



Hamilton

**BUSINESS IMPROVEMENT AREA ADVISORY COMMITTEE
REPORT 16-004**

8:00 a.m.

Tuesday, May 10, 2016

Room 264

Hamilton City Hall

71 Main Street West

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

Absent:
with regrets: Councillor M. Green (Chair)
Tony Greco – Locke Street BIA

**THE BUSINESS IMPROVEMENT AREA ADVISORY COMMITTEE PRESENTS
REPORT 16-004 AND RESPECTFULLY RECOMMENDS:**

- 1. Business Area Improvement Advisory Committee Branding Exercise (Item 6.3)**
 - (a) That the Business Improvement Area Advisory Committee (BIAAC) logo and Positioning statement, “One City. Spend it here.”, attached as Appendix A to Report 16-004 of the Business Improvement Area Advisory

Committee, be adopted for use by the BIAAC in its external communications and other uses it deems appropriate; and,

- (b) That individual Business Improvement Areas be encouraged to use the recommended Business Improvement Area Advisory Committee (BIAAC) logo and positioning statement in their own advertising and marketing initiatives.

2. On-Street Places and the Patio Pilot Project (Item 6.2)

That staff be directed to investigate the feasibility of waiving all costs related to obtaining City permits and all fees associated with the On-Street Places and Patios Pilot Project and report back to the Business Improvement Area Advisory Committee (BIAAC) with their findings.

3. Proposed Expenditure from the Stoney Creek BIA respecting the City of Hamilton Parking Revenue Sharing Program (Item 7.1)

That the Expenditure Request from the Stoney Creek BIA in the amount of \$3,522.47 from the Parking Revenue Sharing Program, to be spent on “Saturdays in the Creek” events, 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. The Committee welcomed Ms. Jenney Gates who is assisting the Westdale BIA. The Committee congratulated Chair Green upon the birth of his son.

(b) APPROVAL OF AGENDA (Item 1)

Committee members requested that the following matters be added under Item 9 – General Information and New Business: Overview of the recent Ontario BIA Accessibility Forum, Events for Canada 150 Celebrations and Arranging Tours of each BIA.

The agenda for the May 10, 2016 meeting was approved, as amended.

(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) March 8, 2016

The February 9, 2016 Minutes of the Business Improvement Area Advisory Committee were approved, as presented.

(e) PRESENTATIONS (Item 5)

(i) Chris Wade, Manager of Commercial Services, respecting Services available to Local Businesses (Item 5.1)

Mr. Chris Wade, Manager of Commercial Services, Goodwill, addressed the Committee respecting services his organizations provide.

Mr. Wade explained that one of the goals of Goodwill is to help people overcome employment barriers.

Some of the services that Goodwill can provide to businesses include: secure document shredding, printing and graphic design services, mail preparation and envelope stuffing, small manufacturing services as well as catering from their Stairways Café.

The presentation from Chris Wade, Manager of Commercial Services, respecting Services available to Local Businesses, was received.

(f) DISCUSSION ITEMS (Item 6)

(i) Verbal Update from Michael Marini respecting NOSH – Hamilton Food Week (October 17th-24, 2016) (Item 6.1)

Mr. Michael Marini, Marketing Coordinator, Planning and Economic Development Office, addressed the Committee respecting NOSH – Hamilton Food Week. The event is being held October 17th-24, 2016.

Mr. Marini requested the assistance of the BIAs to inform him about special events or activities they are planning for Hamilton Food Week. Various events are being planned and the City is looking for suggestions and information on this City-wide initiative.

The Verbal Update from Michael Marini respecting NOSH – Hamilton Food Week (October 17th-24, 2016), was received.

(ii) Joe Muto, Senior Planner, respecting On-Street Places and the Patio Pilot Project (Item 6.2)

Mr. Joe Muto, Senior Planner, addressed the Committee respecting On-Street Places and the Patio Pilot Project with the aid of a PowerPoint presentation. A copy of the presentation has been retained for the official record. Mr. Muto's presentation included, but was not limited to, the following information:

- Overview of Council's Motion respecting On-Street Places and Patios Pilot Project passed on April 27, 2016
- Importance of seeking the approval and support of BIAs and businesses
- Outline of the Possible Concerns
- Drawing of Potential Design Concepts

