



## Hamilton

### **BUSINESS IMPROVEMENT AREA ADVISORY COMMITTEE MINUTES**

**8:00 a.m.**  
**Tuesday, November 12, 2013**  
**Room 264, 2<sup>nd</sup> Floor**  
**Hamilton City Hall**  
**71 Main Street West**

**Present:** Darlyne Mills (Vice Chair)  
 Kathy Drewitt – Downtown Hamilton B.I.A.  
 Tyler Ferguson – Ancaster B.I.A.  
 Patty Hayes – Ottawa Street B.I.A.  
 Tony Greco – Locke Street B.I.A.  
 Shelly Wonch – Barton Village B.I.A.  
 Susan Braithwaite – International Village B.I.A.  
 Wilf Arndt – Waterdown B.I.A.  
 Kim Pinczel – Concession Street B.I.A.  
 Lia Hess – King West B.I.A.

**Also Present:** Jeff Bush – Main West Esplanade B.I.A.  
 Eileen Maloney, Pete Wobschall, Anne Winning, Greg Maychak,  
 Carolyn Biggs

**Absent:** Councillor Terry Whitehead – Bereavement  
 Connie Behie – Stoney Creek B.I.A.  
 Westdale Village B.I.A.

**8:00 a.m.**

#### **Members' Updates**

The Committee members used this opportunity to provide updates of activities, events, new businesses and other items of interest taking place in their respective BIA's.

The Committee welcomed Kim Pinczel, the new Executive Director of the Concession Street B.I.A.

Members of the Committee represent businesses that are affected by the bus-only lanes expressed concerns on behalf of their membership, advising that they are receiving feedback that businesses are being adversely impacted, and they will not be able to survive as long as these lanes are in place.

**8:30 a.m.**

**1. CHANGES TO THE AGENDA**

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

**(Greco/Hayes)**

That the agenda be approved as presented.

**CARRIED**

**2. DECLARATIONS OF INTEREST**

None.

**3. APPROVAL OF PREVIOUS MINUTES**

**3.1 October 8, 2013**

**(Ferguson/Arndt)**

That the October 8, 2013 Minutes of the Business Improvement Area Advisory Committee be approved as presented.

**CARRIED**

**4. PRESENTATIONS**

**4.1 Greg Maychak, Pan Am Initiatives, to speak to the issue of Pan Am Marketing Initiatives**

Greg Maychak from the Pan Am Initiatives Office provided an update which included, but was not limited to, the following:

- Have had two public community engagement sessions
- Will be presenting report to the General Issues Committee with respect to funding
- Planning is starting to progress
- Host committee is made up of 30 volunteers and there is also a staff group who are working on a number of areas related to the games such as transportation, security, etc.

With the assistance of a PowerPoint presentation, the Committee was provided with an overview of the games presented by Ian Troop at the public sessions. Some of the issues presented included:

- More specifics on marketing initiatives
- Key areas of focus: intimate, authentic, accessible/affordable, financially responsible
- Largest multi-sport games ever hosted in Canada, with 41 participating Pan American countries
- On July 10 and 11, there will be three games on the weekend and two games each day; ticket will get you into two games, with the first at 5:30 p.m. and the second game at 7:45 p.m.
- Governance and oversight
- Legacies: economic, sport and social
- Volunteer recruitment launching will start in April; looking for a minimum commitment of 100 hours

#### Business of the Games: Executive Summary

- Commitment to providing regular financial updates on a quarterly basis; budget drives scope
- Sponsorship at 85% of goal, with 20 months to go
- TO2015 Organizing Committee currently over 250 people; building capacity to 400 at Games time
- TO2015 project planning on schedule
- TO2015 Partner Family; Official Broadcaster is CBC
- Games Footprint
- Infrastructure and Venues – 10 new builds and 15 renovations; venues on schedule; venues on or under budget; venues designed with owners for sustaining legacy value

#### The Games in Hamilton

- CIBC Hamilton Pan Am Soccer Stadium
- Football (Soccer) in Hamilton
- Cisco Milton Pan Am/Parapan Am Velodrome
- Welland Pan Am Flatwater Centre

