



**City of Hamilton**  
**BUSINESS IMPROVEMENT AREA SUB-COMMITTEE**  
**AGENDA**

**Meeting #:** 23-009  
**Date:** September 12, 2023  
**Time:** 10:30 a.m.  
**Location:** Room 264, 2nd Floor, City Hall (hybrid) (RM)  
71 Main Street West

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

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	<b>Pages</b>
<b>1. CEREMONIAL ACTIVITIES</b>	
<b>2. APPROVAL OF AGENDA</b>	
(Added Items, if applicable, will be noted with *)	
<b>3. DECLARATIONS OF INTEREST</b>	
<b>4. APPROVAL OF MINUTES OF PREVIOUS MEETING</b>	
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<b>5. COMMUNICATIONS</b>	
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<b>7. DELEGATIONS</b>	
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<b>11. MOTIONS</b>	

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<b>13.</b>	<b>GENERAL INFORMATION / OTHER BUSINESS</b>	
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13.3	Verbal Update from Cristina Geissler, Business Development & BIA Officer	
<b>14.</b>	<b>PRIVATE AND CONFIDENTIAL</b>	
<b>15.</b>	<b>ADJOURNMENT</b>	



# Hamilton

## BUSINESS IMPROVEMENT AREA SUB-COMMITTEE

### MINUTES 23-007

10:30 a.m.

Tuesday, July 11, 2023

Hamilton City Hall

71 Main Street West

Room 264

**Present:** S. Braithwaite (Chair) – International Village BIA  
S. Pennie (Vice-Chair) – Waterdown BIA  
C. – Ottawa Street BIA  
A. Chavez – Concession Street BIA  
T. MacKinnon – Westdale Village BIA and Stoney Creek BIA  
K. Nydam – Dundas BIA  
H. Peter – Ancaster BIA  
B. Schormann – Locke Street BIA - Personal  
N. Ubl – Barton Village BIA  
E. Walsh – Downtown Hamilton BIA

**Absent with  
Regrets:** Councillors T. Hwang, E. Pauls, and M. Wilson – City Business  
B. Chug – Main West Esplanade BIA and M. Cybin – King West  
BIA – Personal

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

#### 1. Ottawa Street Business Improvement Area Expenditure Requests 2023 (Added Item 11.1)

##### (Braley/Ubl)

- (a) That the expenditure request from the Ottawa Street Business Improvement Area, in the amount of \$12,229.09 for the purchase of branded banners, office and street maintenance, street furniture maintenance, hanging basket maintenance, and hanging baskets for Fall/Winter 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 Ottawa Street Business Improvement Area, in the amount of \$16,884.50 for the cost of Christmas décor, Christmas décor storage and maintenance, free parking initiatives, public art projects and hanging baskets for Spring/Summer, to be funded

**Business Improvement Area  
Sub-Committee Minutes 23-007**

**July 11, 2023  
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from the Shared Parking Revenue Program (Parking Revenue Account 815010-45559), be approved.

**CARRIED**

**FOR INFORMATION:**

**(a) CHANGES TO THE AGENDA (Item 2)**

The Committee Clerk advised the following change to the agenda:

12. NOTICES OF MOTION

12.1 Ottawa Street Business Improvement Area Expenditure Requests 2023

**(Chavez/Peter)**

That the agenda for the July 11, 2023 Business Improvement Area Sub-Committee meeting be approved, as amended.

**CARRIED**

**(b) DECLARATIONS OF INTEREST (Item 3)**

There were no declarations of interest.

**(c) APPROVAL OF MINUTES OF PREVIOUS MEETING (Item 4)**

**(i) June 13, 2023 (Item 4.1)**

**(Braley/Walsh)**

That the June 13, 2023 Minutes of the Business Improvement Area Sub-Committee be approved, as presented.

**CARRIED**

**(d) PRESENTATIONS (Item 8)**

**(i) Updates from Economic Development - General (Item 8.1)**

Norm Schleeahn, Director Economic Development, addressed the Committee respecting General Updates from Economic Development.

