



**BUSINESS IMPROVEMENT AREA ADVISORY COMMITTEE
REPORT 16-007**

8:00 a.m.

Tuesday, August 9, 2016

Room 264

Hamilton City Hall

71 Main Street West

Present: Tony Mark – Ottawa Street BIA (Acting Vice-Chair)
Councillor Matthew Green (Chair)
Rachel Braithwaite – Barton Village BIA
Kathy Drewitt – Downtown Hamilton BIA
Jennifer Mattern – Ancaster BIA
Cristina Geissler – Concession Street BIA
Lisa Anderson – Dundas BIA
Jenny Gates, Westdale Village BIA

Absent:
with regrets: Bender Chug – Main West Esplanade BIA
Tony Greco – Locke Street BIA
Suzanne Repei – Westdale Village BIA
Doug Sutherland – Stoney Creek BIA
Susan Braithwaite – International Village BIA
Lisa Hess – King West BIA
Representative – Waterdown BIA

**THE BUSINESS IMPROVEMENT AREA ADVISORY COMMITTEE PRESENTS
REPORT 16-007 AND RESPECTFULLY RECOMMENDS:**

- 1. Verbal Update from Peter Wobschall, Supervisor, Policy and Programs, respecting Service Level Equalization Initiative (no copy) (Item 6.1)**

WHEREAS, the Business Improvement Areas (BIA) represent Commercial Retail Corridors throughout the City of Hamilton and across nine wards;

WHEREAS, all BIAs contribute to the BIA Tax Levy; and,

WHEREAS, there remain opportunities to equalize Public Works Service Levels throughout the BIAs;

THEREFORE BE IT RESOLVED:

- (a) That staff be directed to include the following enhancement in the 2017 Public Works Department Operating budget for consideration during the 2017 Operating Budget (GIC) process:
 - (i) \$137,000 to be distributed between all BIAs for Horticulture Services (Planters, Hanging Baskets, and Watering Services); and,
 - (b) That staff be directed to include in that report, respecting the enhanced Horticultural Services for the BIAs, any additional FTEs and associated costs that will be required to facilitate the equalization of Horticulture Services amongst the BIAs.
- 2. Proposed Expenditure from the Barton Village BIA respecting the City of Hamilton Contribution to BIA Operating Budget Program (Item 7.1)**

That the expenditure request from the Barton Village BIA in the amount of \$6,352 from the Contribution to BIA Operating Budget Program, to be spent on the purchasing and installation of banners, be approved.

- 3. Proposed Expenditure from the Barton Village BIA respecting the City of Hamilton Shared Parking Revenue Program (Item 7.2)**

That the expenditure request from the Barton Village BIA in the amount of \$8,700.82 from the Shared Parking Revenue Program, to be spent on the promotional activities, be approved.

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 change to the agenda:

1. ADDED GENERAL INFORMATION/OTHER BUSINESS (Item 8)

(i) Amendment to Outstanding Business List (Item 8.1)

Item “A” – Establishment of an Alleyways Inventory Working Group;
Current Date: TBD; Proposed New Due Date;

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

(c) DECLARATIONS OF INTEREST (Item 2)

There were none declared.

(d) DELEGATION (Item 3)

(i) April Kilfoyle, Rate Drop Rebate (approved at the BIA Meeting, July 12, 2016) (Item 3.1)

A representative from the Rate Drop Rebate, April Kilfoyle, made a presentation to the Committee respecting a new government-sponsored program designed to provide financial incentives to help local small and medium sized businesses.

