



City of Hamilton

BUSINESS IMPROVEMENT AREA ADVISORY SUB-COMMITTEE AGENDA

Meeting #: 22-001

Date: January 11, 2022

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

	Pages
1. APPOINTMENT OF CHAIR AND VICE-CHAIR FOR 2022	
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 9, 2021	3
5. COMMUNICATIONS	
6. DELEGATION REQUESTS	
7. CONSENT ITEMS	
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8.2. 2021 BIA Audit Information	9

9. PUBLIC HEARINGS / DELEGATIONS

10. DISCUSSION ITEMS

10.1. Hamilton Day Debrief and Results

17

11. MOTIONS

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 21-010

8:00 a.m.

Tuesday, November 9, 2021

Virtual Meeting

Hamilton City Hall

71 Main Street West

Present: Councillor Esther Pauls (Chair)
 Brendan Wetton – International Village BIA
 Tracy MacKinnon – Westdale Village BIA and Stoney Creek BIA
 Cristina Geissler – Concession Street BIA
 Kerry Jarvi – Downtown Hamilton BIA
 Katie Poissant-Paul – Ancaster BIA
 Lisa Anderson – Dundas BIA
 Emily Burton – Ottawa Street BIA
 Heidi VanderKwaak – Locke Street BIA
 Susan Pennie – Waterdown BIA

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

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

1. Downtown Dundas Business Improvement Area Expenditure Request (Item 11.1)

(Anderson/Pennie)

That the expenditure request from the Downtown Dundas Business Improvement Area, in the amount of \$14,564.99 for the costs to clean and maintain public road allowance by picking up garbage, pulling weeds and other beautification efforts (\$9,709.99), and for the purchase of hanging baskets and planter materials (\$4,857.00), to be funded from the Community Improvement Plan (CIP) Contribution Program (BIA Payments Account 815010-56905), be approved.

CARRIED

2. Concession Street Business Improvement Area Expenditure Request (Item 11.2)

(Geissler/Anderson)

(a) That the expenditure request from the Concession Street Business Improvement Area, in the amount of \$8,071.35 for the purchase of new

banners along the Concession BIA 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 Concession Street Business Improvement Area, in the amount of \$14,271.77 for the cost of promotional initiatives including social media and tv campaigns, to be funded from the Deferred 2020 Shared Parking Revenue Program (Account 815010-52505), be approved.

CARRIED

3. Ancaster Business Improvement Area Expenditure Request (Item 11.3)

(Poissant-Paul/MacKinnon)

That the expenditure request from the Ancaster Village Business Improvement Area, in the amount of \$5,626.30 for the costs of spring/summer flowers for the Ancaster Village Business Improvement Area, to be funded from the Community Improvement Plan (CIP) Contribution Program (BIA Payments Account 815010-56905), be approved.

CARRIED

FOR INFORMATION:

(a) CHANGES TO THE AGENDA (Item 2)

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

(VanderKwaak/Anderson)

That the agenda for the November 9, 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) October 12, 2021 (Item 4.1)

(MacKinnon/Poissant-Paul)

That the October 12, 2021 Minutes of the Business Improvement Area Advisory Committee be approved, as presented.

CARRIED

(d) STAFF PRESENTATIONS (Item 8)

(i) Infection Prevention and Control Update (Item 8.1)

Dr. Ninh Tran, Associate Medical Officer of Health addressed the Committee with an update on Infection Prevention and Control.

(Anderson/Burton)

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

CARRIED

(ii) Economic Development Action Plan 2021-2025 (Item 8.2)

Norm Schleeahn, Director of Economic Development and Judy Lam, Manager, Commercial Districts and Small Business addressed the Committee with a presentation on the Economic Development Action Plan for 2021-2025.

(Anderson/Geissler)

That the staff presentation respecting the Economic Development Action Plan for 2021-2025, be received.

CARRIED

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

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

Julia reminded the Committee that the Shop Local Grant funding of \$10,000 must be spent by December 31, 2021. Julia would also like photos of the projects once they are completed.

The Christmas Grant Program was sent out to the BIA's. The Grant is a \$1,000 matching grant and will need to be submitted by Thursday, January 6, 2022. Please email Julia if you would like to participate.

Julia reminded Committee that the Hamilton Chamber of Commerce is still providing rapid testing kits for businesses that have less than 150 employees.

Julia advised that the Hamilton COVID Concierge Site is still updating their content regularly 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 Parking Ad Reimbursement is happening again this year. BIAs can provide a copy of the advertisement and receipts for their Christmas advertising to Parking and they will reimburse up to \$200.

Julia reminded Committee that Hamilton Day Shop Local event is on November 20th, 2021.