**(Peter/Pennie)**

That the presentation from Norm Schleeahn, Director Economic Development, respecting General Updates from Economic Development, be received.

**CARRIED**

**(ii) Updates from Economic Development - Research and Marketing and Data Collection Project (Item 8.2)**

Michael Marini, Marketing Coordinator Economic Development, and Adam Durrant, Economic Development and Research Officer, addressed Committee respecting Updates from Economic Development on Research and Marketing, and Data Collection Project.

**(Chavez/Ubl)**

That the presentation from Michael Marini, Marketing Coordinator Economic Development, and Adam Durrant, Economic Development and Research Officer, respecting Updates from Economic Development on Research and Marketing, and Data Collection Project, be received.

**CARRIED**

**(e) NOTICES OF MOTION (Item 12)**

**(i) Ottawa Street Business Improvement Area Expenditure Requests 2023 (Added Item 12.1)**

**(Braley/Ubl)**

That the Rules of Order be waived to allow for the introduction of a Motion respecting Ottawa Street Business Improvement Area Expenditure Requests 2023.

**CARRIED by a 2/3 Majority**

For further disposition of this matter, refer to Item 1.

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

**(i) Verbal Update from Cristina Geissler, Business Development & BIA Officer (Item 13.1)**

Cristina Geissler, Business Development & BIA Officer, addressed the Committee respecting updates on Commercial Districts and Small Business.

**(Pennie/Braley)**

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.

**(Chavez/Ubl)**

That the updates from Committee Members, be received.

**CARRIED**

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**(h) ADJOURNMENT (Item 15)**

**(Chavez/Walsh)**

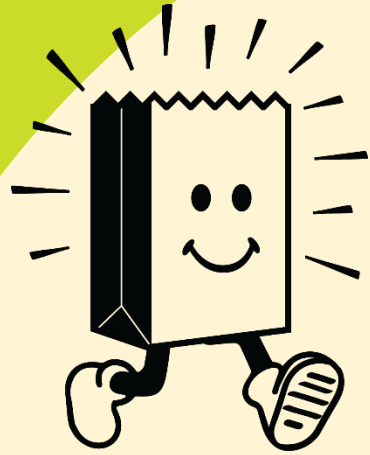
That there being no further business, the Business Improvement Area Sub-Committee be adjourned at 11:28 p.m.

**CARRIED**

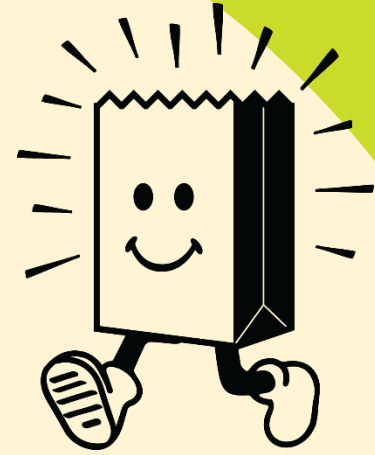
Respectfully submitted,

Susie Braithwaite  
Chair,  
Business Improvement Area Sub-  
Committee

Tamara Bates  
Legislative Coordinator  
Office of the City Clerk



**Yes!**



**NOVEMBER 4, 2023**

*IS*

# **HAMILTON DAY**

**A CITY-WIDE CELEBRATION OF HAMILTON AND  
SMALL BUSINESSES**

**AN INITIATIVE BY**  
**hamilton**  
chamber of commerce  
your voice in business

# HAMILTON CHAMBER OF COMMERCE BUSINESS BUILDING COMMUNITY



The Hamilton Chamber has been championing Hamilton's business community for 178 years. Our organization is resilient, adaptable, and reflective of our vibrant city.

**We believe a strong business community needs a strong Hamilton.**

Today, we connect and drive prosperity. Tomorrow, we elevate Hamilton to Canada's forefront for innovation, investment, and quality of life.



**956**  
**MEMBERS**  
**(AND GROWING)**

**REPRESENTING**  
**75000**  
**EMPLOYEES**

**2300**  
**BUSINESSES**  
**IMPACTED**

## HAMILTON'S BUSINESS COMMUNITY

We represent all industries within Hamilton's diverse and growing economy. We connect with employers, employees, community members, and partners across all sectors.





