



City of Hamilton

BUSINESS IMPROVEMENT AREA SUB-COMMITTEE REVISED SUB-COMMITTEE REVISED

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

	Pages
1. CEREMONIAL ACTIVITIES	
2. APPROVAL OF AGENDA	
(Added Items, if applicable, will be noted with *)	
3. DECLARATIONS OF INTEREST	
4. APPROVAL OF MINUTES OF PREVIOUS MEETING	
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5. COMMUNICATIONS	
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12. NOTICES OF MOTION**13. GENERAL INFORMATION / OTHER BUSINESS**

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13.2	Verbal Update on Business Development, Judy Lam, Manager, Urban Renewal	
13.3	Verbal Update from Cristina Geissler, Business Development & BIA Officer	

*13.4 Statements by Members

14. PRIVATE AND CONFIDENTIAL**15. ADJOURNMENT**



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

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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Sub-Committee Minutes 23-007**

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(h) ADJOURNMENT (Item 15)

(Chavez/Walsh)

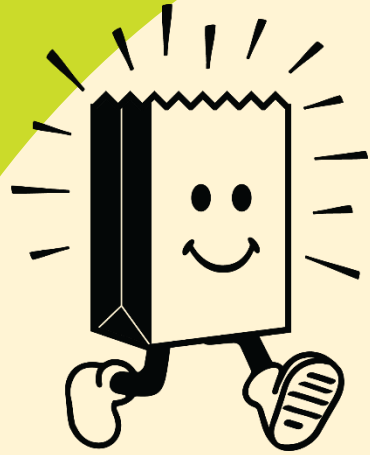
That there being no further business, the Business Improvement Area Sub-Committee be adjourned at 11:28 p.m.

CARRIED

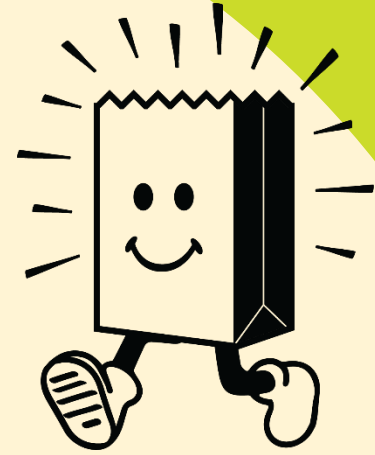
Respectfully submitted,

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.**

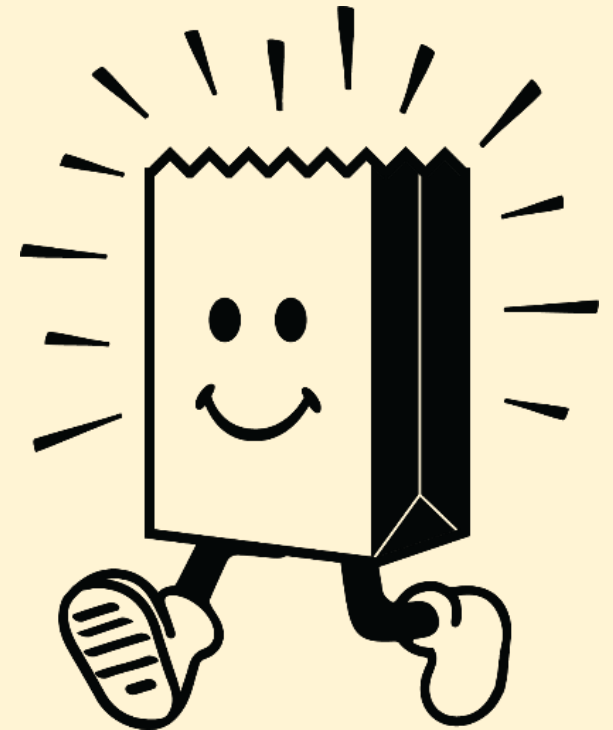


THE HISTORY:

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.