(Geissler/Anderson)

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

CARRIED

(ii) Statements by Members (Item 13.2)

Councillor Pauls relinquished the Chair to Katie Poissant-Paul, as she had to leave for another meeting.

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

(Anderson/Burton)

That the updates from Committee Members, be received.

CARRIED

(f) ADJOURNMENT (Item 15)

(Wetton/VanderKwaak)

That there being no further business, the Business Improvement Area Advisory Committee be adjourned at 9:14 a.m.

CARRIED


Respectfully submitted,

Councillor E. Pauls
Chair Business Improvement Area
Advisory Committee

Angela McRae
Legislative Coordinator
Office of the City Clerk



COMMUNICATION UPDATE

TO:	Mayor and Members City Council
DATE:	December 9, 2021
SUBJECT:	Cannabis Program Funding Update (City Wide)
WARD(S) AFFECTED:	City Wide
SUBMITTED BY:	Monica Ciriello Director, Licensing and By-law Services Planning and Economic Development Department
SIGNATURE:	

The Provincial government introduced the *Cannabis Licence Act, 2018*, (CLA) through Bill 36 which sets out a licensing scheme for Private Retail Cannabis Stores. The licensing scheme is regulated by the Alcohol and Gaming Commission of Ontario (AGCO) and creates two types of licences, a Retail Operator Licence and a Cannabis Retail Manager Licence. The CLA also creates a retail store authorization which authorizes its holder to operate a specific Cannabis Retail Store. Subsection 41(1) of the CLA gives the authority to municipalities to decide to opt in or out of allowing Retail Cannabis Stores in their community.

The City of Hamilton (the City) opted into the Cannabis Program in December 2018 with funding from the Ontario Cannabis Legalization Implementation Fund. Under the Ontario Cannabis Legalization Implementation Fund, the Province provided \$40M over two years to help municipalities with the implementation costs of recreational cannabis legalization. Use of these funds was restricted to costs that directly relate to the legalization of recreational cannabis. There was no commitment by the Province to fund beyond the two years.

The funding was used to establish a Cannabis Enforcement Team within Licensing and By-law Services. The funding for the Cannabis Enforcement Team will end by the end of 2021, however, Licensing and By-law Services has enough funds to sustain the Cannabis Enforcement Team until April 2022.

OUR Vision: To be the best place to raise a child and age successfully.

OUR Mission: To provide high quality cost conscious public services that contribute to a healthy, safe and prosperous community, in a sustainable manner.

OUR Culture: Collective Ownership, Steadfast Integrity, Courageous Change, Sensational Service, Engaged Empowered Employees.

SUBJECT: Cannabis Program Funding Update (City Wide) - Page 2 of 2

The Cannabis Enforcement Team consists of three Licensing Compliance Officers and one Administrative staff. Council had previously directed that Licensing and By-law Services Division be responsible for reviewing applications and providing City comments to the AGCO. The Cannabis Enforcement Team reviews each proposed location using the *Cannabis Policy Statement* approved by Council in January 2019, that includes reviewing the City's desired 300m setback from schools, parks, day cares, libraries, community centres, addiction and health centres and other cannabis stores. The team also solicits input from the area Councillor, internal stakeholders and canvasses residential addresses and businesses within a 300m radial area. Licensing and By-law Services Division then consolidates this information and provides it to the AGCO.

Council may wish to petition the Province for further stability funding to come back to the City under the Ontario Cannabis Legalization Implementation Fund. To continue the current level of enforcement, this funding is required.

In early 2022, Licensing and By-law Services will bring forward a recommendation report to Planning Committee to present options if the requested funding from the Province has not been received.

If you have any questions regarding this communication, please contact Monica Ciriello, Director of Licensing and By-Law Services at Ext. 5809 or by email at Monica.Ciriello@hamilton.ca.

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BIA Client Assistance Package

BIA Name

BIA Contacts Lead Contact and Bookkeeper Contact

Lead Contact for Audit Questions

Bookkeeper contact for accounting questions

Name _____

Name _____

Phone _____

Phone _____

Email _____

Email _____

KPMG Contact

If there are any questions with respect to the BIA audit, please feel free to contact Kyle Rooney at (905) 667-3587 (kylerooney@kpmg.ca)

DEADLINES

- 1 Books and records to be prepared by client (as described below) for each BIA are to be emailed to **Isabela Herman at isabela.herman@hamilton.ca** by [March 8, 2022](#). If you have hard copy files these can be delivered to City of Hamilton Financial Services, 28 James Street North, 4th Floor, Attention: Isabela Herman. However, we prefer soft copies if possible. Please ensure that the information provided is complete to reduce the risk of additional audit fees.
- 2 Once the information is provided to the auditors, they will be in contact with you to set up a meeting based on your audit timeline.
- 3 BIA audited financial statements should be accurate and prepared in a timely manner. The City of Hamilton consolidates the BIA's financial statements in their books annually.
- 4 Confirm BIA Board Date for Statement approval for either June or September board meetings. If any change is required, please notify Isabela Herman. Audits will be completed to adhere to identified schedule.