# WHAT IS HAMILTON DAY?



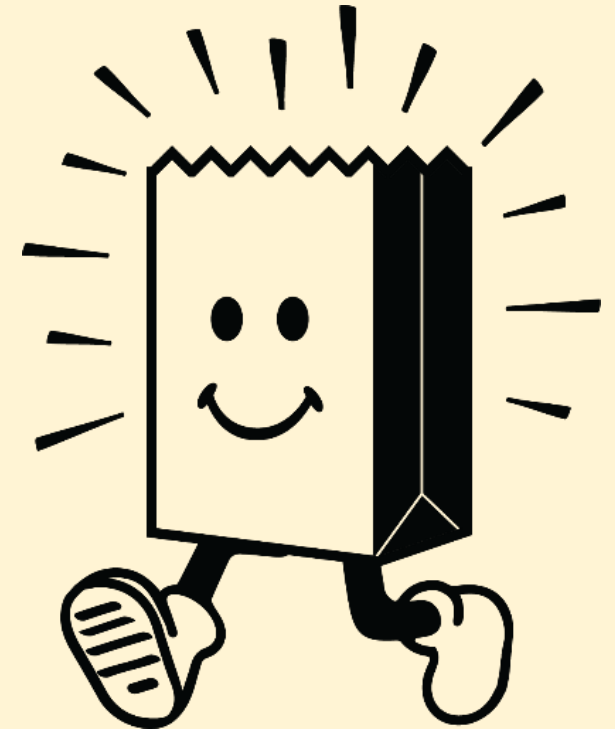
**A CITY-WIDE CELEBRATION OF OUR COMMUNITY AND LOCAL BUSINESSES -  
FEATURING OVER 1000 PARTICIPATING LOCAL BUSINESSES, POP-UP MARKETS,  
AND ENTERTAINMENT ACTIVATIONS ACROSS HAMILTON.**

## **THE HISTORY:**

ORIGINALLY HELD IN 1931 IN THE DEPTHS OF THE GREAT DEPRESSION, 'HAMILTON DAY' WAS DECLARED IN AN EFFORT TO BOOST SPIRITS AND THE LOCAL ECONOMY.

90 YEARS LATER, IN THE ERA OF COVID-19, IT WAS REVIVED BY THE HAMILTON CHAMBER OF COMMERCE TO SUPPORT AND CELEBRATE LOCAL AND SMALL BUSINESSES, INJECT LOCAL DOLLARS INTO THE ECONOMY, AND IGNITE COMMUNITY PRIDE.

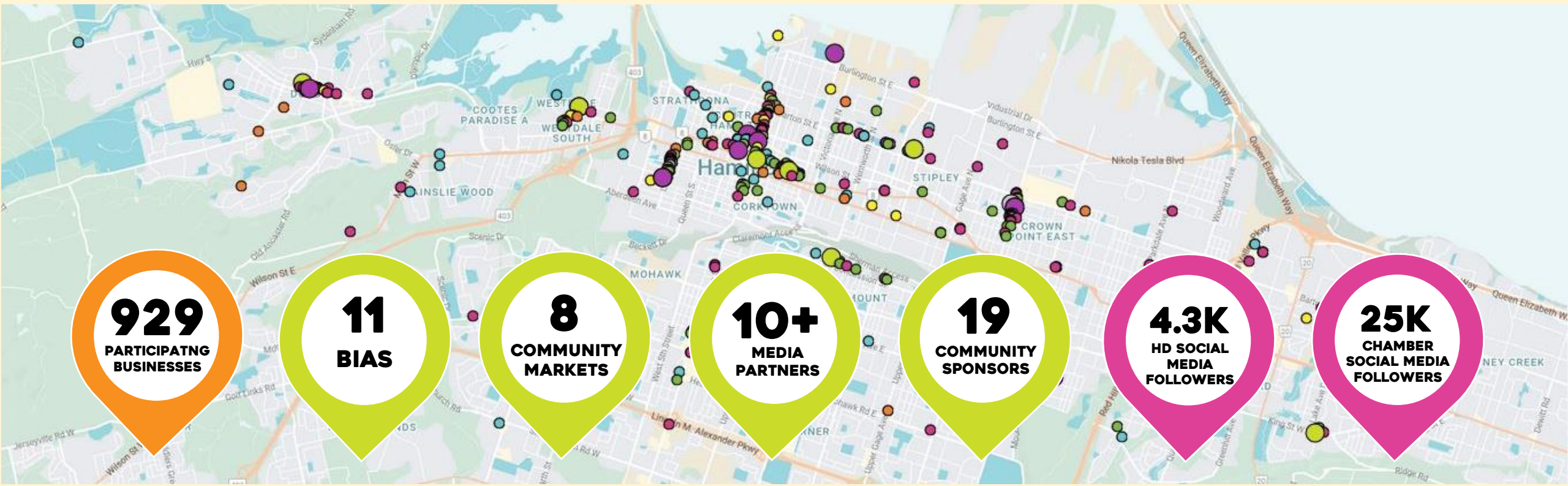
- **Drives community connection and ignites community pride;**
- **Promotes Hamilton's local economy by attracting local and regional visitors and generating revenue for businesses in the region;**
- **Offers a free platform for our small business community to showcase their products and services and attract new customers;**
- **Celebrates and promotes Hamilton businesses on a regional scale.**



