



Hamilton

**BUSINESS IMPROVEMENT AREA ADVISORY COMMITTEE
REPORT 16-002**

8:00 a.m.

Tuesday, February 9, 2016

Room 264

Hamilton City Hall

71 Main Street West

Present: Councillor M. Green (Chair)
Lisa Anderson – Dundas BIA
Rachel Braithwaite – Barton Village BIA
Susan Braithwaite – International Village BIA
Bender Chug - Main West Esplanade BIA
Kathy Drewitt – Downtown Hamilton BIA
Lia Hess – King West BIA (Acting Vice Chair)
Jennifer Mattern – Ancaster BIA
Tony Mark – Ottawa Street BIA
Suzanne Repei – Westdale Village BIA

Absent:
with regrets: Tony Greco – Locke Street BIA
Barbara Rusnak – Waterdown BIA
Doug Sutherland – Stoney Creek BIA
Representative from the Concession Street BIA

**THE BUSINESS IMPROVEMENT AREA ADVISORY COMMITTEE PRESENTS
REPORT 16-002 AND RESPECTFULLY RECOMMENDS:**

1. Feedback Respecting the Draft Code of Conduct (Item 6.4)

That the Code of Conduct for Business Improvements Areas, attached to BIAAC Report 16-002, be approved.

FOR THE INFORMATION OF COMMITTEE:

(a) UPDATES FROM COMMITTEE MEMBERS (Item A)

Committee members used this time to provide updates on various activities and initiatives in their respective BIAs.

(b) APPROVAL OF AGENDA (Item 1)

The Committee Clerk advised of the following Change to the Agenda:

- (i) Added Correspondence from Carlo Gorni, BIA Coordinator, to accompany Item 6.4 respecting the Draft Code of Conduct with Comments from the City of Hamilton Legal Services Department.

The agenda for the February 9, 2016 meeting was approved, as amended.

(c) DECLARATIONS OF INTEREST (Item 2)

There were no declarations of interest.

(d) APPROVAL OF PREVIOUS MINUTES (Item 3)

(i) January 12, 2016

The January 12, 2016 Minutes of the Business Improvement Area Advisory Committee were approved, as presented.

(e) PRESENTATIONS (Item 5)

**(i) Steve Molloy, BIAAC Engagement in the City of Hamilton
Transportation Master Plan (Item 5.1)**

Ms. Steve Molloy, Project Manager, Transportation Master Plan (TMP) Implementation and Mr. Jack Thompson, Consultant Project Manager, TMP, addressed the Committee respecting BIAAC Engagement in the City of Hamilton Transportation Master Plan with the aid of a handout. A copy of the handout has been retained for the official record.

The presentation included, but was not limited to, the following information:

- TMP Consultation Process and Study Schedule
- Input that has been received
- Revised Vision (Problem) Statement
- BIA Input into the TMP Process
- Implementation and Next Steps
- Creating Complete, Liveable, and Better Streets

Mr. Malloy will follow-up on his presentation by sending out a brief questionnaire to BIAS to solicit their feedback on the TMP.

The presentation respecting BIAAC Engagement in the City of Hamilton Transportation Master Plan was received.

**(ii) Representative from KPMG respecting Client Assistance Packages
for BIA Audit Process (Item 5.2)**

Mr. Zachery Sharp, Manger, Audit Services at KPMG LLP, addressed the Committee respecting Client Assistance Packages for the BIA Audit Process.

Mr. Sharp explained the general process for BIA audits and pointed out key aspects of the Client Assistance Information Packages.

Mr. Sharp noted there was a general improvement in the audits that were submitted compared to the previous year. Mr. Sharp encouraged BIAs to look closely at the checklist in the package to ensure that the required information is included.

The presentation from Zachery Sharp, Manger, Audit Services at KPMG LLP, respecting Client Assistance Packages for BIA Audit Process was received.

(f) DISCUSSION ITEMS (Item 6)

(i) Open for Business Sub-Committee Update (Item 6.1)

Ms. Kathy Drewitt provided the Committee with an Update on the Open for Business Sub-Committee

Ms. Drewitt reported that the Open for Business Sub-Committee met on Jan 28, 2015. The Hamilton Burlington Society of Architects have been added as an advisor to the Sub-Committee and their perspective and experience will be helpful moving forward.

