



City of Hamilton

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

Meeting #: 21-008
Date: September 14, 2021
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 YouTube Channel:
<https://www.youtube.com/user/InsideCityofHamilton>

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

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Hamilton

BUSINESS IMPROVEMENT AREA ADVISORY COMMITTEE

MINUTES 21-007

8:00 a.m.

Tuesday, July 13, 2021

Virtual Meeting

Hamilton City Hall

71 Main Street West

Present: Councillor Esther Pauls (Chair)
 Susie Braithwaite – International Village BIA
 Tracy MacKinnon – Westdale Village BIA and Stoney Creek BIA
 Cristina Geissler – Concession Street BIA
 Kerry Jarvi – Downtown Hamilton BIA
 Jude Szabo – Ancaster BIA
 Susan Pennie – Waterdown BIA
 Lisa Anderson – Dundas BIA
 Emily Burton – Ottawa Street BIA

Absent: Michal Cybin – King West BIA
 Bender Chug – Main West Esplanade BIA
 Rachel Braithwaite – Barton Village BIA
 Heidi VanderKwaak – Locke Street BIA

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

1. International Village Business Improvement Area Expenditure Request (Item 11.1)

(S. Braithwaite/Geissler)

That the expenditure request from the International Village Business Improvement Area, in the amount of \$7,110.80 for Office Expenses – moving expenses, renovations and new furniture, to be funded from the Community Improvement Plan (CIP) Contribution Program (BIA Payments Account 815010-56905), be approved.

CARRIED

2. Business Improvement Areas Parking Master Plan Response (Item 11.2)

(Anderson/S. Braithwaite)

WHEREAS, the City of Hamilton Parking has recently shared with BIAs recommendations for a parking plan in the City of Hamilton, and in response, the

Hamilton BIAs would like to see City of Hamilton support for local small businesses and local BIAs continue;

WHEREAS, in keeping with Hamilton BIAs contributions to the unique vibrant neighbourhoods, destinations and districts of Hamilton;

WHEREAS, priority pricing for parking and reduced paid hours for parking are key strategies that promote foot traffic to our local businesses and attract new visitors within the Business Improvement Areas (BIAs); and,

WHEREAS, a supportive parking plan is critical as small businesses move to recovery mode following the pandemic;

THEREFORE BE IT RESOLVED:

- (a) That the Business Improvement Areas Advisory Committee request that there be no changes to the current paid parking schedule for Monday-to-Sunday parking, within the BIAs where paid parking is established;
- (b) That the current paid parking hours remain in effect;
- (c) That a free Saturday and Sunday parking program be extended to those BIAs that wish to partake; and,
- (d) That City Staff, in collaboration with the BIAs, investigate parking revenue options that would support a BIA preferred parking program.

CARRIED

FOR INFORMATION:

(a) CHANGES TO THE AGENDA (Item 2)

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

(Geissler/S. Braithwaite)

That the agenda for the July 13, 2021 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) June 8, 2021 (Item 4.1)

(S. Braithwaite/Anderson)

That the June 8, 2021 Minutes of the Business Improvement Area Advisory Committee be approved, as presented.

CARRIED

(d) DELEGATION REQUESTS (Item 6)

- (i) Alex Weinberger, YWCA Hamilton, respecting what YWCA Hamilton offers and to learn from the BIAs what we can do to support and collaborate with the businesses in their areas (For a future meeting) (Item 6.1)**

(Pennie/Geissler)

That the delegation request from Alex Weinberger, YWCA Hamilton, respecting what YWCA Hamilton offers and to learn from the BIAs what we can do to support and collaborate with the businesses in their areas, be approved for a future meeting.

CARRIED

(e) STAFF PRESENTATIONS (Item 8)

- (i) Infection Prevention and Control Team Update (Item 8.1)**

Latchman Nandu, Manager, Infection Prevention and Control, Dr. Ninh Tran, Associate Medical Officer of Health, and Elissa Press, Health Promotion Specialist addressed the Committee with an update from the Infection Prevention and Control Team.

(S. Braithwaite/Anderson)

That the staff presentation on Infection Prevention and Control Team Update, be received.