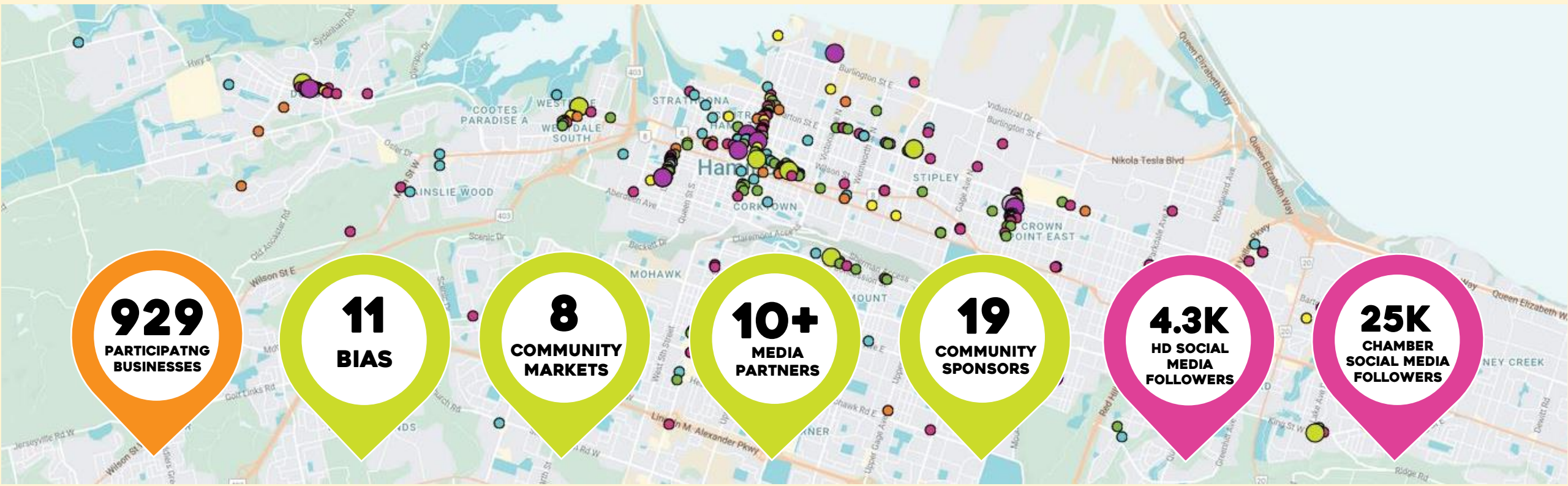
- **Drives community connection and ignites community pride;**
- **Promotes Hamilton's local economy by attracting local and regional visitors and generating revenue for businesses in the region;**
- **Offers a free platform for our small business community to showcase their products and services and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



★ LAST YEAR'S COMMUNITY REACH ★

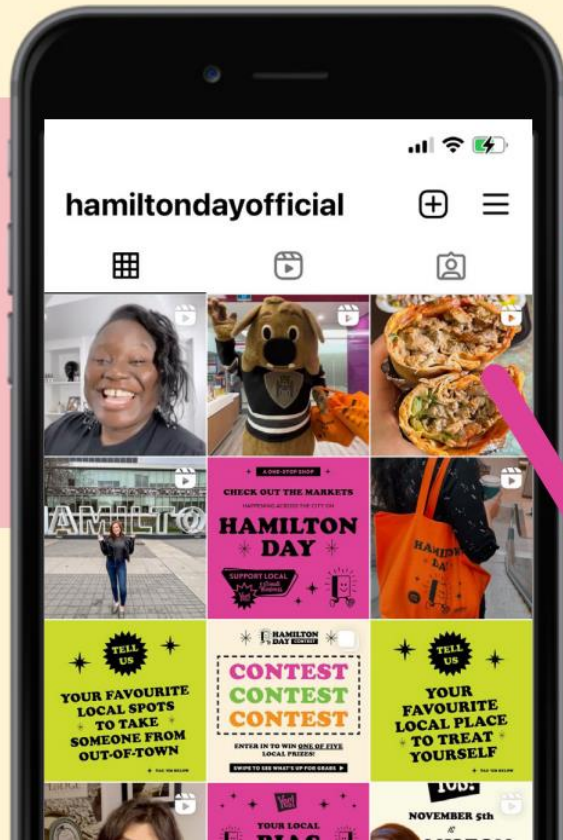
HAMILTON DAY IS TRULY A CITY-WIDE EVENT THANKS TO OUR ROBUST COMMUNITY/BUSINESS PARTNERSHIP NETWORK.

