



City of Hamilton

BUSINESS IMPROVEMENT AREA ADVISORY SUB-COMMITTEE REVISED SUB-COMMITTEE REVISED

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

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2. APPROVAL OF AGENDA (Added Items, if applicable, will be noted with *)	
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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

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

Request to Speak to Committee of Council

Submitted on Wednesday, December 2, 2020 - 12:36 pm

==Committee Requested==

Committee: BIA Advisory Committee

==Requestor Information==

Name of Individual: Krysta Boyer

Name of Organization: Winter Wakeup

Contact Number:

Email Address:

Mailing Address:

Reason(s) for delegation request: I am requesting to delegate to the BIA Advisory Committee to present a community and small business initiative.

Will you be requesting funds from the City? No

Will you be submitting a formal presentation? No

WINTER WAKEUP

A COMMUNITY INITIATIVE

January 1st 2021 to March 31st 2021

Embrace the cold!



Winter Wakeup Overview:

Winter can be challenging, the days are short, and the weather gets cold. Still there is plenty of fun to be had during the winter if we look for and commit to it. We are a group of volunteers who have come together to offer some something to look for. We are Winter Wakeup and we aim to motivate Hamiltonian's into embracing the winter through a series of initiatives we have created.

Who we are:

This initiative is led by volunteers. People who have a passion for their community. We are all deeply rooted in this community and want to further our involvement.

Timeline:

We will be launching Winter Wakeup on January 1st 2021, and will be running its initiatives until March 31st 2021.

Initiatives:

Our initiatives are meant to encourage people to get outside and participate in some winter fun. Each initiative offers a different activity, which we will outline and offer resources for. We'll also be hosting contests for those who participate.






Initiatives (cont'd):

An example of one of our initiatives is 'Snow Art'. The 'Snow Art' initiative will begin January 1st, 2021 and will run to March 31st, 2021. Throughout that time every time it snows, we will encourage people to get outside and create some snow art. We'll provide examples and ideas of what to use and what is possible on our website and social media. We'll also be engaging local artists to participate by creating and sharing some of their own winter art.

Our other initiatives include an adventure race, a sled parade, a business rally, and a photo scavenger hunt.

Our initiatives aim to reach children, families, adults, and local businesses. In order to facilitate this strategy, we are in partnership with such organizations as the Hamilton Chamber of Commerce, Winterfest, Snow Angels (A city Initiative), local BIA's, local businesses, and community leaders.

Our initiatives will have prizes for the winning participants. It is important that all the prizes we offer come from local businesses as we want to promote and participate in 'Shop local'. Given the current Pandemic and its economic impact on our local businesses we will be purchasing prizes as opposed to solely asking for in-kind donations. However, we will still gladly accept in-kind donations from businesses who are happy to do so.





Initiatives (cont'd):

It is important that Winter Wakeup is accessible by all. All our core initiatives are free and aim to be easy to participate in.

We do this through creativity which can involve snow or cold weather, but mostly people getting outside.

Our Ask:

We are reaching out to the BIA's because we are looking to form a partnership which would benefit both parties as well as other stakeholders but most importantly the businesses.

Our role in the partnership would include a business rally initiative. It will be a promotional piece where we encourage people to shop local. This can be done on our social media, and on our website, Winterwakeup.com.

While we have developed the outdoor initiatives, we have yet to fully develop the local business rally initiative. We have some ideas, however we are looking to the BIA's for input, advice and direction. The input, advice and direction we are looking for from the BIA's can be captured through a call, survey or BIA representation on our Business Rally committee.

We are also asking the BIA's to promote our initiatives and hopefully even participate in them!



In Closing:

We hope that you will invite us to your December 8th meeting and include Winter Wakeup in on the agenda so that we can speak in earnest about Winter Wakeup and the business rally initiative we aim to launch.

Thank you!
Krysta Boyer - Founder



WINTER WAKEUP



Krysta Boyer
kb@krystaboyer.com

Mission:

Winter Wakeup is dedicated to creating a tool for Hamiltonian's which provides resources and motivation to get outside for their own enjoyment, and to support local businesses.

Objectives:

1. To motivate people to support local businesses.
2. To create a change in people's attitudes towards the winter.
3. To collect data which will serve to further this Initiative in future years.

Timeline:

January 1st, 2021 to March 31st 2021.

Project Management Team:

Krysta Boyer, James Wilson, Leslie Jennings, Brad Dean, Daniel Boyer, Adrienne Madden, and Ethan Danielli.

Expertise:

Our team of volunteers is composed of individuals who have the experience, will and desire to implement this initiative. Their combined experience includes founding past community initiatives, advising community initiatives and implementing community initiatives in Hamilton, Waterloo and Kitchener. Team members also include design and marketing studios with the experience of executing marketable visual identities, acting as global asset managers, and concept to delivery execution.

