



Hamilton

BUSINESS IMPROVEMENT AREA ADVISORY COMMITTEE REPORT 16-005

8:00 a.m.

Tuesday, June 14, 2016

Room 264

Hamilton City Hall

71 Main Street West

Present:

- Tony Greco – Locke Street BIA
- Rachel Braithwaite – Barton Village BIA
- Bender Chug – Main West Esplanade BIA
- Kathy Drewitt – Downtown Hamilton BIA
- Jennifer Mattern – Ancaster BIA – Acting Chair
- Tony Mark – Ottawa Street BIA
- Suzanne Repei – Westdale Village BIA
- Barbara Rusnak – Waterdown BIA
- Doug Sutherland – Stoney Creek BIA
- Cristina Geissler – Concession Street BIA
- Susan Braithwaite – International Village BIA

Absent:
with regrets:

- Councillor M. Green (Chair)
- Lisa Anderson – Dundas BIA
- Lia Hess – King West BIA

THE BUSINESS IMPROVEMENT AREA ADVISORY COMMITTEE PRESENTS REPORT 16-005 AND RESPECTFULLY RECOMMENDS:

1. Establishment of an Alleyways Inventory Working Group (Item 6.5)

That an Alleyways Inventory Working Group be established to document the number and condition of alleyways within the Barton Village, International Village, Downtown Hamilton, Ottawa Street and Concession Street BIAs commencing the first week of July 2016, with a report back to the Business Improvement Area Advisory Committee.

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2. Proposed Expenditure from the Westdale Village BIA respecting the City of Hamilton Parking Revenue Sharing Program (Item 7.1)

That the Expenditure Request from the Westdale Village BIA in the amount of \$342.81 from the Parking Revenue Sharing Program, to be spent on the Maintenance of Floral Hanging Baskets, be approved.

3. Proposed Expenditure from the International Village BIA (Item 7.2)

That the expenditure request from the International Village BIA in the amount of \$11,000.00 from the Parking Revenue Sharing Program, to be spent on the holding of their Victorian Night in the Village event, be approved; and

That the expenditure request from the International Village BIA in the amount of \$7,452.03 from the Contribution to BIA Operating Budget Program, to be spent on graffiti removal (\$1,200.00) and banner maintenance (\$6,252.03), 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:

1. ADDED MOTION (Item 7)

- (i) Proposed Expenditure from the International Village BIA (Added Item 7.2)**

The agenda for the June 14, 2016 meeting was approved, as amended.

(c) DECLARATIONS OF INTEREST (Item 2)

None declared.

(d) APPROVAL OF PREVIOUS MINUTES (Item 3)

(i) **May 10, 2016 (Item 3.1)**

The May 10, 2016 Minutes of the Business Improvement Area Advisory Committee were approved, as presented.

(e) **DISCUSSION ITEMS (Item 6)**

(i) **Kelly Barnett, Coordinator, Municipal Law Enforcement and Kerry Davren, Senior Project Manager, Parking and By-Law Services respecting Parking Payment Options (Item 6.1)**

Kelly Barnett, Coordinator, Municipal Law Enforcement and Kerry Davren, Senior Project Manager, Parking and By-Law Services addressed the Committee respecting Payment Options for on-street parking; Staff requested suggestions/observations from the Committee be considered for implementation.

The update from Kelly Barnett, Coordinator, Municipal Law Enforcement and Kerry Davren, Senior Project Manager, Parking and By-Law Services respecting Payment Options was received.

(ii) **Bridget MacIntosh, Program Manager, Tourism and Culture and Anna Bradford, Director, Tourism and Culture, respecting Information about Canada 150 Celebrations (Item 6.2)**

Prior to the meeting, Anna Bradford, Director, Tourism and Culture advised that there would not be an update with Information about Canada 150 Celebrations, but that information would instead come to the July 12, 2016 meeting of the BIAAC.

(iii) **Bridget MacIntosh, Program Manager, Tourism, respecting Streamlining of the SEAT Application Process (Item 6.3)**

Bridget MacIntosh, Program Manager addressed the Committee respecting the Streamlining of the SEAT Application Process.

The update from Bridget MacIntosh, Program Manager, Tourism and Culture and Anna Bradford, Director, Tourism and Culture, respecting Streamlining of the SEAT Application Process, was received.

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

No report.

- (v) **Verbal Update from Peter Wobschall, Supervisor, Policy and Programs, respecting an Overview of Report PW16023 (Sign Kiosks/Poster Sleeve Pilot Evaluation) and Report PW16030 (Alleyway Improvement Pilot Program) (Item 6.5)**

Mr. Peter Wobschall, Supervisor, Policy and Programs, addressed the committee respecting Report PW16023 (Sign Kiosks/Poster Sleeve Pilot Evaluation) and advised that information kiosks are available to every BIA. Mr. Wobschall also advised that there are funds available to deal with maintenance issues of concern expressed by committee members.

The verbal update from Peter Wobschall, Supervisor, Policy and Programs, respecting an Overview of Report PW16023 (Sign Kiosks/Poster Sleeve Pilot Evaluation) and Report PW16030 (Alleyway Improvement Pilot Program), was received.

- (vi) **Verbal Update from Peter Wobschall, Supervisor, Policy and Programs, respecting Services provided by the Public Works Department to BIAs (Item 6.6)**

Peter Wobschall, Supervisor, Policy and Programs, respecting Services provided by the Public Works Department to BIAs advised the Committee that he will provide a report at the next Committee meeting, July 12, 2016.

(f) 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:

- Update on Branding of BIAAC;
- Presentation to June 1, 2016 General Issues Committee (GIC) by Susie Braithwaite and Mark Tharme was well received by the Committee;
- Motion for staff to investigate the possibility of a City wide launch of branding was passed by the GIC; Staff aiming to have a report to GIC in September 2016;
- Branding guidelines respecting the use of logos for media purposes will be communicated to the members;
- MUSE Marketing Group will be used to assist with the development of a campaign plan;
- Report respecting On-street Places and Patios Pilot Project will be submitted to GIC at their meeting on June 15th;

- This pilot project will be ready to launch, commencing July to October 2016;
- If this report is approved at the June 15, this pilot project could be approved at the June 22, 2016 Council meeting;
- BIA Welcome package is moving forward. The sub-committee tasked with developing this document is meeting immediately after the June 14, 2016 BIAAC meeting;
- Tours of BIAs - Committee members will be touring various BIAs in the City, Thursday, June 23, 2016 at 11:00 am;
- Staff will provide a chart at the July 12, 2016 BIAAC meeting showing how much funding was received by each BIA I 2016 from both the Shared Parking Revenue Program and the Contribution to BIA Operating Budget Program;

(g) ADJOURNMENT (Item 10)

There being no further business, the Business Improvement Area Advisory Committee was adjourned at 9:41a.m.

Respectfully submitted,

Jennifer Mattern, Acting Vice Chair
Business Improvement Area
Advisory Committee

Loren Kolar
Legislative Coordinator
Office of the City Clerk