CARRIED

(f) DISCUSSION ITEMS (Item 10)

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

Kerry Jarvi addressed the Committee respecting the Ontario Business Improvement Area Association (OBIAA) Conference 2021 being held September 26 – 29, 2021.

Kerry advised that with the changing COVID 19 restrictions, that the Committee is meeting and will be making changes to the format of the Conference.

Kerry requested that BIAs hosting a mobile tour during the Conference ensure that they send their information to Erin at OBIAA.

(Pennie/Anderson)

That the discussion respecting Ontario Business Improvement Area Association Conference 2021, be received.

CARRIED

(g) GENERAL INFORMATION/OTHER BUSINESS (Item 13)

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

Julian reminded Committee of the Small Business Tax Class Consultation Meeting that is being held Thursday, July 15th from 1:00 pm – 3:00 pm.

Julia advised that the Hamilton COVID Concierge Site has updated their content and provides many business supports, including screening tools and posters that have been updated with the current regulations. The website can be accessed at www.hamiltoncovidconcierge.ca. Alternatively, their phone number is 905-521-3989 and this line is staffed Monday – Friday (8:30 am – 4:30 pm).

Julia advised that the BIAs who applied for the Shop Local Grant funding of \$10,000 will be receiving their payments shortly. Julia requested that BIAs submit to her any photos and/or testimonials of what the funds were used for.

Julia reminded Committee that the Hamilton Chamber of Commerce is providing rapid testing kits for businesses that have less than 150 employees. There are also Work Wise window decals that the BIAs can pick up to distribute to businesses in their area.

Julia advised the Committee to investigate the Canada Community Revitalisation Fund that is open for applications until July 23, 2021.

Julia advised Committee that she attends the Infection Prevention and Control meetings, and should BIA members have any questions, Julia can raise them at the meetings.

(Geissler/S. Braithwaite)

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.

(Anderson/Geissler)

That the updates from Committee Members, be received.

CARRIED

(h) ADJOURNMENT (Item 15)

(MacKinnon/S. Braithwaite)

That there being no further business, the Business Improvement Area Advisory Committee be adjourned at 9:22 a.m.

CARRIED

Respectfully submitted,

Councillor E. Pauls
Chair Business Improvement Area
Advisory Committee

Angela McRae
Legislative Coordinator
Office of the City Clerk



Hamilton

PUBLIC HEALTH UPDATE

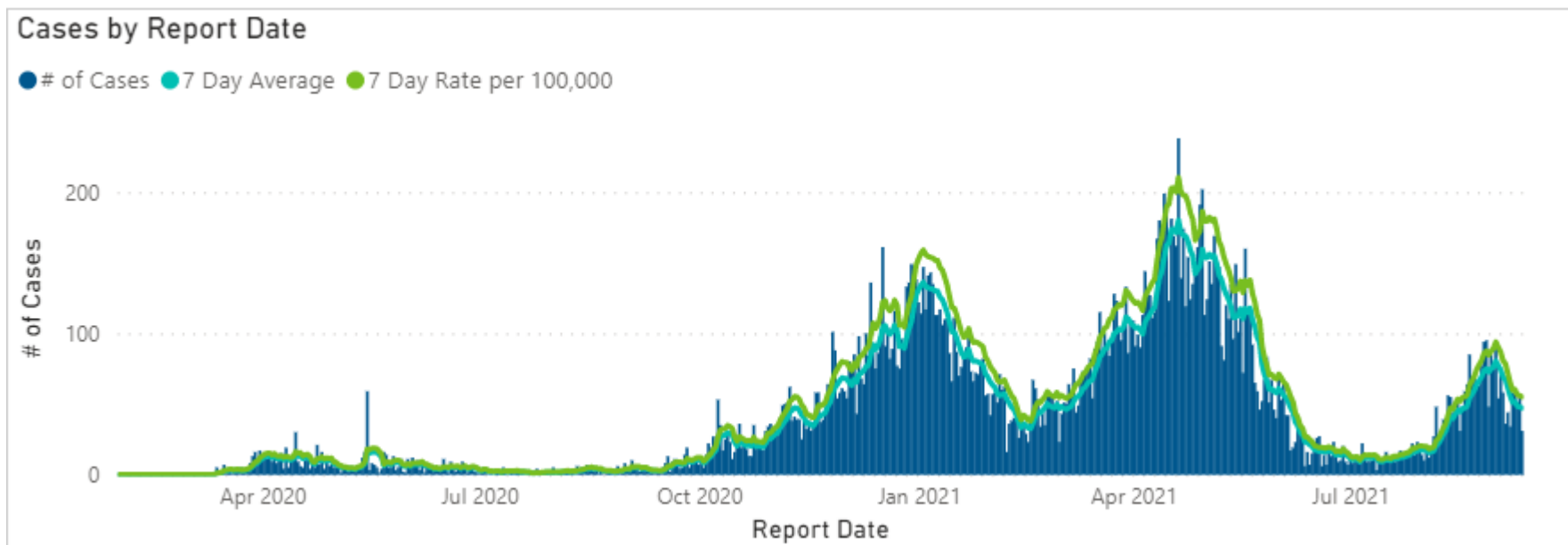
BIA Advisory Committee
September 14th, 2021