Date for FS Approval

DATA

Please note that KPMG's files are digital, so when available, we would appreciate receiving information in electronic format (i.e. Excel) via email, Dropbox etc.

FEES

Audit fees for the current year have been quoted to the City of Hamilton. Delays in providing accurate records or responses could result in additional costs above the quoted price.

REQUIRED INFORMATION - To be supplied by Julia Davis

<ul style="list-style-type: none"> - Copy of documentation from the City of Hamilton regarding levy budgets, Parking program budgets, operating program budgets and any other associated grants - Summary and details of any levy adjustments - Approved budget for 2021 	<p>All copies to be provided electronically to Isabela Herman & KPMG by March 15, 2022</p>
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REQUIRED INFORMATION- To be supplied by BIA Contact

Specify if item was
 If not provided, provided in hard copy (HC)
 Provided (Y/N) please specify why: or electronically (E):

GENERAL

- Minutes from all Board meetings from January 1, 2021 to December 31, 2021
- Listing of all current Board members
- Draft internal financial statement
- Listing of all related parties (see Appendix for explanations)
- Confirm prior year adjusting entries have been posted to GL (including ones from auditors)
- Confirm Management Inquiry form has been completed
- Listing of all businesses owned by the board members of the BIA that are MEMBERS of the BIA

GENERAL LEDGERS

- An electronic trial balance and general ledger for the period ending December 31, 2021

CASH

- All bank statements from January 2021 to March 2022. Please provide March 2022 bank statement in April 2022.
- Bank reconciliation and supporting schedules at December 31, 2021
- Listing of signing officers on cheques and who writes cheques

REVENUE & ACCOUNTS RECEIVABLE

- Accounts receivable reconciliation at December 31, 2021
- Access to deposit books covering the period from January 1, 2022 to February 28, 2022 ***
- Listing of deferred revenue and supporting documentation

EXPENSES & ACCOUNTS PAYABLES

- Accounts payable reconciliation at December 31, 2021
- Access to invoices during the year***
- Listing of payments (cheques, eft) from January 1, 2022- February 28, 2022
- All HST forms for the fiscal year, if applicable

TANGIBLE CAPITAL ASSETS

- Listing of significant capital asset additions and disposals during the year and supporting documentation
- Capital asset continuity schedule ending December 31, 2021

AUDIT QUESTIONS

For each of the following questions, please answer and if more information is required in the response, attach as another document.

- Are you aware of any claims or litigations outstanding against the BIA?
- Are you aware of any non-compliance with laws or regulations ?
- Are you concerned that the BIA would not be able to continue operations in 2021?
- Are there any commitments or contingencies for 2021 (if so please provide)?
- Are you aware of any fraud, internal or external, that occurred during the year?
- Is there a lease agreement in place? If so, please provide a copy.

Y/N

BEST TIPS

- Has the tax levy default been recorded to ensure ending Due to/from City agrees with City balance?
- Has a review been done of expenditures (i.e. banners, signs, beautification) incurred to ensure capital assets are appropriately recorded?
- Have all adjustments from the prior period audit been recorded?
- Have invoices received after year end been reviewed to ensure they are recorded in the correct period?
- Has the 2020 audit fee quoted by the City been accrued as due to City of Hamilton?
- Has depreciation been recorded?

*** These items will need to be requested from time to time, but are not required to be provided all at once. We just request that these items be available should we need to look at supporting invoices or deposits

Related party
(PS 2200)

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- Copy of documentation from the City of Hamilton regarding levy budgets, Parking program budgets, operating program budgets and any other associated grants
- Summary and details of any levy adjustments
- Approved budget for 2021

All copies to be provided electronically to Isabela Herman & KPMG by June 1, 2022

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Provided (Y/N) please specify why: or electronically (E):

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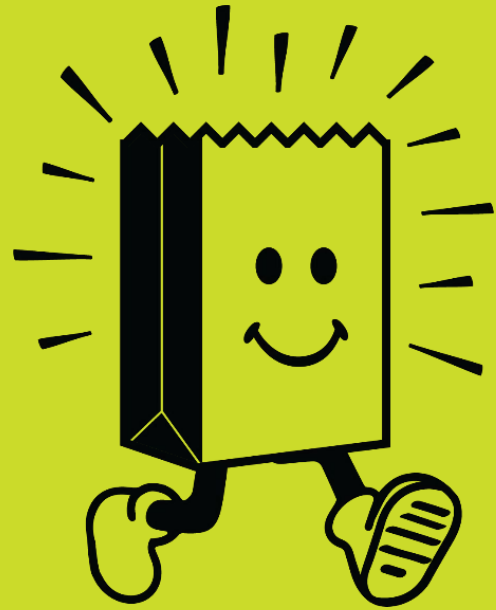
Y/N

