



City of Hamilton

BUSINESS IMPROVEMENT AREA ADVISORY SUB-COMMITTEE AGENDA

Meeting #: 22-005
Date: May 10, 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 *)	
3. DECLARATIONS OF INTEREST	
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10. DISCUSSION ITEMS

11. MOTIONS

12. NOTICES OF MOTION

13. GENERAL INFORMATION / OTHER BUSINESS

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 22-004

8:00 a.m.

Tuesday, April 12, 2022

Virtual Meeting

Hamilton City Hall

71 Main Street West

Present: Councillor Esther Pauls (Chair)
Councillor Arlene VanderBeek – Dundas BIA
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
Susan Pennie – Waterdown BIA
Chelsey Braley – Ottawa Street BIA
Bettina Schormann – Locke Street BIA

Absent: Michal Cybin – King West BIA
Bender Chug – Main West Esplanade BIA
Jessica Myers – Barton Village BIA

FOR INFORMATION:

(a) CHANGES TO THE AGENDA (Item 2)

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

(Geissler/MacKinnon)

That the agenda for the April 12, 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) March 22, 2022 (Item 4.1)

(Braithwaite/MacKinnon)

That the March 22, 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)

Carrie Brooks-Joiner, Director, Tourism and Culture and Sarah Ehmke, Cultural Projects Specialist addressed the Committee respecting the City Provided Music Programming for Commercial Areas.

(Geissler/Poissant-Paul)

That the staff presentation respecting the Committee respecting the City Provided Music Programming for Commercial Areas, be received.

CARRIED

(e) 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.

(Braithwaite/MacKinnon)

That the verbal update respecting Commercial Districts and Small Business, be received.

CARRIED

(ii) Statements by Members (Item 13.2)

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

(Braley/MacKinnon)

That the updates from Committee Members, be received.

CARRIED

(f) ADJOURNMENT (Item 15)

(Pennie/Braithwaite)

That there being no further business, the Business Improvement Area Advisory Committee be adjourned at 8:59 a.m.

CARRIED

Respectfully submitted,

Councillor E. Pauls
Chair Business Improvement Area
Advisory Committee

Angela McRae
Legislative Coordinator
Office of the City Clerk

Hamilton Business Rally

June 1 - June 30, 2022
Hamilton, Ontario



Hamilton Business Rally Overview

Over the last few years COVID-19 has caused considerable challenges within our community and to our local businesses. In our lifetime, our businesses have never needed us more. This initiative aims to promote and support local businesses by incentivizing our community to support and shop local.

Who I am.

My name is Krysta Boyer. I have been volunteering in the Hamilton community, since my arrival, now almost twenty years. Supporting local businesses has been a regular effort of mine, something I practice in my personal, volunteer and work life. Local businesses make up the fabric of our community where their success is our success. Over a year ago, looking for a way to help our local businesses, it was then that I created the Hamilton Business Rally. Since then, with the help of colleagues and staff to create a well thought out and executable initiative, The Rally has been in the works. I am excited to launch this initiative and hope that it achieves its goal of supporting local businesses.

Who's involved in the HBR initiative?

The Hamilton Business Rally was put together through the efforts of my staff, including my Marketing Director, Jugroop Gosal, and the design firm, Overdrive Design Limited. The Hamilton Business Rally will be operated by myself and staff dedicated to this initiative.

How the Business Rally Works

We have created a series of 14 actions which are focused on supporting local businesses. Actions may include purchases, social media posts, referrals, and other forms of support for local businesses. A few examples of an action would be: 'Shop for essentials at a local business', or 'Buy a gift card from a local business, any value!'. Throughout the month of April, we will be releasing three to four actions a week for participants to take part in. The actions will be shared on our Hamilton Business Rally social media platforms, website, and our partnering businesses social media platforms. Upon completing these steps, participants are asked to share their completed action(s) through social media in order to receive a ballot for our draws. Their post will include the action, the business they supported and the Hamilton Business Rally Instagram tag. Once a participant has completed and shared their

task, they are automatically entered into both a weekly and monthly draw.

There will be four weekly draws with two (2) winners who will each receive fifty dollars (\$50) to be used towards a gift card from a local business of their choosing. Winners will be announced on social media and our website. Gift cards will be delivered to the winners with an option for a personal note or swag from the business to be included.

At the end of the month, there will be a final draw for two, one hundred dollar (\$100) gift prizes, where anyone who participated in the Hamilton Business Rally stands a chance to win.

In addition to the weekly and monthly prizes, Hamilton Business Rally will be having Flash Prize events where a unique

task will be released with a limited time to complete it. This task will focus on engagement in order to stir up more participation from the community. Participants will be entered into a draw with the chance to win a twenty five (\$25) gift card for the local business of their choice. There will be a total of eight (8) flash prizes, which will be randomly spread throughout the month.