# ★ LAST YEAR'S COMMUNITY REACH ★

**HAMILTON DAY IS TRULY A CITY-WIDE EVENT THANKS TO OUR ROBUST COMMUNITY/BUSINESS PARTNERSHIP NETWORK.**

**HAMILTON DAY AVERAGES 14 MILLION IMPRESSIONS A YEAR VIA TRADITIONAL MEDIA, AND 164K PEOPLE VIA SOCIAL MEDIA, IN 2022, WE RECEIVED 32 EARNED MEDIA STORIES AND 31K MICROSITE VIEWS.**



**929**  
PARTICIPATING  
BUSINESSES

**11**  
BIAS

**8**  
COMMUNITY  
MARKETS

**10+**  
MEDIA  
PARTNERS

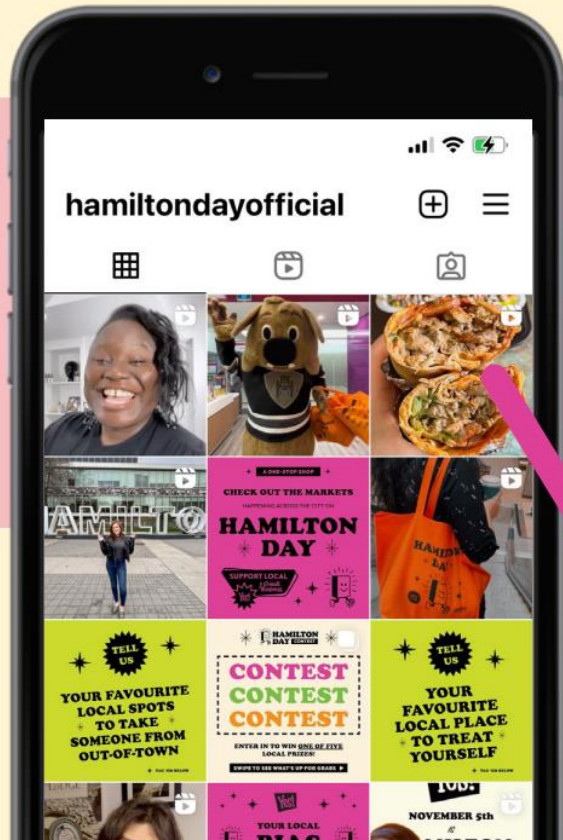
**19**  
COMMUNITY  
SPONSORS

**4.3K**  
HD SOCIAL  
MEDIA  
FOLLOWERS

**25K**  
CHAMBER  
SOCIAL MEDIA  
FOLLOWERS

# A PROVEN SUCCESS

**WITHIN THE SPAN OF TWO YEARS, WE'VE ESTABLISHED A ROBUST AND DIVERSIFIED PARTNERSHIP NETWORK, ONBOARDED ALMOST 1000 LOCAL BUSINESSES, AND ENGAGED PATRONS ACROSS THE CITY.**