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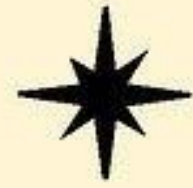
*** These items will need to be requested from time to time, but are not required to be provided all at once. We just request that these items be available should we need to look at supporting invoices or deposits

Related party
(PS 2200)



HAMILTON DAY

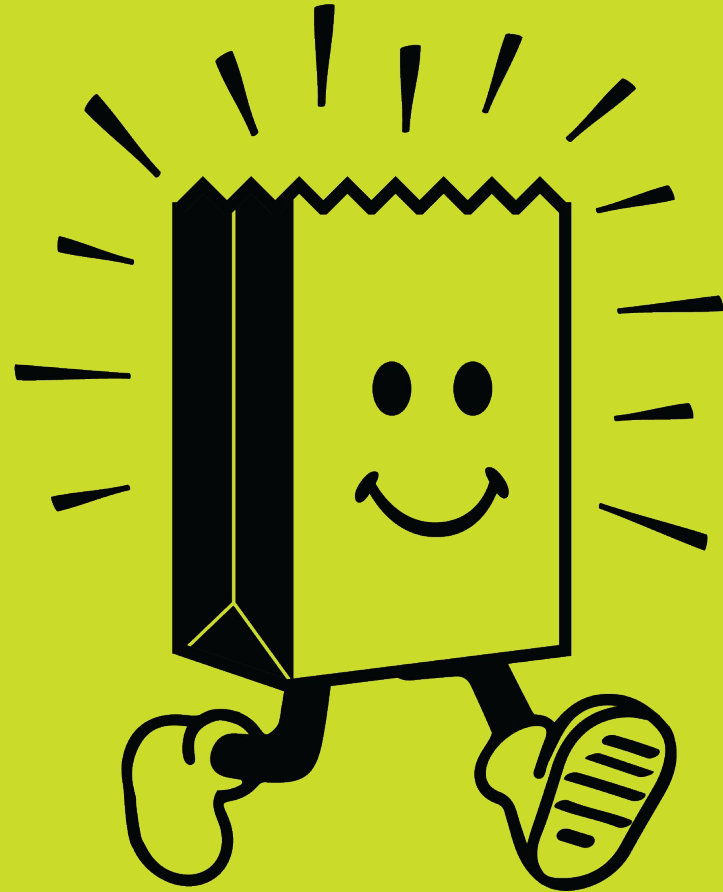
THANK YOU!



HAMILTON

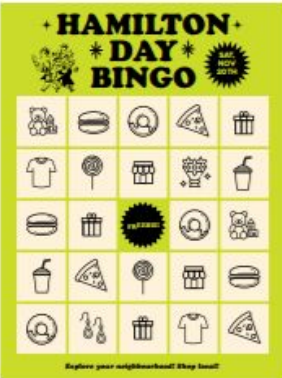
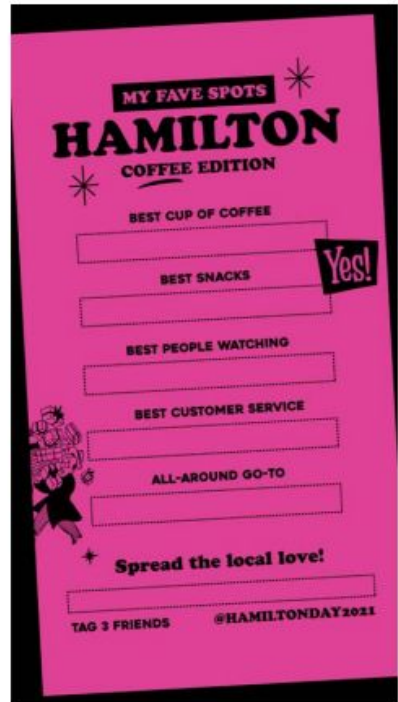


OVERARCHING METRICS



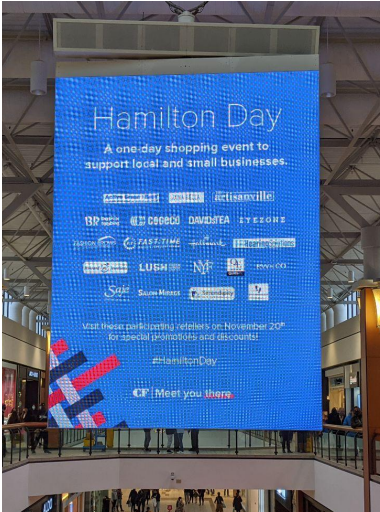
MARKETING ASSETS

Close to 90 unique assets/designs created.



