



Hamilton

**BUSINESS IMPROVEMENT AREA ADVISORY COMMITTEE
REPORT 15-003**

8:00 a.m.

Tuesday, March 10, 2015

Room 264, 2nd Floor

Hamilton City Hall

71 Main Street West

Present: Councillor M. Green
Susan Braithwaite – International Village BIA
Kathy Drewitt – Downtown Hamilton BIA
Shelly Wonch – Barton Village BIA
Marty Schreiter - Concession Street BIA
Craig Waters – Westdale Village BIA
Patty Hayes – Ottawa Street BIA
Wilf Arndt – Waterdown BIA
Lisa Anderson – Dundas BIA
Jennifer Mattern – Ancaster BIA
Doug Sutherland – Stoney Creek BIA

Absent: Main West Esplanade BIA Representative
Lia Hess – King West BIA
Tony Greco – Locke Street BIA

**THE BUSINESS IMPROVEMENT AREA ADVISORY COMMITTEE PRESENTS
REPORT 15-003 AND RESPECTFULLY RECOMMENDS:**

1. BIA App (HABIA Mobile App) Information Session (Item 5.1)

That staff be directed to arrange for an information session at the April 14, 2015 meeting of the Business Improvement Area Advisory respecting the HABIA Mobile App (BIA App) from Factor[E] Design Initiative, and that the information session include the following items:

- (a) Various ways the app has been used since its inception in total and on a BIA specific basis

- (b) Information on the updating processes for the application
- (c) How the application can be updated

FOR THE INFORMATION OF COMMITTEE:

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.

1. CHANGES TO THE AGENDA (ITEM 1)

The agenda for the February 10, 2015 meeting was approved, as presented.

2. DECLARATIONS OF INTEREST (ITEM 2)

There were no declarations of interest.

3. APPROVAL OF PREVIOUS MINUTES (ITEM 3)

3.1 February 10, 2015

The January 13, 2015 Minutes of the Business Improvement Area Advisory Committee were approved, as amended.

4. PRESENTATIONS

4.1 Cigarette Litter Program

Philip Homerski, Information and Business Advisor of Public Works, gave a presentation with the aid of a PowerPoint presentation respecting the Cigarette Litter Prevention Program (CLLP). A copy of the presentation has been included in the public record. The presentation included, but was not limited to the following:

- (1) What is CLLP?
- (2) Community-based Social Marketing
- (3) Keep American Beautiful (KAB) Cigarette Litter Prevention Program
- (4) Hamilton BIA CLPP benefits of the program

The presentation from Philip Homerski, Information and Business Advisor of Public Works, respecting the Cigarette Litter Program, was received.

5. DISCUSSION ITEMS

5.1 BIA App

Carlo Giorni, BIA Coordinator, gave a verbal update on the BIA Application. The verbal update included, but was not limited to:

- (1) Urban Renewal Department will cover costs for application maintenance
- (2) Metrics have not been given by Factor[E] Design Initiative
- (3) Information is required from the developer to move forward with the application

For disposition on this matter, see Item 1.

The update from Carlo Gorni, BIA Coordinator, respecting the BIA Application, was received.

6. ADJOURNMENT (ITEM 8)

There being no further business, the Business Improvement Advisory Committee adjourned at 9:45 a.m.

Respectfully submitted

Councillor M. Green
Chair

Loren Kolar
City Clerk's Office