



Hamilton

**BUSINESS IMPROVEMENT AREA ADVISORY COMMITTEE
REPORT 16-006**

8:00 a.m.

Tuesday, July 12, 2016

Room 264

Hamilton City Hall

71 Main Street West

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

Absent:
with regrets: Councillor M. Green - Personal
Tony Mark – Ottawa Street BIA

**THE BUSINESS IMPROVEMENT AREA ADVISORY COMMITTEE PRESENTS
REPORT 16-006 AND RESPECTFULLY RECOMMENDS:**

**1. Proposed Expenditure from the Waterdown Village BIA respecting the City
of Hamilton BIA Operating Budget Program (Item 7.1)**

That the expenditure request from the Waterdown Village BIA in the amount of \$5,744 from the Contribution to BIA Operating Budget Program, to be spent on Christmas decorations, be approved.

2. Proposed Expenditure from the Concession Street BIA respecting the City of Hamilton Shared Parking Revenue Program (Item 7.2)

That the expenditure request from the Concession Street BIA in the amount of \$20,401.87 from the Shared Parking Revenue Program, to be spent on special events (\$15,000 for Sidewalk Sounds plus \$5,867.87 for Streetfest), be approved.

3. Proposed Expenditure from the Downtown Hamilton BIA respecting the City of Hamilton Shared Parking Revenue Program (Item 7.3)

That the expenditure request from the Downtown Hamilton BIA in the amount of \$11,629.02 from the Shared Parking Revenue Program, to be spent on graffiti removal (\$1,000), planters (\$5,650.25) and special events (\$4,978.77 for Downtown Promenade expenses), be approved.

4. Proposed Expenditure from the Downtown Hamilton BIA respecting the City of Hamilton Contribution to BIA Operating Budget Program (Item 7.4)

That the expenditure request from the Downtown Hamilton BIA in the amount of \$5,544.81 from the Contribution to BIA Operating Budget Program, to be spent on Christmas decorations (\$4,444.81) and the purchase of street furniture (\$1,100), be approved.

5. Proposed Expenditure from the Ancaster Village BIA respecting the City of Hamilton Contribution to BIA Operating Budget Program (Added Item 7.5)

That the expenditure request from the Ancaster Village BIA in the amount of \$6,108.32 from the Contribution to BIA Operating Budget Program, to be spent on the purchasing and watering of flowers, be approved.

6. Proposed Expenditure from the Ancaster Village BIA respecting the City of Hamilton Shared Parking Revenue Program (Added Item 7.6)

That the expenditure request from the Ancaster Village BIA in the amount of \$4,758.45 from the Shared Parking Revenue Program, to be spent on the purchase and watering of flowers, be approved.

7. Proposed Expenditure from the Ottawa Street BIA respecting the City of Hamilton Shared Parking Revenue Program (Added Item 7.7)

That the expenditure request from the Ottawa Street BIA in the amount of \$15,558.63 from the Shared Parking Revenue Program, to be spent on promotional/marketing activities, be approved.

8. Proposed Expenditure from the Ottawa Street BIA respecting the City of Hamilton Contribution to BIA Operating Budget Program (Added Item 7.8)

That the expenditure request from the Ottawa Street BIA in the amount of \$14,264.83 from the Contribution to BIA Operating Budget Program, to be spent on the purchase of banners and Christmas decorations, be approved.

9. Proposed Expenditure from the Locke Street BIA respecting the City of Hamilton Contribution to BIA Operating Budget Program (Added Item 7.9)

That the expenditure request from the Locke Street BIA in the amount of \$4,467.54 from the Contribution to BIA Operating Budget Program, to be spent on the purchase of hanging flower baskets and Christmas decorations, be approved.

10. Proposed Expenditure from the Locke Street BIA respecting the City of Hamilton Shared Parking Revenue Program (Added Item 7.10)

That the expenditure request from the Locke Street BIA in the amount of \$11,557.81 from the Shared Parking Revenue Program, to be spent on the purchase of street furniture and for promotional/marketing activities, be approved.

11. Proposed Expenditure from the Stoney Creek BIA respecting the City of Hamilton Contribution to BIA Operating Budget Program (Added Item 7.11)

That the expenditure request from the Stoney Creek BIA in the amount of \$4,089.23 from the Contribution to BIA Operating Budget Program, to be spent on the purchase of street planters and banner design, be approved.

12. Summer Initiatives (Added Item 8.2)

That the Mayor correspond with local Members of Parliament on behalf of the Business Improvement Area Advisory Committee, respecting the need for approval of applications submitted by the City of Hamilton BIAs for Canada Summer Student Job Program in 2017.

FOR THE INFORMATION OF COMMITTEE:

(a) UPDATES FROM COMMITTEE MEMBERS (Item A)

Committee members provided updates on various activities and initiatives in their respective BIAs.