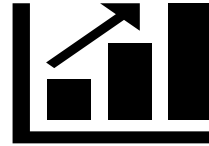


- Local Epidemiology
- Projections on the 4th wave
- Vaccination update
- Local Recommendations
- Mandatory Vaccination Policies in Workplaces
- Proof of Vaccinations

Local epidemiology update

- Local data can be found on the CoH webpage “[Status of Cases in Hamilton](#)”
- Brief update as of September 13th, 2021:
 - Number of new cases (7 day average) = 47
 - Current reproductive number = 0.75
 - Current # of outbreaks = 8





- Hamilton is seeing an increase in COVID-19 case activity and outbreaks
- We are currently in the 4th wave
 - increase in inter-personal contacts associated with reopening.
 - Primarily driven by transmission of the Delta variant among those not fully vaccinated

Scarsin Forecast

Based on [Board of Health update](#) (Aug 11th)

Scarsin Forecast – Overview of Scenarios

Scenario 1

70% vaccination of 12yrs+ and reduced public health measures in mid-October 2021 down to zero by mid-December 2021

Scenario 2

80% vaccination of 12yrs+ and reduced public health measures in mid-October 2021 down to zero by mid-December 2021

Scenario 3

70% vaccination of 12yrs+ and maintaining public health measures with gradual reductions in fall

Scenario 4

80% vaccination of 12yrs+ and maintaining public health measures with gradual reductions in fall

All scenarios assume:

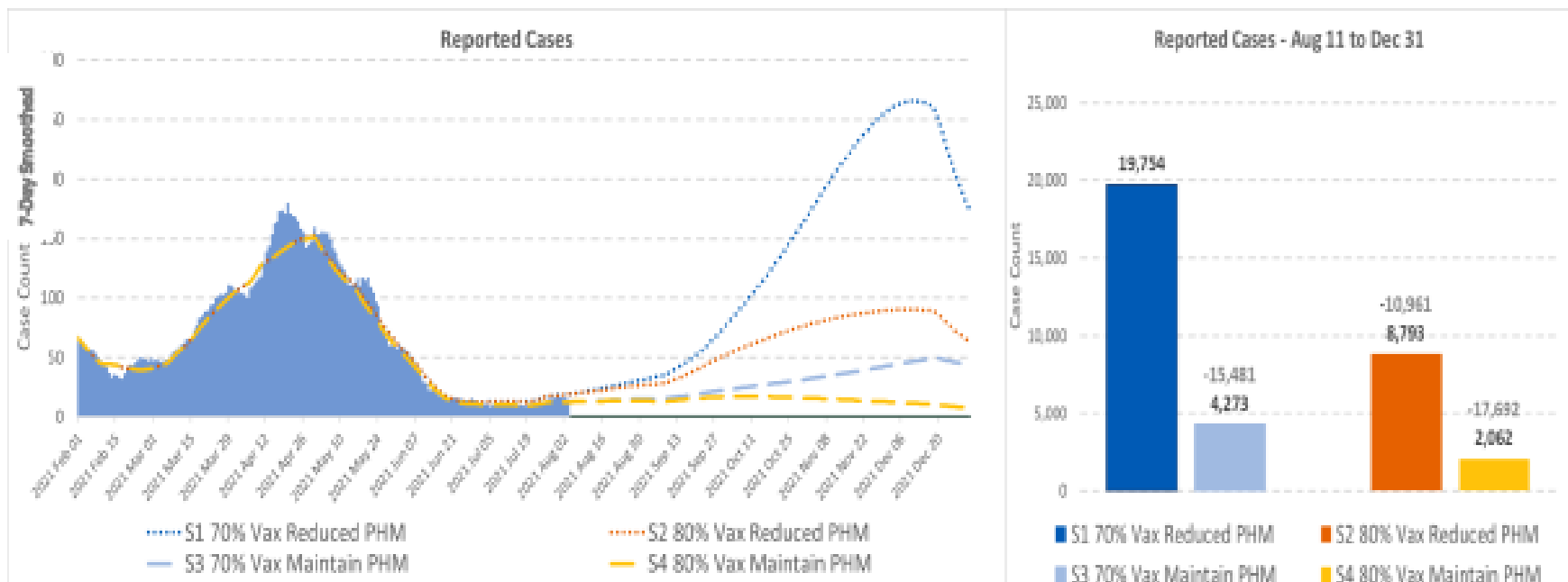
- Delta variant circulating at 95% of cases in Aug 2021
- Reduced case severity probability of hospitalization or death given vaccination
- Immunity curves adjusted for vaccine type
- First dose immunity adjusted for Delta
- Reduced dosing interval to 4 weeks in July 2021
- Increased contact transmission in Aug/Sep 2021
- Mobility increases in late summer/fall
- Fall in-class learning schools/ universities
- Schools will require masking at least initially
- 70% vaccination rate reachable in 12yrs+

-Updated data:

- Case data retrieved Thursday, August 5, 2021
- Updated mobility data
- Vaccination data retrieved Wednesday, August 4, 2021

Scarsin Forecast

COVID-19 Cases, Scenario Comparisons among Hamiltonians



Data Source: Scarsin Decision Support System, scenarios created Aug 7, 2021

Key Messages:

Maintaining public health measures (dash lines) and increasing vaccination levels (orange/yellow lines) can reduce fourth wave cases. At 70% vaccination, over 15,000 cases could be prevented by maintaining public health measures and reduce the fourth wave below third wave levels.

b



Summary - Fourth wave:

- Severe outcomes such as hospitalization and death may be mitigated by vaccination
- Over 15, 000 cases could be avoided in Hamilton with continued public health measures into December 2021 as compared to reducing measures down to zero by December 2021 starting in mid-October 2021
- Over 10,000 cases could be avoided in Hamilton with increased vaccination rates to 80% in October above current 70% of those 12yrs+

