



CITY OF HAMILTON
PLANNING AND ECONOMIC DEVELOPMENT DEPARTMENT
Economic Development Division

TO:	Mayor and Members General Issues Committee
COMMITTEE DATE:	January 13, 2016
SUBJECT/REPORT NO:	Main West Esplanade Business Improvement Area (BIA) Appointment of the 2015 - 2018 Board of Management (PED16008) (Wards 1 and 2)
WARD(S) AFFECTED:	Wards 1 and 2
PREPARED BY:	Carlo Gorni (905) 546-2632
SUBMITTED BY:	Jason Thorne General Manager Planning and Economic Development Department
SIGNATURE:	

RECOMMENDATION

That the following individuals be appointed to the Board of Management of the Main West Esplanade Business Improvement Area (BIA) for the remainder of the four year term, which coincides with that of City Council:

Councillor Aidan Johnson
Councillor Jason Farr
Mark Gould
Bender Chug
Peter Loukas
Joe Castellano
Augie Ammendolia
Sharon Reichheld
Adam Law

EXECUTIVE SUMMARY

Report PED15075 informed Council that as a result of the inactivity of the Main West Esplanade Business Improvement Area (BIA) (BIA map attached as Appendix "A"), which had not submitted a budget for Council's approval in two years, City Staff would schedule a meeting of the BIA's members as per the City of Hamilton's Dormant Business Improvement Area Status Procedure (Dormancy Procedure), attached as Appendix "B" to Report PED16008. The purpose of this meeting would be to inform the members of the BIA's inactivity and to seek their input into the future status of the BIA.

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Following the meeting, staff was to report back to Council on the results of this consultation and where appropriate, include recommendations at that time.

Alternatives for Consideration – See Page 3

FINANCIAL – STAFFING – LEGAL IMPLICATIONS

Financial: Not applicable.

Staffing: Not applicable.

Legal: Not applicable.

HISTORICAL BACKGROUND

A meeting of the BIA's members was held on June 29, 2015. Five BIA members attended the meeting. A presentation was delivered by the BIA Coordinator which outlined how a BIA was funded and how its activities were carried out. A question and answer session followed. The group identified issues that they believed would be worth pursuing should the BIA remain active. All those in attendance agreed that the BIA should remain active. It should be noted that one business in the BIA did contact the BIA Coordinator to indicate their opposition to the BIA remaining active.

The BIA Coordinator organized a second meeting of the attendees present at the June 29, 2015 meeting which took place on July 23, 2015, and where initiatives that the BIA could pursue should it remain active were further explored (e.g. more parking meters, enhanced beautification, etc.).

These initiatives were presented at a meeting of all BIA members on September 17, 2015 where seven BIA members were in attendance including five members who were attending for the first time. Prior to the meeting, letters supporting an active BIA were received from two more businesses. Those in attendance once again expressed their support for an active BIA.

Following the September 17, 2015 meeting, staff from Urban Renewal discussed the activities to date and decided that there appeared to be enough interest to warrant maintaining the BIA as an active organization. As such, it was further decided that the BIA Coordinator would organize another meeting of the BIA's members where the purpose of the meeting would be to accept nominations from the floor for those people interested in serving on the Board of Management of the BIA.

A notice of this meeting, to be held on November 23, 2015, was mailed by the Urban Renewal Section staff to all property owners and hand delivered to all businesses. The notice expressly outlined the purpose of the meeting, as noted above.

At the meeting on November 23, 2015, there was support for an active BIA from previous and new attendees. The names of those interested in serving on the Board of Management were put forward for the consideration of those present at the meeting who then endorsed their nomination for Council's consideration.

POLICY IMPLICATIONS AND LEGISLATED REQUIREMENTS

Not applicable.

RELEVANT CONSULTATION

- Members of the Main West Esplanade BIA were consulted.
- Legal Services Division, City Manager's Office was consulted.

ANALYSIS AND RATIONALE FOR RECOMMENDATION

Staff is recommending that the nominations be adopted by Council. With a new Board of Management, the BIA would be able to continue serving its member businesses and property owners. As an active BIA, the members would be eligible to participate in the financial incentive programs that are available to active BIAs. The use of these programs will contribute to the health and vitality of the business district. As an active BIA, a secure source of funding would be available to undertake beautification initiatives and promote the area as a business district.

ALTERNATIVES FOR CONSIDERATION

Should Council not adopt the recommendation, the BIA would continue to be without a Board of Management and could not, for example, prepare a 2016 Budget, present it to the membership for review and comment and to Council for approval. Staff would report to Council on dormancy.

Should the BIA be declared dormant, its members would not be eligible to apply for funding under programs offered to active BIAs within the City. Staff would canvass the members on an annual basis to determine their interest in reviving the BIA. If the BIA was not reinstated prior to the expiration of the current four year term, Council would be asked to consider whether to continue the dormancy or to dissolve the BIA.

ALIGNMENT TO THE 2012 – 2015 STRATEGIC PLAN

Strategic Priority #1

A Prosperous & Healthy Community

WE enhance our image, economy and well-being by demonstrating that Hamilton is a great place to live, work, play and learn.

Strategic Objective

- 1.1 Continue to grow the non-residential tax base.
- 1.3 Promote economic opportunities with a focus on Hamilton's downtown core, all downtown areas and waterfronts.

APPENDICES AND SCHEDULES ATTACHED

Appendix "A" to Report PED16008 - Main West Esplanade BIA Map

Appendix "B" to Report PED16008 - City of Hamilton's Dormant Business Improvement
Area Status Procedure

CG/dkm