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.



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

2

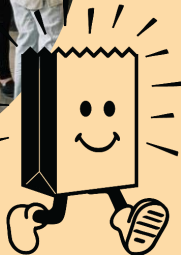
FIRST WEEKEND IN NOVEMBER:

- ☑ 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:

- 1** 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

- 2** 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..)

- 3** 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.

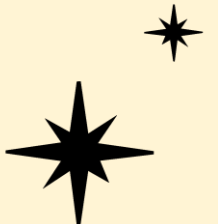
Each BIA is to provide an invoice to the Hamilton Chamber of Commerce identifying these costs as Digital and Print Ad Buy.

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.

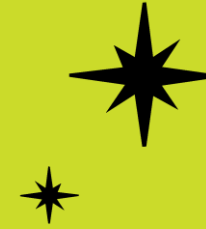
Deliverables include:

- 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



Friday, Sept 29	BIA Participation Contracts Signed & Returned
Friday, Sept 29	Digital Marketing Kits Provided
Wednesday, Oct 4	Online Business Registration Opens at hamiltontoday.ca
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



Hamilton

REVIEW OF HMPS REVENUE SHARE AGREEMENT WITH PARTICIPATING BIAS

SEPTEMBER 12, 2023

Parking Update

- Hamilton Municipal Parking System (HMPS) has run a series of subsequent deficit budget years due to parking challenges related to COVID-19 and downtown development/re-development.
- Several key downtown, revenue-generating lots have been lost to redevelopment and new developments have taken on-street metered parking offline for many years.
- Demand for on-street parking remains high but should be managed and priced to ensure sufficient turn-over to support business activity.

June 15th Audit, Finance and Administration Committee Motion

That staff review the Business Improvement Area Parking Revenue Sharing Program and report back coincident with the 2024 allocation report with recommendations:

1. To ensure equitable and predictable funding for participating Business Improvement Areas;
2. To ensure alignment with the City of Hamilton's Climate Action Strategy and active transportation goals; and
3. To ensure the future sustainability and structure of the funding agreement given the recent lack of surpluses in the Hamilton Municipal Parking System.

BIA Revenue Share Agreement

- Approved at Council in 2010
- 10% of HMPS ***Net Operating Surplus*** Revenue
- Of the 10% net surplus, further calculation of a) The percent that the individual BIA levy/individual BIA assessment is of the total of all the BIA levies/assessments and b) The percent that the individual BIA generates through parking meters is of the total parking revenue generated from parking meters within all of the BIAs.

Past Years Revenue Share Contribution

Example – 2019

BIA	Total Revenues collected	% of overall meter rev.	Actual Revenue Share (incl. 50% levy assessment)
International Village	\$ 139,384.47	12.07%	\$ 14,941.29
Downtown	\$ 138,037.63	11.95%	\$ 13,839.04
King West	\$ 16,455.84	1.42%	\$ 2,307.26
Main St W	\$ 5,316.10	0.46%	\$ 866.69
Westdale	\$ 143,191.11	12.40%	\$ 19,133.75
Barton	\$ 107,878.96	9.34%	\$ 11,184.32
Concession	\$ 163,354.87	14.14%	\$ 16,099.45
Ottawa	\$ 135,478.23	11.73%	\$ 19,427.07
Ancaster	\$ 9,813.44	0.85%	\$ 6,012.81
Locke Street	\$ 35,239.68	3.05%	\$ 11,839.66
Dundas	\$ 260,756.94	22.58%	\$ 25,786.67
	\$ 1,154,907.27	100.00%	\$ 141,438.01