(b) APPROVAL OF AGENDA (Item 1)

The Committee Clerk advised of the following changes to the agenda:

1. Removal of Discussion Item (Item 6)

Bridget MacIntosh, Program Manager, Tourism and Culture and Anna Bradford, Director, Tourism and Culture, respecting information about Canada 150 Celebrations (no copy) (Item 6.1)

Staff were unavailable to address this matter.

2. Added Motions (Item 7)

(i) Proposed Expenditure from the Ancaster Village BIA (Added Item 7.5)

(ii) Proposed Expenditure from the Ancaster Village BIA (Added Item 7.6)

(iii) Proposed Expenditure from the Ottawa Street BIA (Added Item 7.7)

(iv) Proposed Expenditure from the Ottawa Street BIA (Added Item 7.8)

(v) Proposed Expenditure from the Locke Street BIA (Added Item 7.9)

(vi) Proposed Expenditure from the Locke Street BIA (Added Item 7.10)

(vii) Proposed Expenditure from the Stoney Creek BIA (Added Item 7.11)

3. Added General Information/Other Business (Item 8)

(i) Summer Initiatives (Added Item 8.2)

The agenda for the July 12, 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)

June 14, 2016 (Item 3.1)

The June 14, 2016 Minutes of the Business Improvement Area Advisory Committee were approved, as presented.

(e) DELEGATION REQUESTS (Item 4)

(i) April Kilfoyle, Rate Drop Rebate (Item 4.1)

The Delegation request from April Kilfoyle, Rate Drop Rebate to address the BIAAC at a future meeting respecting the introduction of a new government-sponsored program designed to help local small and medium sized businesses through financial incentives, was approved.

(f) PRESENTATIONS (Item 5)

Update on the Commercial and Mixed Use Zone and Transit Oriented Corridor Zones (Item 5.1)

Shannon McKie, Planner, Policy Planning and Zoning By-law Reform, Planning & Economic Development Department, made a presentation to the Committee respecting Commercial and Mixed Use (CMU) Zone and Transit Oriented Corridor (TOC) Zones.

Ms. McKie's presentation included but was not limited to:

- Implementation of the Urban Hamilton Official Plan
- Create consistency in zoning for the Urban Area
- Encourage new investment and / or redevelopment opportunities
- Prepare for development of the LRT Corridor
- Acknowledge emerging trends
- Lands Left Out From CMU and TOC Zones
- Proposed CMU Zones
- Local Commercial Zones
- Commercial Zones
- Mixed Use Zones
- Proposed Transit Oriented Corridor (TOC) Zones
- Transit Oriented Corridor Zones

The update on the Commercial and Mixed Use Zone and Transit Oriented Corridor Zones, was received.

(g) DISCUSSION ITEMS (Item 6)**Open for Business Sub-Committee Update (Item 6.2)**

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 June 24, 2016.

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

(h) GENERAL INFORMATION/OTHER BUSINESS (Item 8)**(i) Verbal Update from Carlo Gorni, BIA Coordinator (Item 8.1)**

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

- Provided a report (*attached as Appendix A*) on the 2015 & 2016 allocations received by the BIAs from Shared Parking Revenue and Budget Contribution Programs
- Future agenda items will include Business Improvement Area Advisory Committee (BIAAC) App – Urban Renewal will pay 2016 maintenance fee for app. Contribution by BIAs towards this cost in 2017 to be discussed at BIAAC before end of 2016
- A request was made to have some BIAAC members form a working group to participate in the formulation of a draft purchasing policy that could be adopted and used by the BIAs. K. Drewitt and J. Mattern volunteered to participate in this activity
- He accepted an invitation from the Ontario Business Improvement Association (OBIAA) to participate on an Advisory Committee for its "Return on Investment of BIAs" project. OBIAA hopes to release the results of this study at its 2017 Conference
- Regarding the BIA branding exercise, staff is working on Council's direction to report to GIC respecting the feasibility of a City Wide launch and how such a launch could be funded
- Advised that Barbara Rusnak, Waterdown BIA has resigned from her position as Executive Director

A Representative of the City of Hamilton Parking Service will be invited to the Business Improvement Area Advisory Committee to help members understand the decrease of parking revenues over the past few years.

An update respecting the Business Improvement Area Advisory Committee's new website, will be provided to the Business Improvement Area Advisory Committee by September 2016.

(ii) Summer Initiatives (Added Item 8.2)

Various businesses in the area applied to the Federal Program respecting Funding: Canada Summer Jobs for summer students but were denied their application.

For disposition of this matter, refer to Item 12.

(i) ADJOURNMENT (Item 9)

There being no further business, the Business Improvement Area Advisory Committee was adjourned at 10:09 a.m.

Respectfully submitted,

Susan Braithwaite, Vice Chair
Business Improvement Area
Advisory Committee

Judy Sheppard
Legislative Coordinator
Office of the City Clerk