## 62%

SOCIAL MEDIA GROWTH RATE FROM 2021 TO 2022



## WINNER OF THE FOLLOWING:

- **BEST SOCIAL MEDIA CAMPAIGN**, *Festivals & Events Ontario 2023*
- **BEST PROMOTIONAL CAMPAIGN**, *Festivals & Events Ontario 2023*
- **BEST ECONOMIC INITIATIVE**, *Sustainability Leadership 2023*

"Hamilton Day is a great event that benefits local business and helps promote a strong sense of community. The increased advertising this year helped engage consumers, which directly translated into increased foot traffic and sales." - *Krys, Owner, Cafe Domestique*

# WHAT'S INVOLVED

1

## THE LEAD UP:

Hamilton Day begins with an extensive 5 week promotional marketing campaign to generate excitement and raise the profile of local and small businesses. Our marketing mix includes traditional media, digital media, influencer marketing, swag and printed materials, etc.

During this time, small businesses are encouraged to register their participation at [HamiltonDay.ca](http://HamiltonDay.ca)

2

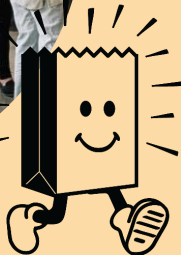
## FIRST WEEKEND IN NOVEMBER:

- Friday, Nov 3 – Opening Night Concert (Details TBD)
- Saturday, Nov 4 – Hamilton Day  
*The city becomes abuzz as the community hits the streets and hops online to explore a full day of activity & programming made possible by our key tourism, hospitality and community/business partners.*
- Sunday, Nov 5 – Road2Hope Marathon & Spillover Activities



# WHAT'S NEW THIS YEAR?

**HAMILTON DAY IS CONTINUING TO BUILD MOMENTUM. THERE IS A GREAT DEAL OF OPPORTUNITY TO FURTHER EXPAND AND SUPPORT HAMILTON BUSINESSES.**



## STRATEGIC GOALS FOR 2023:



### FURTHER ESTABLISH HAMILTON DAY AS A TOURIST EVENT & EXPAND TO 3 DAYS

- Expand regional marketing efforts within the GTA
- Expand programming partnerships to enhance patron engagement (walking tours, live music)
- Build a robust evening program (night markets, concerts)
- Encourage overnight stays via hotel partner packages
- Build and promote a schedule of events



### STRENGTHEN OUR DEAI OUTREACH STRATEGY

- Identify and engage under-represented potential patrons (students, youth, etc.)
- Target, spotlight, and promote all small business sectors (musicians, artists, farmers, etc..)



### EXPAND OUR BIA MATERIALS

- Construct a mascot costume (Pepe the Paper Bag) \*available to all BIA partners\*
- Create custom printed posters for each catchment that includes BIA logos
- Build additional business resources and templates to assist with BIA business onboarding

# BIA 2023 PARTNERSHIP OPPORTUNITY

**LET'S DRIVE LOCAL TOURISM AND SUPPORT YOUR CATCHMENT BUSINESSES!**

**Hamilton Day will continue to provide all BIA partners with ongoing promotional support, custom digital resources, swag, and physical marketing pieces.**

**BIAs who are members of the Hamilton Chamber of Commerce will receive a \$1,500 activation budget.**

Deliverables include:

**1. Hire 2 Performers to Create On-Street Activations**

These can be musical acts, children's entertainment, etc. We'll need to know specific locations and times of each performance throughout the day so that we can add them to the Hamilton Day programming schedule, and promote to patrons.

*These performers will need to invoice, and be paid directly from the Hamilton Chamber of Commerce.*

**2. Marketing Support**

Like last year, we want you to engage your catchments – encouraging businesses to participate, and patrons to come shop in your area the first weekend in November. This includes social media posts, e-newsletters to businesses, etc.