#### Community Engagement Opportunities

- TO2015 five-year roadmap
  - 2011 – brand the games
  - 2012 – sustain message and create buzz
  - 2013 – engage the community
  - 2014 – amplify the buzz
  - 2015 – bring the Games to life
- Touring Hamilton – Community tour is a mobile tour that attends public events and provides an experience for families to touch and feel the Games; [communitytour@toronto2015.ca](mailto:communitytour@toronto2015.ca)

- Igniting Hamilton – Community partnership program enabling individuals organizations and communities to increase awareness
- Mobilize the community: Athlete events; cultural events; B.I.A. activities
- Marketing activities roadmap; Mascot update and image guidelines; Torch relay route summary; Torch route daily plan template, status and timeline; Municipal Designation – GOLD/SILVER/BRONZE/VIVA; municipality designation program level, details, elements;
- Torch will arrive in Hamilton on June 21 and will arrive at Waterfront; Torch will arrive in Ottawa on July 1
  
- 604 Days to the Games.....and counting!!!!

Mr. Maychak advised that the Host Committee currently meets once per month; however, closer to the games, they will be meeting twice per month and then at T41, they will be meeting weekly.

Tyler Ferguson (Ancaster B.I.A.), Kathy Drewitt (Downtown B.I.A.) and Shelly Wonch (Barton Village B.I.A.) volunteered to sit on the Host Committee in order to be able to bring information back to the Advisory Committee on a regular basis.

The Committee requested clarity on the use of the logo relative to infringement issues.

A copy of the PowerPoint presentation was electronically circulated to the members of the Advisory Committee.

**(Hayes/Braithwaite)**

That the presentation with respect to the 2014 Pan Am Games be received.

**CARRIED**

## **5. GENERAL INFORMATION/OTHER BUSINESS**

### **5.1 Streamlining of City Services – Verbal Update (No Copy)**

Pete Wobschall, Program Co-ordinator, and Anne Winning, Supervisor, Program Development, Public Works, appeared before the Committee to provide an update with respect to the streamlining of City Services.

The Committee was distributed with an organization chart of the Public Works Department and a summary of Public Works Service Levels which included:

- Operations Division: Road and Maintenance, Waste Collection
- Environmental Services Division: Horticulture, Parks
- Engineering Services Division: Geomatics & Corridor Management

During the discussions, Committee members requested clarification and pointed out some discrepancies in the summary.

Staff requested that the individual B.I.A.'s contact Mr. Wobschall with the corrections so that a new summary can be circulated. The Committee also expressed that they wished to present this information to their respective Boards and provide feedback at a future meeting of the Advisory Committee.

**(Drewitt/Hayes)**

- (a) That the presentation respecting the "Streamlining of City Services" be received
- (b) That an amended summary be placed on a future agenda for further discussion. **CARRIED**

**5.2 2014 Meeting Dates for the Business Improvement Area Advisory Committee**

**(Arndt/Ferguson)**

That the 2014 schedule of meeting dates for the Business Improvement Area Advisory Committee be received. **CARRIED**

**5.3 Update – 2014 Ontario Business Improvement Areas Associations Conference**

Kathy Drewitt provided the following update:

- Masthead finalized since last meeting distributed – innovation and heritage images
- Talked about sessions and speakers – deadline extended to November 15 for ideas to be submitted for Committee's review
- Awards process – want Hamilton to be well represented – deadline is March 15 – whole series of awards, including communications, marketing, beautification, etc.
- Local committee has come up with ideas for Sunday tour – bus trip to waterfront and then around Dundurn Castle, some of the BIA's and then back to hotel
- Looking at two workshops – one walking and one bus
- Monday evening theme – that will reflect LIUNA station – site of main gala event
- Have come up with a lot of innovative ideas; sessions will be great
- Please provide any input to Kathy and/or Eileen

6. ADJOURNMENT

(Drewitt/Braithwaite)

There being no further business, the Committee adjourned at 10:10 a.m:

**CARRIED**

Respectfully submitted

Darlyne Mills  
Vice Chair

Carolyn Biggs  
Legislative Co-ordinator  
Office of the City Clerk