Ms. Kilfoyle’s presentation included but was not limited to:

- What is Rate Drop Rebate
 - It is a financial service product that helps business owners prosper and grow by offering you loan or line of credit interest rebates and free, effective recruitment services
- Where does the rebate money come from
 - The funding for Rate Drop Rebate is being provided by the Government of Ontario. The rebate is delivered as a lump sum via direct deposit into your business banking account

- Who is it for
 - Business owners who currently have or need a term loan or line of credit and will be hiring for entry-level positions
- How does it work
 - To qualify, a business must be a registered, for-profit business with a physical address that lies within the boundaries of the City of Hamilton;
 - Have an approved term loan or line of credit with Rate Drop Rebate
 - Be offering a permanent paid position with a minimum of 20 working hours per week
 - Fulfill the job opening through Rate Drop Rebate hiring channel and retain the new hire for a minimum of 6 months
- Timelines
 - Deadlines to apply for the program is April 30, 2017
 - Businesses are required to hire employees prior to October 31, 2017
- Request to meet individually
 - The BIAs were offered to schedule a meeting with Ms. Kilfoyle to further discuss the Rate Drop Rebate program

The presentation from April Kilfoyle, Recruitment Liaison, Rate Drop Rebate respecting the introduction of the Rate Drop Rebate Program, a new government-sponsored incentive program designed to help local small and medium sized businesses through financial incentives, was received.

(e) APPROVAL OF MINUTES OF PREVIOUS MEETING (Item 4)

(i) July 12, 2016 (Item 4.1)

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

(f) DISCUSSION ITEMS (Item 6)

(i) Verbal Update from Peter Wobschall, Supervisor, Policy and Programs, respecting Service Level Equalization Initiative (no copy) (Item 6.1)

Peter Wobschall, Supervisor, Policy and Programs, addressed the Committee respecting information about services provided by the Public Works Department to Business Improvement Area's (BIAs). Mr. Wobschall provided two handouts (*which are available at the City Clerk's Office*) on the estimated costs of equalizing Public Works Service Levels to all BIAs: 1) Update – Public Works Service Level Equalization 2) Public Works Service Levels Summary. A summary of his update included, but was not limited to:

- Street Sweeping - equalized
 - Road Maintenance - equalized
 - Road and Sidewalk snow clearing and removal, equalized
 - Sidewalk Weed Trimming - equalized
 - Sidewalk Sweeping - equalized
 - Alleyway Surface Maintenance - equalized
 - Litter Container Collection - \$55,000
 - Manual Litter Service - a Council-approved program not specific to BIAs
 - Alleyway Waste Collection - unable to equalize
 - Curbside Waste Collection - \$145,000
 - Sidewalk Power Washing - Council-approved program not specific to BIAs
 - Cigarette Receptacles - equalized
 - Horticulture services (planters, hanging baskets and watering services) - \$137,000
 - Garden Beds - not applicable
 - Parks Maintenance - not applicable
 - Benches - work in progress
 - Christmas/Holiday Decorating - Council-approved program not specific to BIAs
 - Banner Arms – equalized
- Total estimated cost of all proposed enhancements - \$337,000

Mr. Wobschall advised that he will follow-up with the Committee via email to provide additional clarification regarding costs for Christmas decorations.

The update from Peter Wobschall, Supervisor, Program Development, Policy and Programs, Public Works respecting Service Level Equalization Initiative about services provided by the Public Works Department to Business Improvement Areas, was received.

(ii) 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, advised there was no report.

Ms. Drewitt advised that she has resigned as the Executive Director of the Downtown Hamilton BIA.

(iii) Verbal Update from Rachel Braithwaithe, Barton Village BIA, respecting the BIA Welcome Package (Item 6.3)

Rachel Braithwaithe provided the Committee with an update on the progress to-date, respecting the Business Improvement Area's (BIA) Welcome Package. Ms. Braithwaithe provided handouts of the draft BIA Welcome Package and requested feedback from the members on its content prior to the next Committee meeting.

The update from Rachel Braithwaithe, respecting the Business Improvement Area Welcome Package, was received.

Quorum was lost at 9:26 a.m., therefore, the meeting stood adjourned.

Respectfully submitted,

Tony Mark, Acting Vice Chair
Business Improvement Area
Advisory Committee

Judy Sheppard
Legislative Coordinator
Office of the City Clerk