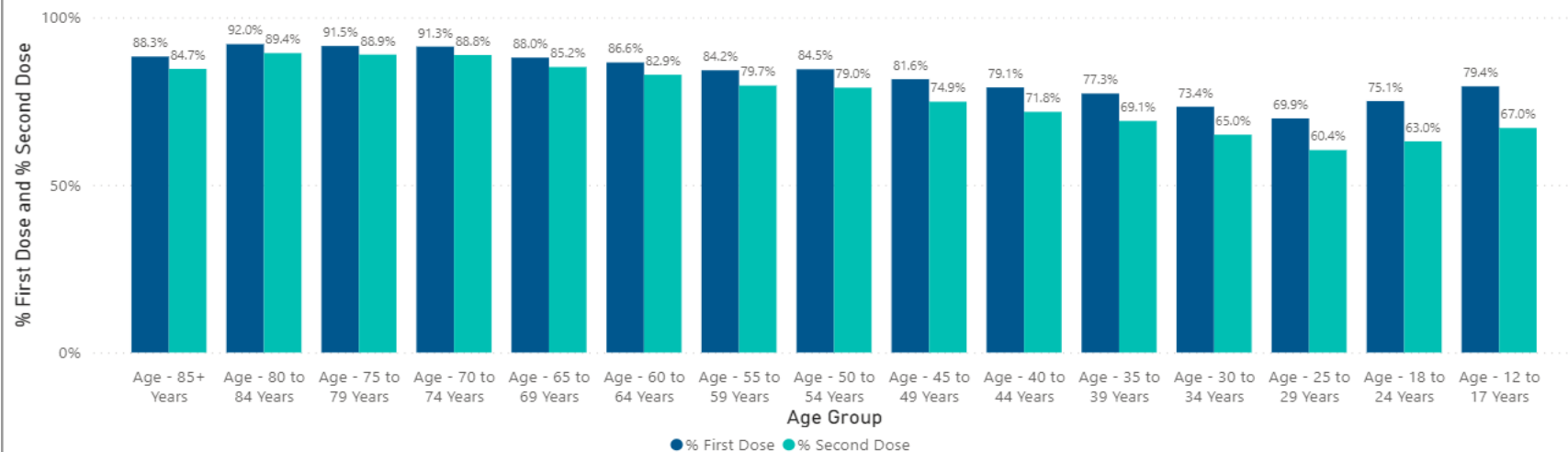


- Local data can be found on the CoH webpage: [COVID-19 Vaccine Distribution](#)
- As of September 13th, 81.3% of eligible Hamiltonians received at least one dose and 74.2% are fully vaccinated

Estimated COVID-19 Vaccine Coverage by Age Groups in Hamilton

The chart below describes vaccination progress by age group in Hamilton.

% Vaccinated by Age Group



Data Source: IntelliHealth (COVAXon Data Load).



Local Recommendations

- <https://www.hamilton.ca/coronavirus/covid-19-vaccination-and-workplaces>

Hamilton's Medical Officer of Health strongly recommends that local employers enact a COVID-19 workplace vaccination policy to protect your employees and your customers from COVID-19 and the Delta variant.

[Read the letter issued August 30 from Hamilton's Medical Officer of Health](#) .

Mandatory Vaccination Policies in Workplaces

- **Mandatory vaccination policies for high-risk workplaces including:**

- Hospitals, home and community care service providers
- Post-secondary institutions
- Licensed retirement homes
- Women's shelters,
- congregate group homes and day programs for adults
- Children's treatment centres and other services for children with special needs and licensed children's residential settings

Vaccination policy requires one of three things:

- Full vaccination against COVID-19;
- A medical reason for not being vaccinated against COVID-19; or
- Completion of a COVID-19 vaccination education session

Proof of Vaccinations

- Proof of vaccination required in select settings (effective September 22nd):
 - Restaurants and bars (excluding outdoor patios, as well as delivery and takeout);
 - Nightclubs (including outdoor areas of the establishment);
 - Meeting and event spaces, such as banquet halls and conference/convention centres;
 - Facilities used for sports and fitness activities and personal fitness training, such as gyms, fitness and recreational facilities with the exception of youth recreational sport;
 - Sporting events;
 - Casinos, bingo halls and gaming establishments;
 - Concerts, music festivals, theatres and cinemas;
 - Strip clubs, bathhouses and sex clubs;
 - Racing venues (e.g., horse racing).

[Provincial FAQs](#)



Hamilton

THANK YOU



Visit the City of Hamilton's COVID-19 website at [Hamilton.ca/coronavirus](https://hamilton.ca/coronavirus)

Visit the Concierge Workwise website at <https://hamiltoncovidconciierge.ca/workwise/>

Contact us with your questions at (905) 974-9848 or phscovid19@Hamilton.ca



Submitted on Friday, July 2, 2021 - 10:34am Submitted by anonymous user:
162.158.126.118 Submitted values are:

==Committee Requested==

Committee: Other Advisory/Sub-Committee

Specify which Advisory/Sub-Committee: BIA Advisory Committee

==Requestor Information==

Name of Individual: Alex Weinberger

Name of Organization: YWCA Hamilton

Contact Number: 19055229922 x314

Email Address: aweinberger@ywcahamilton.org

Mailing Address:
75 MacNab St South
Hamilton ON L8P 3C1

Reason(s) for delegation request:

YWCA Hamilton has a number of programs to support small businesses. We have been meeting with BIA's individually to discuss these opportunities and would love to present about our work to all of the BIAs in the city.

For example, we run a Women's Enterprise Centre to assist new and existing women-led businesses to establish and grow. Additionally, in collaboration with Fempreneurs, we host a women-led business directory.

