



Hamilton

**BUSINESS IMPROVEMENT AREA ADVISORY COMMITTEE  
REPORT 16-011**

**8:00 a.m.**

**Tuesday, December 13, 2016**

**Room 264**

**Hamilton City Hall**

**71 Main Street West**

**Present:** Councillor Matthew Green (Chair)  
Tony Greco – Locke Street BIA (Acting Vice-Chair)  
Susan Braithwaite – International Village BIA  
Rachel Braithwaite – Barton Village BIA  
Kerry Jarvi – Downtown Hamilton BIA  
Doug Sutherland – Stoney Creek BIA  
Jennifer Mattern – Ancaster BIA  
Susan Pennie – Waterdown BIA  
Sandra Clarke – Ottawa Street BIA  
Anne Campagna (Representing Westdale Village BIA)

**Absent:**  
**with regrets:** Cristina Geissler – Concession Street BIA  
Lisa Anderson – Dundas BIA  
Lia Hess – King West BIA  
Bender Chug – Main West Esplanade BIA  
Suzanne Repei – Westdale Village BIA  
Jenny Gates – Westdale Village BIA

**THE BUSINESS IMPROVEMENT ADVISORY COMMITTEE PRESENTS REPORT 16-011 AND RESPECTFULLY RECOMMENDS:**

**1. Proposed Expenditure from Westdale Village BIA respecting the City of Hamilton Parking Fund Revenue 2016 (Item 9.1)**

That the expenditure request from the Westdale Village BIA in the amount of \$17,184.60 from the City of Hamilton Shared Parking Revenue Fund, to purchase flower baskets/planters for the purpose of beautification (\$10,000), special events (\$5,000), and free parking initiatives (\$2,184.60), be approved.

**2. Proposed Expenditure from Westdale Village BIA respecting the City of Hamilton Contribution to BIA Operating Budget Program (Item 9.2)**

That the expenditure request from the Westdale Village BIA in the amount of \$14,580.17 from the City of Hamilton Contribution to BIA Operating Budget Program, to be used to purchase office equipment and for the purpose of beautification initiatives, be approved.

**3. Proposed Expenditure from King West BIA respecting the City of Hamilton Contribution to BIA Operating Budget Program (Added Item 9.3)**

That the expenditure request from the King West BIA in the amount of \$1,656.94 from the City of Hamilton Contribution to BIA Operating Budget Program, to be used for beautification initiatives and to purchase seasonal displays, 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 MOTIONS (Item 9)**

9.3 Proposed Expenditure from the King West BIA

The agenda for the December 13, 2016 Business Improvement Area Advisory Committee 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 MINUTES OF PREVIOUS MEETING (Item 3)**

**November 8, 2016 (Item 3.1)**

The November 8, 2016 Minutes of the Business Improvement Area Advisory Committee were approved, as presented.

**(e) PUBLIC HEARINGS/DELEGATIONS (Item 6)**

**(i) Jay Carter and Liz Nield, Evergreen, 100in1Day Hamilton Initiative (Item 6.1)**

Mr. Jay Carter and Ms. Liz Nield, addressed the Committee on behalf of Evergreen Cityworks, respecting 100in1Day Hamilton Initiative. The presentation included, but was not limited to, the following:

- 100In1Day is an international citizen-driven city-building initiative that unites people across their city by engaging them in city-wide community-developed projects, known as urban interventions, to be implemented all on the same day
- Hamilton set the new national record with 170 registered urban interventions hosted by more than 215 community leaders on June 4, 2016

- How it works
  - Core Volunteer Team is established to provide on-going support for workshops, communications, etc.
  - Community Workshops are offered free and within every ward of each city
  - Interventions registered and showcased at [www.hamilton.100in1day.ca](http://www.hamilton.100in1day.ca)
  - Broad Outreach and Engagement – Community empowerment and ownership
  - Partnership Development – Widen and strengthened networks, volunteers, workshop and intervention locations, communications, funding, etc.
- Local and national day of collective community action – Saturday, June 3, 2017
- Follow along
  - Web: <http://hamilton.100in1day.ca>
  - Facebook: <https://www.facebook.com/100in1DayHam>
  - Twitter: @100in1DayHam, #100in1Day, and #100in1Dayham
  - Email: [100in1dayham@gmail.com](mailto:100in1dayham@gmail.com)

The Presentation from Jay Carter and Liz Nield representing Evergreen respecting 100in1Day Hamilton Initiative, was received.

