



City of Hamilton

BUSINESS IMPROVEMENT AREA ADVISORY SUB-COMMITTEE AGENDA

Meeting #: 22-004

Date: April 12, 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

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1. CEREMONIAL ACTIVITIES	
2. APPROVAL OF AGENDA	
(Added Items, if applicable, will be noted with *)	
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13.1. Commercial Districts and Small Business Verbal Update

13.2. Statements by Members

14. PRIVATE AND CONFIDENTIAL

15. ADJOURNMENT



Hamilton

BUSINESS IMPROVEMENT AREA ADVISORY COMMITTEE

MINUTES 22-003

8:00 a.m.

Tuesday, March 22, 2022

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
Katie Poissant-Paul – Ancaster BIA
Bettina Schormann – Locke Street BIA
Susan Pennie – Waterdown BIA
Jessica Myers – Barton Village BIA

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

FOR INFORMATION:

(a) CHANGES TO THE AGENDA (Item 2)

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

(Poissant-Paul/Geissler)

That the agenda for the March 22, 2022 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) February 8, 2022 (Item 4.1)

(Braithwaite/Jarvi)

That the February 8, 2022 Minutes of the Business Improvement Area Advisory Committee be approved, as presented.

CARRIED

(d) STAFF PRESENTATIONS (Item 8)

(i) Starter Company Plus Program for 2022 (Item 8.1)

Luisa Cicconi, Business Development Officer addressed the Committee with information on the Starter Company Plus Program for 2022.

(Myers/MacKinnon)

That the staff presentation respecting the Starter Company Plus Program for 2022, be received.

CARRIED

(ii) Christmas Free Parking Program (Item 8.2)

Brian Hollingworth, Director of Transportation Planning and Parking and Amanda McIlveen, Manager of Parking Operations and Initiatives addressed the Committee with information on the Christmas Free Parking Program.

(Braithwaite/Pennie)

That the staff presentation respecting the Christmas Free Parking Program, be received.

CARRIED

(e) DISCUSSION ITEMS (Item 10)

(i) Meetings of the BIA Boards of Management (Item 10.1)

Loren Kolar, Legislative Coordinator addressed the Committee respecting the Meetings of the BIA Boards of Management.

(MacKinnon/Geissler)

That the discussion respecting the Meetings of the BIA Boards of Management, be received.

CARRIED

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

(i) Commercial Districts and Small Business Verbal Update (Item 13.1)

Judy Lam, Manager of Commercial Districts and Small Business and Karol Murillo, Senior Business Development Consultant, addressed the Committee respecting an update on Commercial Districts and Small Business.

Quorum was lost at 9:40 a.m. and therefore the meeting adjourned.

Respectfully submitted,

Councillor E. Pauls
Chair Business Improvement Area
Advisory Committee

Angela McRae
Legislative Coordinator
Office of the City Clerk

City-led Music Programming for Commercial Areas

2022 Pilot Program

Presented to BIA Advisory Committee
April 12, 2022



Music Mondays at Hamilton City Hall in 2019

2022 Pilot Program City-led Music Programming for Commercial Areas

- Council directed City-led live music series
- Presented Summer 2022
- Offering to bring 1 concert to each interested BIA/commercial area
- Each concert to feature performances by 2 local musicians/bands
- City to coordinate musicians, tech needs, staffing and logistics
- City to create marketing materials to promote series

Music Programming

- Hamilton based musicians/bands
- Usually emerging or semi-professional musicians
- Diverse artists
- Various music genres
- Artist fees follow City of Hamilton's Musicians Fair Payment Policy

Location Requirements

- Accessible public space that is open to all
- Space for musicians and audience without blocking sidewalk or roadway
- Access to electricity
- Easy load in for equipment
- Parking available near by

Role of BIA or Commercial Area

- Indicate interest in hosting series in BIA or commercial area
 - There is no cost to host
- Recommend location that meets logistical requirements
- Recommend dates and music genres
 - Don't want to duplicate or compete with planned programming
- Help promote event through existing channels
 - No expectation for paid promotional assistance

Proposed Timeline

April

- Sign up form distributed to BIAs and returned by April 21
- Draft performance schedule created

May

- Confirm dates for each performance
- Hire musicians and event staff

June

- Promotional material available

Summer (June/July/August)

- Concerts take place

September

- Evaluation of pilot program



Contact

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