

MINUTES OF MEETING
HAMILTON ASSOCIATION OF BUSINESS IMPROVEMENT AREAS
(HABIA)

Tuesday November 13, 2012

8:00 A.M.

71 Main Street West, 2nd Floor, Room 264

Present:	Councillor Whitehead	Chair
	Darlyne Mills	Co-Chair
	Leah Higens	Ancaster BIA
	Shelly Wonch	Barton Village BIA
	Kathy Drewitt	Downtown Hamilton BIA
	Patty Hayes	Ottawa St. BIA
	Susan Braithwaite	International Village BIA
	Wilf Arndt	Waterdown BIA
	Lynn Page	Concession Street BIA
	Lia Hess	King Street West BIA
	Tony Greco	Locke Street BIA
Also Present:	Kerry Jarvi	Downtown Hamilton BIA
	Craig Brockie	Socan
	Ed DeVries	Public Works
	Greg Maychak	Pan Am Initiatives, Public Works
	Al Fletcher	Municipal Law Enforcement
	Glen Norton	Urban Renewal
	Eileen Maloney	Urban Renewal
Regrets:	Sean Rosen	Main West Esplanade BIA
	Connie Behie	Stoney Creek BIA
	Marie-Louise Kallsen	Westdale Village BIA

The meeting was called to order at 8:10 a.m.

1. Welcome and Introductions

Attendees introduced themselves.

2. Round Table Updates

(a) Leah Higens, Ancaster BIA

The BIA has been attending meetings with several stakeholders to discuss possible uses for Memorial School. Much interest has been discussed about the potential use of the site as the 'hub' of the BIA.

A pathway to the Fieldcote location is in the works and will provide a complete path circuit to allow people to walk around the Ancaster Village area.

The BIA is currently working on several advertising opportunities for its members.

(b) Susie Braithwaite, International Village BIA

The BIA will have their 'Victorian Village' Christmas event on December 7, 2012. The event will include, horse and buggy rides, carolers and apple cider. S. Braithwaite will be on CH Live on December 6, 2012. Their AGM

was held on November 1, 2012 and it was great.

(c) Kathy Drewitt, Downtown Hamilton BIA

Their AGM was held on November 6, 2012. City TV's Breakfast Television will be hosting their show at Gore Park on November 15, 2012. Christmas in Gore Park will be held on December 7 & 8th, 2012.

(d) Patty Hayes, Ottawa St. BIA

P. Hayes advised that they have a new website, shopottawastreet.com. They have launched their 'What will I create today' campaign. Six known Hamiltonians will participate in the event, they will be required to create a project using materials that have been purchased on Ottawa St. Once the projects are completed, an online vote will take place to choose a winner. The winner will have a donation made to a charity of their chose. The Ottawa St. BIA's AGM is being held on November 13, 2012.

(e) Wilf Arndt, Waterdown BIA

Their AGM was held on November 7, 2012. Their tree lighting event will be held on November 17, 2012. The Santa Claus parade will be held on November 24, 2012; it is not a BIA event but does bring a lot of people to the area. On the following Saturday, December 1, 2012, they will be holding a 'Candle and Choral Walk' which will work with their 'Victorian Village' theme.

(f) Lia Hess, King St. W. BIA

The BIA will be placing some Christmas trees and decorations at the corner of King and Hess. Their AGM will be held on November 20, 2012.

(g) Tony Greco, Locke St. BIA

Their Christmas décor has been installed. The BIA held a social media seminar for their members. They are working on a new website, hoping to be launched during the first week in December. 'Christmas on Locke' will be held on December 1, 2012, the BIA and the Merchants Association have partnered on the initiative. It will be a full day event with Mr. & Mrs. Claus in attendance. A new Tea Room and a Craft Store has opened. Their AGM will be held in January.

(h) Shelly Wonch, Barton Village BIA

Their new website was launched a few weeks ago. Their AGM was held on October 23, 2012 and went very well. Their gateway has been installed and it looks fabulous. The BIA is having a Strategic Plan developed.

(i) Lynn Page, Concession St. BIA

Their AGM will be held on November 13, 2012 with their wine and cheese to follow. They will be celebrating the Christmas season on December 8 & 15, 2012 with a horse and buggy visiting the street. The presentation of "Santa's Big Sleep" will be playing at the theatre on Concession.

(j) Stoney Creek update

D. Mills shared the update from Stoney Creek that was provided by C. Behie. The Stoney Creek Santa Parade will be held on December 1, 2012 at 1:00 p.m.

