. MACKINNON.....**

**SECONDED BY.....**

### **STONEY CREEK BUSINESS IMPROVEMENT AREA EXPENDITURE REQUEST**

That the expenditure request from the Stoney Creek Business Improvement Area, in the amount of \$8,046.70 for the cost of winter greenery for planters, Christmas decor lights, Christmas decorations maintenance, and materials for summer planters, to be funded from the Community Improvement Plan (CIP) Contribution Program (BIA Payments Account 815010-56905), be approved.