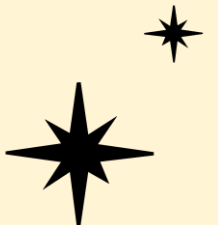
*Each BIA is to provide an invoice to the Hamilton Chamber of Commerce identifying these costs as Digital and Print Ad Buy.*

**BIAs who are NOT members of the Hamilton Chamber of Commerce will be required to purchase a one-year \$430 membership, and receive a \$1,070 activation budget.**

Chamber membership will allow you to access all our events, networking opportunities, group insurance and exclusive savings. It also provides exclusive government, policy and advocacy support, warm introductions to any of our 956+ members, and access to marketing opportunities via our Hamilton Chamber of Commerce channels.

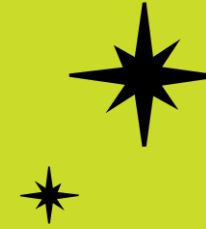
Deliverables include:

- 1. Hire 2 Performers to Create On-Street Activations**
- 2. Marketing Support (Digital & Print Ad Buys)**



# TIMELINE & NEXT STEPS

PLEASE NOTE THESE KEY DATES IN YOUR CALENDARS



<b>Friday, Sept 29</b>	<b>BIA Participation Contracts Signed &amp; Returned</b>
Friday, Sept 29	Digital Marketing Kits Provided
Wednesday, Oct 4	Online Business Registration Opens at <a href="http://hamiltontoday.ca">hamiltontoday.ca</a>
Wednesday, Oct 11	Physical Marketing Kits Provided Confirmation of Hired Performers
Friday, Nov 3	Opening Night Concert (Details TBD)
Saturday, Nov 4	Hamilton Day
Sunday, Nov 5	Road2Hope Marathon & Spillover Activities

## PHYSICAL MARKETING KITS MAY INCLUDE:

- Tote Bags
- Rack Cards
- Lawn Signs – Hamilton Day Hero
- Buttons
- Coasters
- Posters 11x17 – Hamilton Day Hero  
\*with BIA logo included\*
- Posters 11X17 – “I’m Participating”  
\*with BIA logo included\*
- Posters 8.5x11 – Assorted Messages

## DIGITAL MARKETING KITS WILL INCLUDE:

- Key Messages Document
- Sample Outreach Verbiage
- Brand Assets
- IG / FB / TW Graphics
- Email Header
- Business Outreach Materials



# NEXT STEPS

**1. MARK YOUR CALENDARS & PLAN AHEAD**

**2. QUESTIONS? LET'S CONNECT!**

KATIE STIEL

MANAGER OF STRATEGIC INITIATIVES

K.STIEL@HAMILTONCHAMBER.CA

289-700-8707

**HAMILTONDAY.CA / @HAMILTONDAYOFFICIAL**

AN INITIATIVE BY  
**hamilton**  
chamber of commerce  
your voice in business



# CITY OF HAMILTON

## MOTION

Business Improvement Area Advisory Committee

Date: September 12, 2023

**MOVED BY S. BRAITHWAITE.....**

**SECONDED BY.....**

### **INTERNATIONAL VILLAGE BUSINESS IMPROVEMENT AREA EXPENDITURE REQUESTS**

- (a) That the expenditure request from the International Village Business Improvement Area, in the amount of \$7,308.03 be spent on graffiti removal, banners, beautification and office equipment to be funded from the Contribution to Operating Budget Program for the Business Improvement Areas (BIA Payments Account 815010-56905), be approved; and,
- (b) That the expenditure request from the International Village Business Improvement Area, in the amount of \$12,362.71 be spent on events, programming and activations to be funded from the Parking Revenue Sharing Program for the Business Improvement Areas and payments in Lieu of the Parking Revenue Sharing Program (Parking Revenue Account 815010-52505), be approved.