All prizes will come from local businesses who have partnered with the Hamilton Business Rally. Incoming businesses are welcome to partner anytime before June 20th, 2022. All prizes will be purchased by the Hamilton Business Rally, I am not asking for any in kind gifts from the businesses given the goal of the Hamilton Business Rally is to promote and participate in 'Shop local'.

The Ask

I am reaching out to the BIA's because I am looking to form a partnership which would benefit both citizens and Hamilton Business Rally, but most importantly the businesses. As a partner to the Hamilton Business Rally, we ask you, the BIA's and the local businesses, to promote the initiative on your social media accounts and post our poster in your window.

Participation is meant to be as simple for you as possible for you. Once you agree to participate, you will be sent a quick survey to collect your information and upon receipt, we will include you on a list of partners. We will then send a promotional package your way including social media promotional guidelines and a printable poster for your window.

Summary

This initiative is for our local businesses! It is a way to support our local businesses, which ultimately is a form of giving back to our community. I hope that you will join me in sharing and participating in the Hamilton Business Rally, and I look forward to hearing from you.

Highlights:

- Timeline: Starts June 1st and ends June 30th
- Businesses must partner to be included
- Four weekly draws with two \$50 winners
- One end of the month draw with two \$100 winners
- Eight Flash Prize draws at \$25 for each winner
- All gift cards are purchased by the Rally. No request for In Kind.

Contact Information:

info@HamiltonBusinessRally.com
 Krysta Boyer
 289-925-7435



14 Actions Include: (Please note the photos and images used are for reference only, we have our own branded images we will be using)

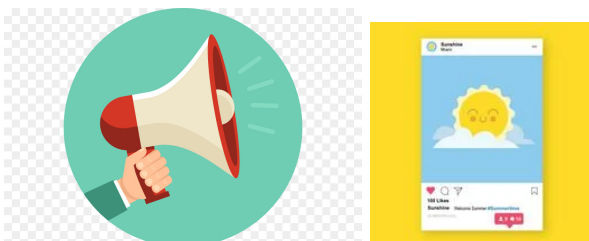
1. Shop for essentials at a local business.



2. Shop local for a gift



3. Share a promotion of a post from a local business on social media



4. Refer a local business to someone



5. Buy a gift card from a local business, any value!



6. Treat yourself to a purchase from a local business, you deserve it!



7. Shop from a local business you love and haven't been to in a while



8. Shop at a new business or one you just discovered.



9. Give one of your favourite local businesses a good review online



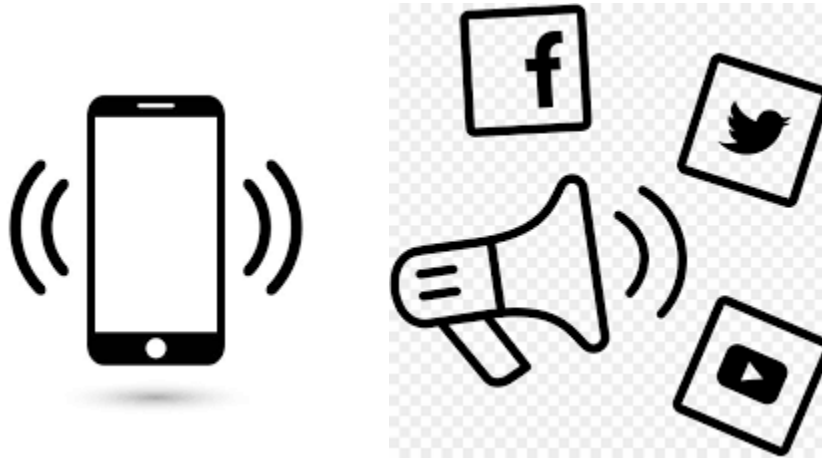
10. Order take out from a local restaurant and pick it up! Skip the delivery service!



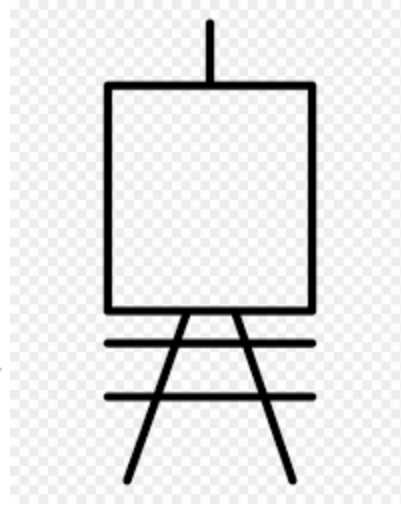
11. Buy something local you would typically order online



12. Like, comment, and share something a local business is sharing on social media



13. Support a local artist by purchasing from them, sharing a post of theirs online or sharing one of your favourite past purchases from them.



14. Dine out at a local restaurant with a companion.