MEDIA PARTNERSHIPS

Impressions are currently being calculated.



SWAG

1350 tote bags, 500 buttons, 250 lawn signs & 1000 posters distributed.



SOCIAL MEDIA ENGAGEMENT

IMPRESSIONS: 425,878

FOLLOWERS:  2,095  189  250



Participating



Local Love



November ...



Discover

 POSTS

 VIDEOS

 TAGGED



PARTICIPATING BUSINESSES

TOTAL: 705

Online Form Submissions: 1,452

Reported Participation: 133 (+120 Waterdown)



LET'S DO THIS! I WANT TO PARTICIPATE.

I am a... *

Business
 Consumer

Business Name *

Business Type *

Select a business type ▼

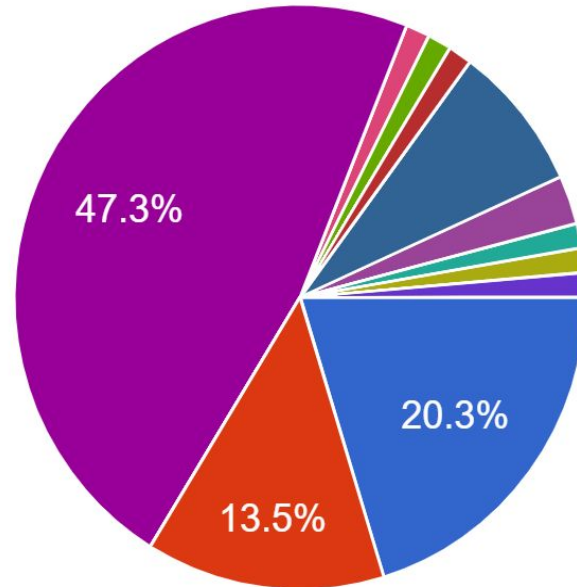
Email *

By submitting your email address, you agree to be contacted by the event organizers with one follow-up email post-event to understand your experience with Hamilton Day

BUSINESS SURVEY RESPONSES

How did you find out about Hamilton Day?

74 responses

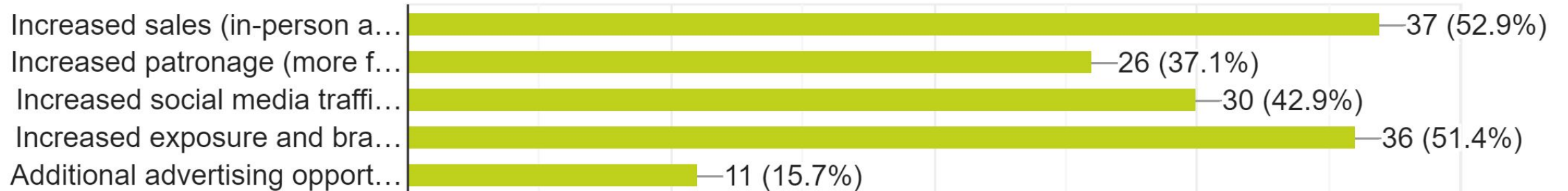


- Business Improvement Area (BIA)
- Hamilton Chamber of Commerce
- Flamborough Chamber of Commerce
- Stoney Creek Chamber of Commerce
- Social Media (Instagram, Facebook, o...)
- Radio
- Billboards
- CHCH TV
- Hamilton Spectator
- Word of Mouth
- Instagram
- Hamilton Vintage Community
- Lohifa Pogoson Acker

BUSINESS SURVEY RESPONSES

Did Hamilton Day result in any of the following for your business? Please check all that apply.