Especially, following COVID19, we want to support and collaborate with businesses in the community. We would like the opportunity to present more about what we offer and learn from the BIAs what we can do to support and collaborate with the businesses in their areas.

Will you be requesting funds from the City? No

Will you be submitting a formal presentation? Yes



BIA Advisory Committee

September 14, 2021





About YWCA Hamilton

YWCA Hamilton is a dynamic, multi-impact charitable organization serving 10,000+ women, girls, and families each year. With core values rooted in feminism, inclusion, and innovation, YWCA Hamilton provides a diverse range of programs and is committed to building equitable communities and changing lives.



About Alex

- Philanthropy Coordinator at YWCA Hamilton
- Focus on Corporate and Small Business engagement
- I come to this work from running a small business myself



Alex Weinberger,
Philanthropy Coordinator
T: (905) 522.9922 ext. 314
E: aweinberger@ywcahamilton.org



Women's Enterprise Centre

- YWCA Hamilton Women's Enterprise Centre supports new and existing businesses with one-on-one coaching, business plan training, mentoring and digital support services.
- PowerUP Small Business Training Program – 10 week intensive training program
- Digital Force Learning Academy – digital support webinars
- WEC Mentor Program – an opportunity for existing business leaders to mentor new and emerging businesses
- Women-Led Business Directory



Women-Led Business Directory

- We continue to hear from the community that they are looking to support local businesses, in particular women-led businesses, and help rebuild our city together
- The Women's Enterprise Centre launched the directory as a one-stop-shop where customers and clients can search for local, women-led businesses
- 150+ fierce women-led businesses are listed currently
- Applications are accepted and reviewed on an ongoing basis



Pride Month – June 2021

- 10+ businesses provided specials during June 2021 with a portion of sales going to speqtrum – a program for 2S–LGBTQIA+ young people
- Businesses from car dealerships, to restaurants, to ice cream shops participated
- YWCA Hamilton and speqtrum shared the social media content created by the local businesses and customers
- Over \$6000 was raised over the month of June to support speqtrum’s lifesaving programming





Walk a Mile in Her Shoes 2021

Get your shoes ready!

Save the Date

August 11 - 18



**Walk to end violence
against women**

REGISTRATION IS FREE



ywcahamilton.org

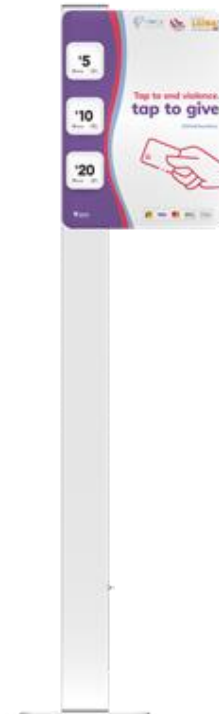
- Signature YWCA Hamilton event that raises funds and awareness to end violence against women and children
- Registration was free!
- \$156,000+ was raised to help end violence against women and children

Participants walk in solidarity with survivors of violence and raise funds to help them rebuild their lives through safety planning, access to counselling, safe housing and supports for women to become financially independent.



Tap to End Violence

- 30+ local businesses hosted counter-top devices – customers could ‘Tap to End Violence’ and make a \$5 donation
- All funds supported Walk a Mile in Her Shoes
- 5 larger standing units allowed donations of \$5, \$10, or \$20
- All businesses were featured on the interactive event map
- Business and user-generated content was shared on YWCA Hamilton’s social media channels





Holiday Giving

- We collect donations to create holiday packages for folks who call YWCA Hamilton home
- In-kind donations from local businesses
- Host locations for toy and sock drive drop-offs
- Allow a YWCA Hamilton booth at local community events or markets



Liked by sara_ernest and 31 others

ywcahamilton Thank you to Gabriela Covaci and the amazing women from the Romanian community for their donation of tasty treats to support women and families in need this holiday season! You can still donate at <https://www.ywcahamilton.org/inspired-to-give> #InspiredToGive

December 24, 2020





Women of Distinction Awards

2022
WOMEN *of*
DISTINCTION *Awards*

March 3, 2022

- Nominations will open fall 2021
- Nominate a local small business or entrepreneur who is making an impact in our community
- Donate items for attendee gift boxes





Follow up and Questions

I would love to connect with each of you to discuss the businesses in your BIA and ways we can collaborate to both support local businesses and the programs at YWCA Hamilton

Thank you!

