



Hamilton

**BUSINESS IMPROVEMENT AREA ADVISORY COMMITTEE
MINUTES 16-003**

8:00 a.m.

Tuesday, March 8, 2016

Room 264

Hamilton City Hall

71 Main Street West

Present: Lisa Anderson – Dundas BIA
Rachel Braithwaite – Barton Village BIA
Bender Chug - Main West Esplanade BIA
Kathy Drewitt – Downtown Hamilton BIA
Tony Greco – Locke Street BIA
Lia Hess – King West BIA
Jennifer Mattern – Ancaster BIA
Tony Mark – Ottawa Street BIA
Suzanne Repei – Westdale Village BIA
Barbara Rusnak – Waterdown BIA (Acting Vice Chair)
Doug Sutherland – Stoney Creek BIA
Cristina Geissler - Concession Street BIA

Absent:
with regrets: Councillor M. Green (Chair)
Susan Braithwaite – International Village BIA

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. The Committee welcomed Ms. Cristina Geissler, the new Executive Director of the Concession Street BIA.

General Issues Committee – June 1, 2016

(b) APPROVAL OF AGENDA (Item 1)

The Committee Clerk advised that there were no Changes to the Agenda.

(Greco/Anderson)

That the agenda for the March 8, 2016 meeting be approved, as presented.

CARRIED

(c) DECLARATIONS OF INTEREST (Item 2)

Doug Sutherland declared an interest respecting any items relating to the Stoney Creek BIA as his wife operates a business in the Stoney Creek BIA.

(d) APPROVAL OF PREVIOUS MINUTES (Item 3)

(i) February 9, 2016

(Drewitt/R. Braithwaite)

Ms. Drewitt noted an error in the February 9th, 2016 Minutes for the fees associated with the accessibility summit. Ms. Drewitt stated that there is no charge for attendees. The \$200 fee is in regards to sponsorship opportunities and not attendance fees.

That the February 9, 2016 Minutes of the Business Improvement Area Advisory Committee be approved, as amended.

CARRIED

(e) DISCUSSION ITEMS (Item 6)

(i) Ted Arnold, Manager of Parking Operations and Maintenance, respecting City of Hamilton Parking Rates (Item 6.1)

Mr. Ted Arnold, Manager of Parking Operations and Maintenance, addressed the Committee respecting City of Hamilton Parking Rates.

Mr. Arnold discussed the recent proposal that arose during the City's budget deliberations to increase parking rates for meters and municipal lots. The final decision was that there would be no rate increases for parking meters but there would be a \$10 monthly increase per permit for municipal lots. The following areas are exempt however from the increase: Dundas, Concession Street, Kenilworth and Ottawa Street.

BIA representatives expressed their concerns with not being consulted about the proposed parking fee increase. Mr. Arnold explained that it was

a last-minute proposal put forward by the Finance Department and many individuals were surprised by the proposal.

Mr. Arnold noted that a report on the Parking Capital Reserve Fund is coming to a future meeting of the Planning Committee.

Mr. Arnold was asked to come back to the Committee in September to discuss the issue of using new technology (including credit card payment options and apps) to pay for parking.

(ii) Open for Business Sub-Committee Update (Item 6.2)

There has not been a meeting of the Open for Business Sub-Committee so Ms. Kathy Drewitt did not have an update.

(iii) Update respecting the Ontario BIA Association's Accessibility Smart Business Event (Item 6.3)

Ms. Kathy Drewitt reported that Hamilton was successful in their application to host the Ontario BIA Association's Accessibility Smart Business Event.

The event will take place on May 4th, 2016 from 8 to 10 a.m. There is no fee to attend the event. Organizers are looking for sponsors and Ms. Drewitt encouraged BIA representatives to consider businesses in their BIA who might be interested in sponsoring the event.

(iii) Welcome Packages for use by BIAs (Item 6.4)

Committee members shared their experience and suggestions on how to prepare a Welcome Package for new BIA members and examples of various packages were provided.

Tony Mark and Rachel Braithwaite offered to meet to discuss the issue of Welcome Packages and report any results to the Committee.

(iv) Commercial Market Assessments (Item 6.5)

Carlo Gorni, BIA Coordinator, explained what a Commercial Market Assessment involves and how it is undertaken. Mr. Gorni reported that starting in 2016 the City is no longer funding the full cost of the Assessment. BIAs are going to be expected to pay for half of the cost which is estimated to be \$3500. For BIAs who are due to have their Assessment done in 2016 it can be deferred to 2017 given that this is an unexpected cost not budgeted for.

(f) 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:

- Chamber of Commerce Outstanding Business Achievement Awards Ceremony takes place on March 8, 2016
- Code of Conduct document is scheduled to be ratified at Council on March 9, 2016; the Word document of the Code will be circulated by Mr. Gorni after it is approved
- Branding Study – Muse Marketing has drafted the final report; a meeting of the Branding Study Working Group will be held to provide initial feedback and the report will be shared with the Committee

(ii) Celebrations for Canada's 150th Anniversary of Confederation (Added Item 9.2)

The Committee Clerk was directed to contact the Tourism Division to arrange for a representative to attend a future Committee meeting to discuss plans and opportunities for the celebration of the 150th Anniversary of Canada's Confederation.

(g) ADJOURNMENT (Item 10)

(R. Braithwaite/Anderson)

That there being no further business, the Business Improvement Advisory Committee be adjourned at 9:38 a.m.

CARRIED

Respectfully submitted,

Barbara Rusnak, Acting Vice Chair
Business Improvement Area
Advisory Committee

Lauri Leduc
Legislative Coordinator
Office of the City Clerk