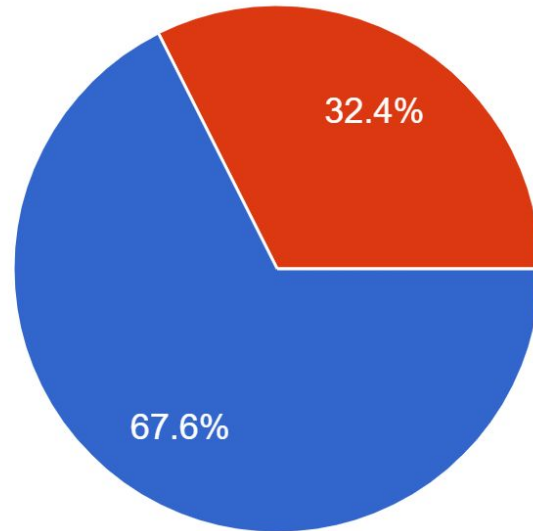
70 responses



BUSINESS SURVEY RESPONSES

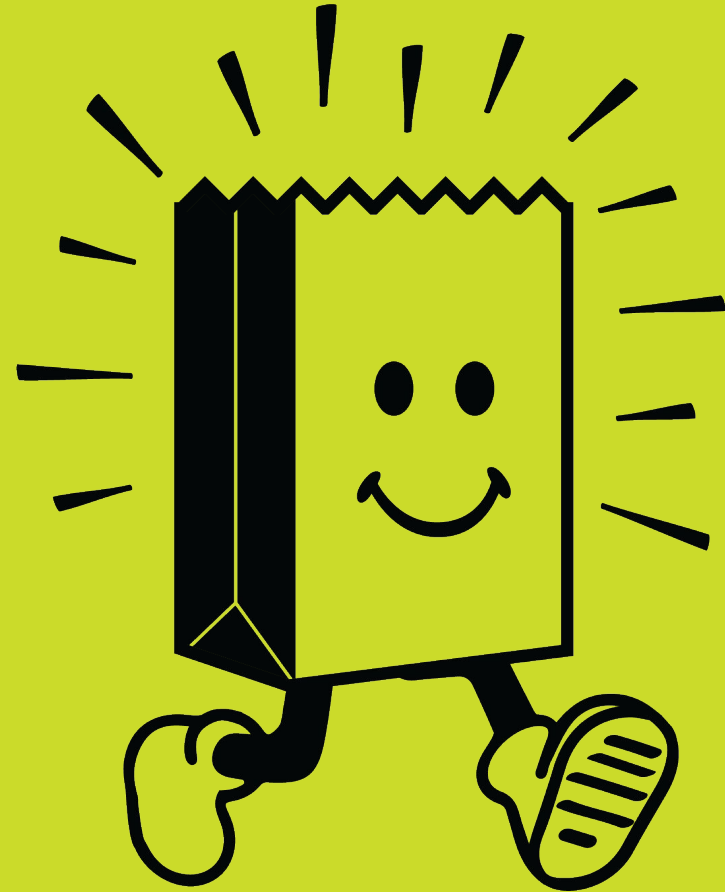
The event was designed to support local and small businesses in the wake of the pandemic. When it comes to remaining in business in a post-COVID...s Hamilton Day increased your confidence levels?

74 responses



- Yes, our confidence level has increased.
- No, our confidence level has not increased.

BIA PARTNER ACTIVATIONS

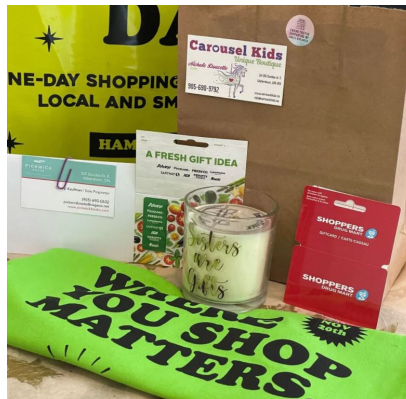


PARTICIPATING BIAS:

1. Ancaster BIA
2. Concession Street BIA
3. Downtown Hamilton BIA
4. Downtown Dundas BIA
5. International Village BIA
6. Locke Street BIA
7. Ottawa Street BIA
8. Stoney Creek BIA
9. Waterdown BIA
10. Westdale BIA



GIVEAWAYS



concessionbia • Following
Concession Street

concessionbia Have you entered your name yet to win one of these INCREDIBLE Concession prize packs!!!! You have a couple days left...

🎁🎁🎁🎁🎁
We will be raffling off 5 sensational gift baskets ranging in retail values of \$120 all the way up to over \$500!!!
🎁🎁🎁🎁🎁
Now wouldn't this make your holiday shopping easier this year!!

To enter:

- 👉 Like, follow and tag your favourite small business
- 👉 Like, follow and tag @concessionbia
- 👉 Tag a friend to help boost our local small businesses!
- 👉 Winners will be selected at random on Wednesday Nov 24th

🎁🎁🎁🎁🎁
It's that simple! The power of many to help spread the word on the fantastic businesses we have here on Concession Street!!
🎁🎁🎁🎁🎁
#shoplocal #spendithere #ispenthere #concessionstreet #HamOnt #hamiltonday2021 #hamiltonday
Included in these prize baskets...
@made_you_look_optical
@concessionbia
@flowlifestyleboutique
@crumbunbakeshop
@rocabeautybar
@thezoetic
@silver_skull_tattoo_studio
@canineclipsHamilton
@thepariourHamilton
@candi_werx
@opiesmeat
@theglassjar.refillery
@lavandulaspas
@alcatrazescaperooms
@stagediner
@thejuicekitchenham
@retrosaurushamilton