(k) Darlyne Mills, Dundas BIA

They are preparing for their 'Dickens of a Christmas'. The tree lighting ceremony will be held on November 23, 2012. The Christmas décor will be installed by the end of the week. Santa and horse and buggies will be on the street on each Saturday and Sunday before Christmas. D. Mills advised that the Dundas BIA has hired a new Executive Director.

(l) Ed DeVries, Public Works

E. DeVries advised that Staff from Public Works is busy working on the Christmas décor. E. DeVries will provide an update to D. Mills in respect to the power washing of the kiosks.

3. Information Update Report

Due to time constraints, this item was not addressed.

4. Minutes of the meeting held on October 9, 2012.

It was MOVED by L. Higen, SECONDED by T. Greco that the minutes of the meeting held October 9, 2012 be approved, CARRIED.

5. Craig Brockie, Socan

A power point presentation was provided. (see attached) The following items were discussed.

Socan collects royalties for songwriters, if you use music to enhance your business, the songwriter should benefit as well.

Playing music on the radio is ok, if the music is streamlined via the internet, you must have a license. Festivals that feature live musicians would require payment of a fee.

The Socan website provides a list of the fees.

Any questions can be directed to Craig Brockie, 416-445-8700 ext. 3516, brockiec@socan.ca.

6. Greg Maychak – PanAm Initiatives

A power point presentation provided information about the games and the new stadium. The City of Hamilton will be the sole host for the PanAm soccer. This will provide an opportunity for a cultural celebration as well as the sporting event. The games will be held July 10 – 26, 2015, including 41 nations, 10,000 athletes, coaches and officials and 51 sports. Twenty thousand volunteers will be needed and the online recruitment will begin next year. A City wide marketing plan will be created, hoping to have banners throughout all the BIAs. Currently a small City Staff team is in place, as they move forward they will reach out to Community groups for input. This will be the largest sporting event in Canada, bigger than

the Olympics. Councillor Whitehead suggested that a letter be sent by HABIA requesting information respecting the plans that are currently in place for the games. If there are any funds available it would be valuable information for the BIAs to have as they prepare their budgets for the upcoming years as many will create marketing and programming for the event.

ACTION: A letter will be prepared and Councillor Whitehead will determine to whom it should be sent.

7. AI Fletcher, Food Trucks

A. Fletcher advised that there are over 100 licensed food trucks including ice cream and hot dog carts. There are currently 18 specialty food trucks. There have been glitches with the by-law, i.e. tent vs food truck, and these issues need to be refined. MLE has been receiving complaints respecting inappropriate locations that have been used regardless whether or not the truck is licensed. A property is required to be zoned accordingly to allow the truck at the location. A. Fletcher noted that the intent was to report back to Committee in November but due to his workload this will not be accomplished, rather, a report will be presented in the Spring before the new season. A. Fletcher will meet with the BIAs to address their specific concerns.

Discussion amongst the group identified several concerns.

- The food trucks must have an Ontario Business license, are American trucks able to get an Ontario business license?
- Through the SEAT process, the onus would be on the event organizer to ensure the food truck is licensed.
- The by-law indicates that the truck's generator must be built into the truck, the exhaust and noise should be addressed.
- The BIAs would like to establish locations where the trucks can go within their respective areas during the winter, hoping to address this before the spring. It was questioned if the BIA could provide A. Fletcher a list that he could review; A. Fletcher advised that this would require an amendment to the By-law.

A. Fletcher was then asked to provide information respecting the 'change of use' that is often identified as new businesses are looking to open. A. Fletcher advised that he would coordinate a meeting with Staff from the Building Department to discuss the concerns and suggested that Staff should attend a future meeting with the BIA representatives to provide information.

8. Other Business

Future HABIA Guests

Representative from KPMG to review the 2012 Audit process

Andy Zimmerman- Tourism App

Kathy Dunn – Tourism, Awards and Ontario tourism opportunity to market BIAs

The following request was received for use of the operating budget grant and the revenue sharing grant.

BIA	Operating Budget	Revenue Sharing
International Village		\$14,200 to be used for Events and the balance to be placed in the reserve account for future use.

It was also requested that the funds for the operating budget for International Village be recorded in the minutes that the use was for their Graffiti program and for special events.

The request was **MOVED** by T. Greco, **SECONDED** by L. Page, **CARRIED**.

ACTION: E. Maloney will prepare the cheque requisition.

K. Drewitt requested that a copy of the BIA Toolkit that was presented at the Regional OBIAA meeting be sent to the BIAs electronically.

ACTION: E. Maloney will request a copy from OBIAA for distribution to all the BIAs.

9. The next meeting is scheduled for December 11, 2012 8:00 a.m. Room 264.

10. Adjournment

The meeting adjourned at 11:15 a.m.