# **CITY OF HAMILTON**

## **MOTION**

**Business Improvement Area Advisory Committee**

**Date: September 12, 2023**

**MOVED BY S. PENNIE.....**

**SECONDED BY.....**

### **WATERDOWN BUSINESS IMPROVEMENT AREA EXPENDITURE REQUEST**

That the expenditure request from the Waterdown Business Improvement Area, expenditure request in the amount of \$5,276.46, for the purchase of 49 hanging baskets to be funded from the Contribution to Operating Budget Program for the Business Improvement Areas (BIA Payments Account 815010-56905), be approved.



# CITY OF HAMILTON

## MOTION

Business Improvement Area Advisory Committee

Date: September 12, 2023

**MOVED BY T. MACKINNON .....**

**SECONDED BY.....**

### **LOCKE STREET BUSINESS IMPROVEMENT AREA EXPENDITURE REQUESTS**

- (a) That the expenditure request from the Locke Street Business Improvement Area, in the amount of \$2,664.31 be spent on streetscape items like planters, watering service for planters, plants, and lighting, to be funded from the Contribution to Operating Budget Program for the Business Improvement Areas (BIA Payments Account 815010-56905), be approved; and,
- (b) That the expenditure request from the Locke Street Business Improvement Area, in the amount of \$11,774.03 be spent on streetscape items like planters, watering service for planters, plants, and lighting, to be funded from the Parking Revenue Sharing Program for the Business Improvement Areas and payments in Lieu of the Parking Revenue Sharing Program (Parking Revenue Account 815010-52505), be approved.



# **CITY OF HAMILTON**

## **MOTION**

**Business Improvement Area Advisory Committee**

**Date: September 12, 2023**

**MOVED BY T. MACKINNON .....**

**SECONDED BY.....**

### **STONE CREEK BUSINESS IMPROVEMENT AREA EXPENDITURE REQUEST**

That the expenditure request from the Stoney Creek Business Improvement Area, in the amount of \$10,959.81 be spent on streetscape items like planters, watering service for planters, and lighting, to be funded from the Contribution to Operating Budget Program for the Business Improvement Areas (BIA Payments Account 815010-56905), be approved.





**11.5**

**CITY OF HAMILTON**

**MOTION**

**Business Improvement Area Advisory Committee**

**Date: September 12, 2023**

**MOVED BY T. MACKINNON .....**

**SECONDED BY.....**

**WESTDALE VILLAGE BUSINESS IMPROVEMENT AREA EXPENDITURE REQUESTS**

- (a) That the expenditure request from the Westdale Village Business Improvement Area, in the amount of \$10,439.73 be spent on streetscape items like planters, watering service for planters, and lighting, to be funded from the Contribution to Operating Budget Program for the Business Improvement Areas (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 be spent on streetscape items like planters, watering service for planters, and lighting, to be funded from the Parking Revenue Sharing Program for the Business Improvement Areas and payments in Lieu of the Parking Revenue Sharing Program (Parking Revenue Account 815010-52505), be approved.



**Amended by Council on January 25, 2023****Business Improvement Area Sub-Committee  
Terms of Reference**

(approved by Council on February 13, 2013 and amended by Council on January 25, 2023)

**Mandate**

To provide a forum for individual BIAs which encourages and facilitates receiving and sharing of information relating to initiatives affecting small businesses and business districts in the City of Hamilton.

**Role of Sub-Committee Members**

It shall be the role of the members of the Committee to share with their individual BIAs information received at meetings and consult with, and seek input when required, from its members on matters referred to the Sub-Committee by City Council.

**Membership**

1. Membership will be open to each BIA who will submit the name of one representative and one alternate to attend meetings of the Sub-Committee
2. **Three** Member of Council
3. Membership is for the Term of Council

**Election of Chair and Vice-Chair**

A Chair and Vice Chair will be selected from amongst the Sub-Committee members through a nomination process.

**City of Hamilton Staff**

A member of the City Clerk's Legislative Team will provide legislative support to the Sub-Committee, and the Sub-Committee will follow all processes and procedures established by the City of Hamilton.

Departmental staff will act as Liaisons and provide updates and presentations on matters referred to the Sub-Committee by Council and Senior Management Team.

**Meetings**

Meetings will be on the second Tuesday of each month.

**Reporting Structure**

Sub-Committee to report to the General Issues Committee.