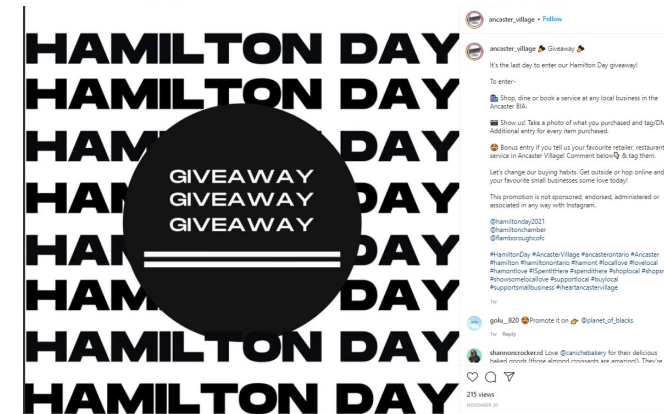
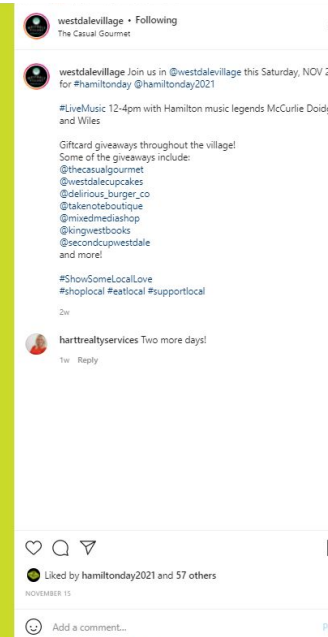
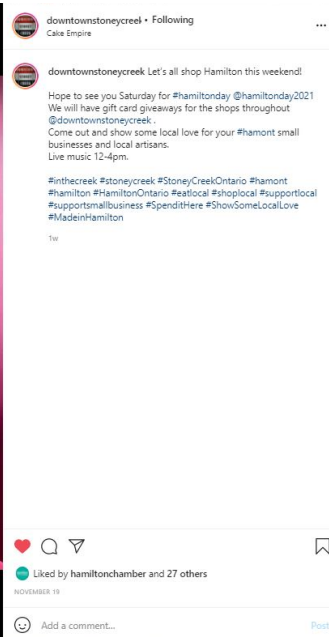
👍👎🔍

👍 Liked by thegeneratorca and 38 others

NOVEMBER 22

😊 Add a comment... Post

GIVEAWAYS



SPECIAL OFFERS



SPECIAL OFFERS

November 20th

HAMILTON DAY

at participating businesses

*see waterdownbia.ca for details

waterdownbia • Following

waterdownbia Enjoy Special Offers at the following locations only on Hamilton Day - Saturday November 20th!

Along the Road Running Store – additional 20% off current Grand Opening Sale prices on every purchase
5 Mill St S

@copper_kettle_ – Altitude Coffee Roasters guest roasting from 8am-12pm
312 Dundas St E

Dairy Queen Waterdown– BOGO 99 cent Blizzard any size
233 Dundas St E

@kinstructhealth \$27 Spinal Screening & Consultation Voucher (\$150 value)
31 Main St S

@rustic_daisys – Meet the Artisan- first 20 customers get a free gift
25 Main St S

@symposiumcafewaterdown – Kids purchase
64 Hamilton St N

@teaatthewhitehouse – Spend \$10 on loyalty stamps exclusively for Hamilton App
35 Main St N

@waterdownretail – Buy One – Get One Games and Collectibles
64 Hamilton St N

Visit waterdownbia.ca/hamiltonday to learn ways you can support local on this special day!

Liked by hamiltonday2021 and 30 others

NOVEMBER 18

Add a comment...



SAVE THE TAX

At participating businesses

November 20th

HAMILTON DAY

It's not hard, shop your backyard

details

SHOP LATE

November 20th

HAMILTON DAY

Until 7 PM at participating businesses!!

*see waterdownbia.ca for details

ENTERTAINMENT



Hub of THE HAMMER

November 20th

HAMILTON DAY

A ONE-DAY SHOPPING EVENT TO SUPPORT LOCAL AND SMALL BUSINESS!

OPEN STAGE

GREG PRESTON & JON DALY - 10 AM

CHRIS CHAMBERS NOON

MR. BEN 2 PM

11: 00 AM
1: 00 PM
3: 00 PM

**LIVE ON LOCKE
BROWN DOG ALLEY**



HAMILTON DAY Live Music! 1-3pm

The Vaudevillian

MEDIA



A video player showing a man and a woman on a street. The man is wearing a dark jacket and the woman is wearing a black coat with a fur collar. They are both smiling. At the bottom of the video is a blue banner with the text "2 YEARS IT TAKES A VILLAGE".

internationalvillagebia • Following
International Village BIA

internationalvillagebia CH Morning Live with Tim Bolen visited the International Village BIA ahead of @hamiltonday2021 and Shop the Village! 🥰 Check out the full segment with some of the amazing businesses in #TheVillage by clicking the link in our bio!