Exposure:

- Website WinterWakeup.com
- Instagram @winterwakeup
- Twitter @winterwakeup
- Winterfest - all programs included in Winterfest's promotional material
- Distribution Lists of Stakeholders/Partners
- Sharing and Promoting from Stakeholders/Partners
- Local Media Outlets

Initiative Expected Outcome:

- Greater visibility of local businesses
- Greater support of local businesses
- Hamiltonian's new found appreciation for winter
- Hamiltonian's embracing winter
- Hamiltonian's enjoying their involvement in the initiative
- Hamiltonian's taking pride in their city
- Aid in improving the mental health of Hamiltonian's

Programs:

Winter Wakeup aims to reach children, families, adults, and local businesses. In order to facilitate this strategy, we are in partnership with such organizations as the Hamilton Chamber of Commerce, Winterfest, Snow Angels (A city Initiative), local BIA's, local businesses, and community leaders.

In total there are five programs we will be launching under Winter Wakeup. Each program offers a different activity, which we will outline and provide resources for. There will also be a chance to win prizes for those who participate.



Krysta Boyer
kb@krystaboyer.com

Our Programs are the following:

Business Rally
Winter Photo Scavenger Hunt
Cootes to Bruce Adventure Race
Family Day Sled Parade
Snow Art Contest

Business Rally

Objective:

Increase support for local businesses by encouraging Hamiltonian's to engage in a series of actions.

How it works:

An action sheet with a total of 15 actions will be made available online and in print. Each action suggests a means in which to support a local business. Actions may include purchases, social media posts, referrals, and other forms of support for local businesses. Participants can mark off actions as they complete them.

An example of some of the fifteen actions includes:

1. Shop for essentials at a local business.
2. Post on social have you are Doing it Yourself at home with a kit from a local business
3. Shop local for a gift
4. Share one of your favourite local businesses promotion or post on social media
5. Refer a local business to someone

After completing six actions participants will have the opportunity to enter into the 'Sponsor' Business Rally participatory draw.

There will also be a weekly draw where participants will be asked to complete an action within the series and share their completion of the action through their social media.

For those who complete the entire Action Sheet they will be entered into a Business Rally Grand Prize draw.

Winning participants will get a gift card from a local business of their choosing provided that business is a partner of Winter Wakeup. Gift cards will be delivered to winners with a note from our sponsor and Winter Wakeup.

Snow Art Contest

Throughout the initiative timeline, every time it snows, we will encourage people to get outside in their front yard, rear yard, or park if they don't have a yard, and create some snow art. We'll provide examples and ideas of what to use and what is possible on our website and our social media. We'll also be engaging local artists to participate by creating and sharing some of their own winter art.

Participants who submit or share their snow art with us will be entered into a series of draws for a prize.

Prizes:

All our programs will have prizes for the winning participants. It is important that all the prizes we offer come from local businesses as we want to promote and participate in 'Support Local'. Given the current Pandemic and its economic impact on our local businesses we will be purchasing prizes as opposed to solely asking for in-kind donations. However, we will still gladly accept in-kind donations from businesses who are happy to do so.



Krysta Boyer
kb@krystaboyer.com

Covid and Local Businesses:

Now more than ever in our lifetime our local businesses need our support. Our businesses are part of the very fabric which makes up our community. Covid has put many local businesses in jeopardy. We aim to offer a way to support local businesses while respecting Covid protocols. All actions within the Business Rally are centred around current COVID protocol and are adaptable should protocol change. Participants will be encouraged to use protocol methods already in place including curbside pickup and delivery. Participants will also be reminded to wear masks and to physically distance themselves when engaging with businesses.

Covid and Hamiltonian's:

Our programs which are geared towards outdoor participation are designed for households to do together. Many are designed for households to participate in their own yard or as a household in a park. Our programs are not designed to cause gatherings or cross contamination of households.

Our Partnership Ask:

- Promote Winter Wakeup
 - Partners will receive a promotional package
- Participate in Winter Wakeup's programs
- Provide feedback through solicited data collection (survey)

Closing

Winter is challenging enough, the days are short and dark and the temperature gets cold. Add to it the present challenges businesses and Hamiltonian's are facing due to the Pandemic. Our team felt we had to do something to support our community. We see Winter Wakeup as a response to the Pandemic, and as an initiative which has the potential to be carried through every winter. We hope that you are as excited about the initiative as we are and that we can form a partnership which will benefit all.

Krysta Boyer

Founder
Winter Wakeup
kb@krystaboyer.com

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.