Hamilton Day

A CELEBRATION OF ALL THINGS LOCAL



Hamilton Day 1931

In October 1931, Hamilton — like other communities in North America — was in the depths of the Great Depression.

Looking to boost spirits and the local economy, the Hamilton Chamber of Commerce declared October 28, 1931 to be Hamilton Day.

On this day, Hamiltonians were encouraged to go on a shopping spree.



Hamilton Day 1931

Organized by the Hamilton Chamber of Commerce and the Hamilton branch of the Canadian Manufacturers Association, the day was a huge success.

Retailers reported record-selling volumes across the city.

Theatres, restaurants and hotels also reported very brisk business.

While it was only one day in an economic downturn that would drag on for years, **Hamilton Day became symbolic of a rallying spirit in the face of adversity.**



Ninety Nine Years Ago...



*“Hamilton Day. It will not be just an ordinary or bargain day, but a mighty effort on the part of retailers, wholesalers and manufacturers to pry loose the lazy dollar and make it work and to **banish that tiresome word, depression,** from hereabouts for one day at least.” – The Hamilton Spectator*

This Year...



*We will work together to banish that tiresome word; **pandemic**.*

Hamilton Day 2021

Revitalized by the Hamilton Chamber of Commerce, with the support of the Flamborough and Stoney Creek Chambers, and in partnership with Hamilton's 13 BIAs.

A month-long campaign that encourages Hamiltonians to patronize & support local businesses in the wake of the pandemic.

It will culminate in a one-day celebration of all things local:

Saturday, November 20th, 2021



Hamilton Day 2021

This will be an event for **all Hamiltonians**, promoting patronage of both online and brick-and-mortar stores that include:

- ✓ Retail stores
- ✓ Eateries
- ✓ Personal service
- ✓ Etc.

It will ***not*** be a festival-style event that encourages large gatherings. All shopping is to be done safely; in-person, curbside and delivery will be promoted as options.



Marketing / Promotions

Campaign Microsite:

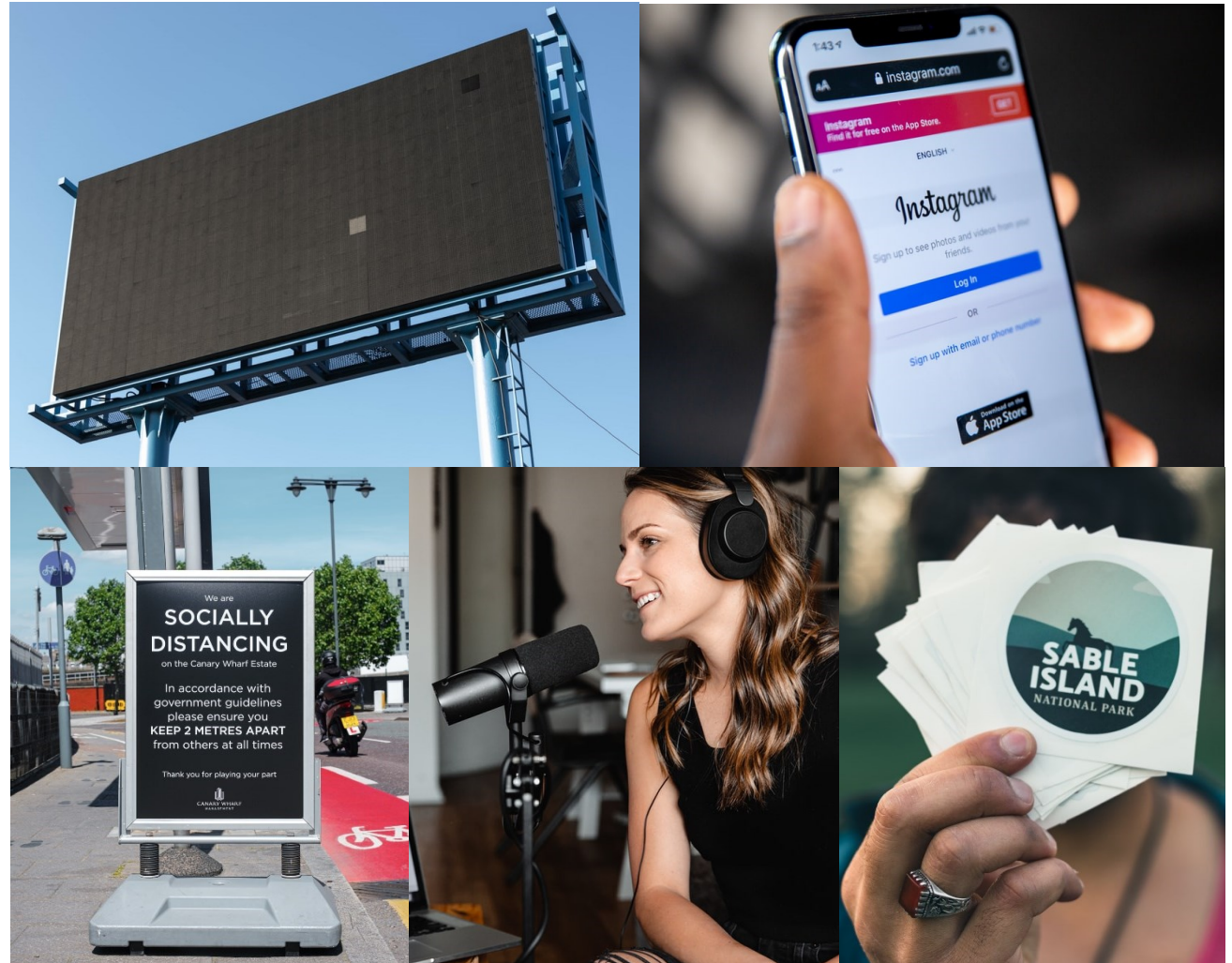
- ✓ Housing information about Hamilton Day
- ✓ Interactive hub for participants to “enroll in Hamilton Day”

Marketing Will Likely Include:

- ✓ Paid Social Media
- ✓ Hamilton Spectator Print/Digital Ads
- ✓ Radio and Television Ads
- ✓ Billboard Ads
- ✓ Sidewalk Signage
- ✓ Posters, Stickers, Decals
- ✓ Videos
- ✓ Earned Media

Business Engagement Package:

- ✓ Hamilton Day 1-pager
- ✓ Social media graphics
- ✓ Poster to download for their storefront



Call For BIA Participation

Each participating BIA will receive a one-time activation budget of \$2,000 and a suite of promotional items (marketing toolkit) to promote the Hamilton Day campaign in their catchment area. The funds can also be used to support eligible activities that enhance the experience for potential patrons within your catchment area (not mandatory).

Deliverables Include:

1. Share Hamilton Day content through your social media channels (such as Instagram, Facebook, Twitter, LinkedIn). Posts should link to the campaign website.
Frequency should include:
 - a) 2-3 posts within the month of October;
 - b) One post per week leading up to the event within November;
 - c) One post on November 20, 2021.
2. Share Hamilton Day content in your BIA's newsletter.
3. Place the Hamilton Day logo + a small blurb on your BIA's website (if applicable).
4. Introduce businesses within your BIA to the Hamilton Day campaign and facilitate at least 10 introductions between the initiative and potential business participants.

Eligible Expenses:

- ✓ Hiring musicians and/or entertainers
- ✓ Bringing in food trucks or the alike
- ✓ Swag and/or giveaways

Ineligible Expenses:

- ❖ Paid advertising promoting the campaign
- ❖ Beautification / renovation projects
- ❖ Capital expenses / leasehold improvements
- ❖ Existing operating costs / office equipment
- ❖ Recurring subscriptions and fees

Join Us!

Please direct all partnership requests and questions to:

Project Coordinator, Katie Stiel
k.stiel@hamiltonchamber.ca



CITY OF HAMILTON

MOTION

Business Improvement Area Advisory Committee

Date: September 14, 2021

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 \$5,581.91 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.