Ms. Drewitt reported that staff from Planning and Economic Development were in attendance at the meeting. Staff explained measures that have been taken to help make the City more open to businesses. The measures include, but are not limited to, the following measures:

- Increased staff resources including the hiring of new planners
- Production of an Annual Report so that efforts can be measured
- Creating brochures to assist business owners
- Conducting workshops on zoning so it is easier to understand
- A review of business licensing is underway

Ms. Drewitt reminded BIAAC members that Mr. Jason Thorne, General Manager of Planning and Economic Development, is available to come to BIA meetings on the topic of promoting Hamilton as “being open for business”.

(ii) Review and Comment on the Upcoming BIAAC Presentation to the General Issues Committee on February 17, 2016 (Item 6.2)

Ms. Jennifer Mattern shared a draft of the BIAAC presentation that will be made to the General Issues Committee on February 17, 2016.

The Committee members provided their feedback and suggestions on the presentation.

(iii) Promoting BIAs in the Hamilton Visitor Guide (Item 6.3)

Ms. Rachel Braithwaite raised the issue of advertisements for BIAs in the Hamilton Visitors Guide. Ms. Braithwaite stated that small BIAs, such as the Barton Village BIA, cannot afford such advertising costs. Ms. R. Braithwaite suggested that BIAs join together to try to obtain a discount.

Committee members provided suggestions on this topic and noted that the Branding Exercise that is currently underway may assist with this issue in the future.

(iv) Feedback respecting the Draft Code of Conduct (Item 6.4)

Carlo Gorni, BIA Coordinator, provided an overview of his correspondence respecting the Draft Code of Conduct with Comments from the City of Hamilton Legal Services Department.

The Correspondence from Carlo Gorni, BIA Coordinator, respecting the Draft Code of Conduct with Comments from the City of Hamilton Legal Services Department, was received.

A general discussion about the Draft Code of Conduct, including the sharing of feedback from various BIA Boards of Directors, then took place.

For disposition on the matter, refer to Item 1.

(g) GENERAL INFORMATION/OTHER BUSINESS (Item 9)

(i) Verbal Update from Carlo Gorni, BIA Coordinator (no copy) (Item 9.1)

Carlo Gorni, BIA Coordinator, provided the Committee with an update respecting the following items:

- Reminder that Chamber of Commerce Outstanding Business Achievement Awards Ceremony takes place on March 8, 2016
- The Branding Exercise Working Group met with Muse Marketing on February 2, 2016 to discuss next steps; a facilitated seminar will take place on Feb 19, 2016 from 9 a.m. to Noon; a survey will be sent to BIA Board members seeking their feedback on the Branding Exercise
- The Small Business Enterprise Centre (SBEC) has new program called "Launch Local"; it is designed to assist start-ups as well as existing small businesses to expand; on February 23, 2016 the SBEC is holding an orientation session about the program

(ii) General Information (Added Item 9.2)

Ms. Kathy Drewitt reminded Committee members to complete the survey from the City's Film Office to ensure that the feedback of BIAs is considered under the Review of the Film Office currently being undertaken.

Ms. Drewitt reported that the Ontario Business Improvement Area Association (OBIAA) have announced that Hamilton is one of the three proposals (for two opportunities) they received for hosting an accessibility seminar. A budget, proposed location and sponsorship opportunities must be submitted to OBIAA by February 12, 2016. Ms. Drewitt encouraged everyone to think about businesses in their BIAs that might be in a position to sponsor such an event.

Ms. Drewitt mentioned a Breakfast Forum about Accessibility Issues that is taking place on May 3rd from 7:30 a.m. to 9:30 a.m. The cost is \$200 per person. The location for the event has not yet been determined.

(i) ADJOURNMENT (Item 10)

There being no further business, the Business Improvement Advisory Committee adjourned at 9:51 a.m.

Respectfully submitted,

Lia Hess, Acting Vice Chair
Business Improvement Area
Advisory Committee

Lauri Leduc
Legislative Coordinator
Office of the City Clerk