#hamont #thevillage #spendithere #explorethevillage #shopthevillage #hamiltonontario #downtownhamilton #discoverON #stayandplayinhhb #showsomelocallove #hamiltonhiltonbrant #myhamilton #myhamont #spendithere #shopsmall #shoplocal #hamiltonday

1w

concessionbia Great job everyone!!! 🥰🥰

1w · 1 like · Reply

— View replies (1)

patty_hayes15 Well done !

1w · 1 like · Reply

— View replies (1)

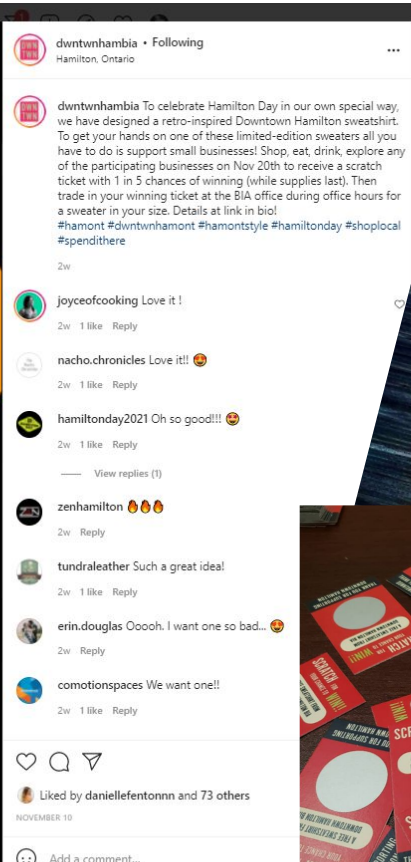
👍🗨️📌

👍 Liked by hamiltonday2021 and 30 others

NOVEMBER 19

😊 Add a comment... Post

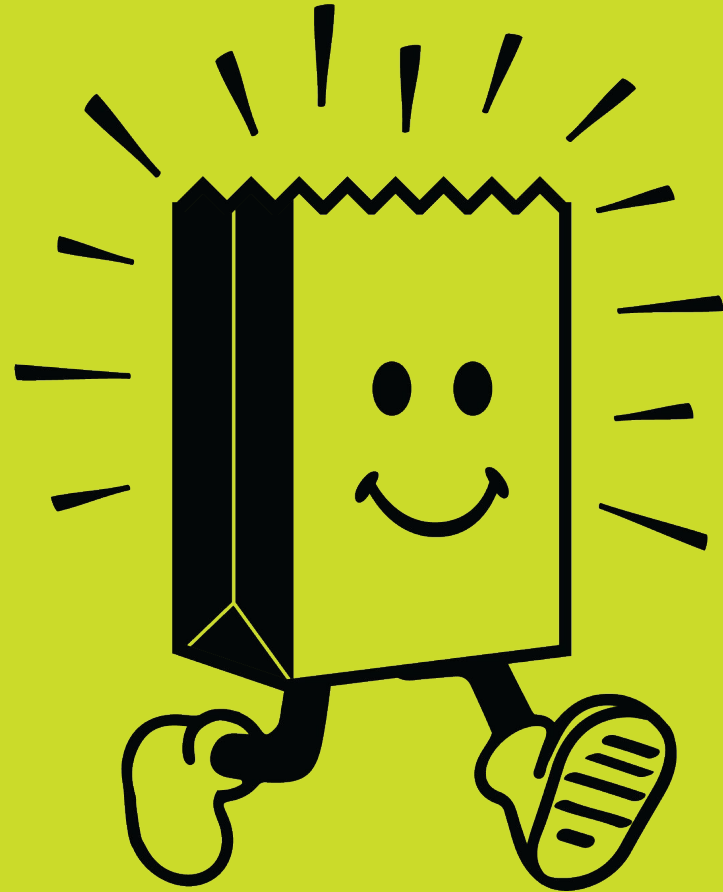
CUSTOM SWAG/ITEMS



WE TRIED TO EXPERIENCE IT ALL!



NEXT STEPS FOR HAMILTON DAY



Assessing the Impact & Planning Ahead

1. **Timing:**
 - a. Should Hamilton Day continue, does early November work?
 - b. Was 1 month enough lead time to advertise the event?
2. **SWAG:** Did you have sufficient amounts? Was anything imbalanced?
3. **Participation Signs:** Did your businesses request printed versions?
4. **Marketing Tools:** Are there any communication pieces that we should consider for future Hamilton Days?
5. **Anything else we should know? Any other feedback?**

**Additional feedback?
Quotes?
Please share!**

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