Committee members asked questions of Mr. Muto about the Pilot Project. There was general support for the Pilot Project however concerns were expressed. The concerns and questions included, but were not limited to, the following areas:

- How will the application process work?
- Is it possible to increase the number of parking spaces that can be used as a patio?
- What kind of barriers will be used, how will they be installed and who will install them?
- Can the City provide the patio structure for a business to rent or is it up to the business to build their own?
- Storing the structure may be a problem for some business owners?
- The Pilot Project is being implemented too fast; BIAs and businesses have not budgeted for it?
- Will businesses be able to obtain a liquor licence for the patio area since it is on the street?
- BIAs do not want to make the decision on what businesses in their area will be allowed to have a patio?
- What is the impact of the new patios on noise by-laws?
- What does the design of the platform involve and will building permits be required?

- Will BIAs be liable for any problems resulting from the patio or will the City cover liability?
- Other retailers who are not selling food, but located near a patio, may have their storefront obstructed?

The update from Joe Muto, Senior Planner, respecting On-Street Places and the Patio Pilot Project, was received.

For disposition on this matter, refer to Item 2.

(iii) BIA Branding Exercise (Item 6.3)

Members of the BIA Branding Exercise Working Group and Carlo Gorni, BIA Coordinator, provided the Committee with an update respecting the BIA Branding Exercise.

The logo and slogan resulting from the BIA Branding Exercise was shared with the Committee.

For disposition on this matter, refer to Item 1.

(iv) Open for Business Sub-Committee Update (Item 6.4)

Kathy Drewitt, the Business Improvement Area Advisory Committee's representative on the Open for Business Sub-Committee, provided an update on the Open for Business Sub-Committee meeting held on May 5, 2016.

Ms. Drewitt reported that the General Manager of Planning and Economic Development, Jason Thorne, made a presentation that was very informative.

The highlights of the presentation included: outline of the various initiatives, eliminating unnecessary steps, streamlining the necessary steps as well as formulating clear guidelines and expectations.

The update respecting the Open for Business Sub-Committee, was received.

(v) BIA Welcome Packages (Item 6.5)

Committee members discussed the benefits of creating a BIA Welcome Package. An informal working group will meet to discuss this matter.

The members who volunteered to sit on the working group are: Rachel Braithwaite, Cristina Geissler, Tony Mark, Suzanne Repei and Barbara Rusnak. The working group will present their findings at a future Committee meeting.

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

(i) Verbal Update from Carlo Gorni, BIA Coordinator (Item 9.1)

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

- BIA Awards were held on March 8, 2016; turnout was somewhat lower than in 2015, largely due to a number of last minute cancellations; however it was a very successful event and positive comments were made. Other comments were as follows:
 - Some photos could have better highlighted the building facades; consider having the photographer meet with BIAs to arrange for photos that they prefer
 - Continue having early photos of winners to avoid snow
 - Provide photos to the BIAs for their use
- Commercial Market Assessment Update – In 2016, participating BIAS will be paying for 50% of the cost of their assessment update. A request for quotations to help select the consultant should be issued shortly.
- Encroachment Update – The issue of encroachments was discussed at the recent Open for Business Sub-Committee meeting. It is still being examined at a senior staff level.

(ii) Overview of the Recent Ontario BIA Association Accessibility Forum (Added Item 9.2)

Kathy Drewitt provided the Committee with an overview of the recent Ontario BIA Association Accessibility Forum that was held in Hamilton. Ms. Drewitt stated that it was a very successful and informative event. Fifty-three businesses registered for the event. The presenters were well received and many attendees found the information helpful. Ms. Drewitt reminded Committee members to complete the event feedback form and return it to her.

(iii) Celebrations for Canada's 150th Anniversary of Confederation (Added Item 9.3)

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.

(iv) Tours of BIAs (Added Item 9.4)

Committee members discussed the benefits that touring various BIAs in the City would have. Ms. Rachel Braithwaite offered to get in touch with Committee members with ideas on when and where tours could be conducted.

(h) ADJOURNMENT (Item 10)

There being no further business, the Business Improvement Area Advisory Committee adjourned at 10:12 a.m.

Respectfully submitted,

Rachel Braithwaite, Acting Vice Chair
Business Improvement Area
Advisory Committee

Lauri Leduc
Legislative Coordinator
Office of the City Clerk