Potential Changes to Agreement

1. Change program from being percentage of “net-surplus operating revenues” to percentage of “on-street meter parking revenue” in order to avoid BIAs to be subject to annual operating costs of HMPS operation.
2. That the 50% BIA levy and assessment proportional calculation be removed and the calculation be based on meter revenue by BIA only.
3. Raise max. contribution rate from \$167.5k to something in order of \$250k to reflect rising inflation.
4. Implement a base rate for all BIAs of \$7,500 annually to increase equity and fairness.
5. Apply a top up in addition to the base rate related to 5-10% of the overall on-street meter parking revenue received in each BIA individually

Potential Changes to Agreement

1. Based on the premise of supporting the recommended \$3.00/hr meter increases in BIA areas to manage demand per the PMP and Climate Action Plan.
2. Amend eligible expenditures list in existing agreement to include active transportation and mobility expenses such as a bike racks/stations, active mobility community initiatives and programming, EV charging, e-mobility, discounted transit passes, temporary or permanent pedestrianization efforts, temporary or permanent curbside space such as patios or meeting hubs, etc.
3. In 2024, the Christmas Free Parking Program will be added to the eligible expenditures list in which BIAs can choose to extend their free parking period by two weeks through utilizing revenue share funds to cover the loss in revenue to HMPS. (Based on the reduction of the Christmas Free Parking Program to two weeks in duration)

Potential Options

Option 1 - No Change

The current agreement remains status quo with HMPS potentially not being able to continue to fund the program.

Option 2 – Base Amount + 5% of Overall Surplus + % of overall BIA Revenues

This scenario continues to tie revenue share revenues to HMPS net operating surplus but includes a base amount of \$7500 for all BIAs and a top up depending on BIA on-street meter performance.

Option 3 – Base Amount + 10% of BIA-Specific Revenues

This scenario provides a base amount of \$7500 to all BIAs and a top up of depending on BIA on-street meter performance.

Sample Calculations – Option 3

BIA	Total Revenues Collected (Based on 2019)	Projected Revenue \$7.5K base and 10% of overall BIA-specific revenues
International Village	\$ 139,384.47	\$ 21,438.45
Downtown	\$ 138,037.63	\$ 21,303.76
King West*	\$ 16,455.84	\$ 9,145.58
Main St W*	\$ 5,316.10	\$ 8,031.61
Westdale	\$ 143,191.11	\$ 21,819.11
Barton	\$ 107,878.96	\$ 18,287.90
Concession	\$ 163,354.87	\$ 23,835.49
Ottawa	\$ 135,478.23	\$ 21,047.82
Ancaster	\$ 9,813.44	\$ 8,481.34
Locke Street	\$ 35,239.68	\$ 11,023.97
Dundas	\$ 260,756.94	\$ 33,575.69
	\$ 1,154,907.27	\$ 197,990.73

Changes to Free Christmas Program

- The Pre-Christmas Parking Program to provide free parking for 2 weeks, for up to 2 hours, in all BIAs inclusive of December 12 to 26.
- Where a parking duration maximum less than 2 hours is posted, the free duration will be the posted maximum duration.
- Customers must register a parking session in the mobile payment app or at a pay-by-plate pay station, where available, to obtain a free parking period in a paid zone during paid hours (**preferred but up for discussion**).
- Parking Operations shall post promotion information on any payment accepting meter that does not have the promotion enabled to direct customers to the mobile payment app for free parking.
- Parking Operations will contribute up to a maximum of \$2,000 to assist in the promotion of the Program.

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.....

STONEY 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.