**(f) STAFF PRESENTATIONS (Item 7)**

**(i) Kerry Davren, Manager, Parking Operations & Initiatives, respecting Parking Revenue Sharing Information (Item 7.1)**

Ms. Davren addressed the Committee and provided an overview respecting Parking Revenue Sharing. The presentation included, but was not limited to, the following:

- 10% Net Parking Operating Surplus distributed to BIAs based on two calculations:
  - 50% based on Parking Revenue distribution
  - 50% based on BIA Levy
- Fluctuations in amount shared to individual BIAs most likely caused by change in 10% Net Surplus Amount
- Reductions affected by:
  - Operating and enforcement rates increasing slower than costs
  - Reduction in overdue payments recovered (plate denial)

The Presentation from Kerry Davren, Manager, Parking Operations & Initiatives, respecting Parking Revenue Sharing Information, was received.

**(ii) Carrie Brooks-Joiner, Manager of Tourism, respecting Tourism Strategy Implementation and Priorities (Item 7.2)**

Carrie Brooks-Joiner addressed the Committee respecting Tourism Strategy Implementation and Priorities for 2017. The presentation included, but was not limited to, the following:

- Tourism Strategy Framework
- Shared Vision and Goals
  - Increase the appeal of Hamilton
  - Enhance Hamilton's image as a destination
  - Attract new visitors
  - Inspire visitors to stay longer and spend more money
  - Deliver authentic experiences
  - Excel in the provision of hospitality

- Principles
  - Alignment with plans, strategies and priorities
  - Leverage creativity
  - Celebrate Hamilton's authentic legacies and people
  - Commit to collaboration
  - Optimize infrastructure and resources
  - Respect the four principles of sustainability
- Shared Strategic Priorities
  - Leadership; Marketing and Communication; destination Development
- Mandate for the Tourism Section
  - To increase the economic impact of tourism to Hamilton
- Demand Generators
  - Focus on areas with the highest potential for return
- Targeted Markets
  - Meetings and Conventions; Sport Tourism; Consumers with Arts, Culture and Entertainment Interests

The Presentation from Carrie Brooks-Joiner, Manager of Tourism, respecting Tourism Strategy Implementation and Priorities, was received.

**(g) DISCUSSION ITEMS (Item 8)**

**(i) Joe Muto, Senior Planner, respecting Preliminary Feedback on the Temporary Pilot Patio Program (Item 8.1)**

Mr. Muto addressed the Committee respecting Preliminary Feedback on the Temporary Pilot Patio Program. The verbal update included, but was not limited to, the following:

- Complaints were at a minimum for 2016
- Applicants provided valuable feedback respecting improving the permit process which will be considered
- A Staff Report will be submitted to Council in early 2017
- Mr. Muto requested that Members of the Business Improvement Area Sub-Committee approach their individual Boards for feedback respecting the Temporary Pilot Patio Program and report back to the Committee in a timely manner
- In 2017, alcohol licenses will be made available to businesses

The update from Joe Muto, Senior Planner, respecting Preliminary Feedback on the Temporary Pilot Patio Program, be received.

**(h) GENERAL INFORMATION/OTHER BUSINESS (Item 10)**

**(i) Marijuana Businesses appearing in Hamilton Business Improvement Areas (Item 10.1)**

Susie Braithwaite addressed the Committee respecting marijuana businesses appearing in Hamilton Business Improvement Areas. Ms. Braithwaite's update included but was not limited to, the following:

- New businesses are opening in the BIAs and appear to be selling marijuana; Ms. Braithwaite inquired as to what the City of Hamilton is doing to deal with this issue which has been happening for the past two years; she feels that these new businesses are having a negative impact on the BIAs

The following staff responded:

Ken Leendertse, Director of Licensing, Parking and By-law Services advised that the authority of his department to control this issue is limited; the Zoning By-law states that 50% of store front windows must be visible of which they are actively enforcing; it depends on the Federal Government to make their decision regarding laws respecting marijuana

Kevin McDonald, Program Manager, Public Health Services advised that in his experience, people are assuming that marijuana is already legal; however, position and use of marijuana remains an illegal activity

A/Sergeant Craig Leishman, Acting Detective Sergeant, City of Hamilton Police Service Department, Vice & Drugs, advised that his department is obligated to work within the legal laws they are controlled by.

The update from Susie Braithwaite respecting Marijuana Businesses appearing in Hamilton Business Improvement Areas, was received.

**(ii) Coordinator, Business Improvement Area, Information Update (Item 10.2)**

Carlo Gorni, Business Improvement Area Coordinator, provided the Committee with a verbal update. The update included, but was not limited to, the following:

- The deadline for submissions respecting BIA Awards was December 12<sup>th</sup>.; BIAs wishing to nominate one of their member businesses should do so as soon as possible
- Budget reports regarding the Ancaster, Barton Village, Downtown Hamilton, International Village, Waterdown and Ottawa Street BIAs will be considered for approval by City Council on December 14<sup>th</sup>. Budget reports for the Concession Street, Dundas, Main West, Westdale, King West and Stoney Creek BIAs will be considered for approval at the January 18, 2017 General Issues Committee meeting and Council meeting on January 25<sup>th</sup>
- BIAs were reminded to provide Carlo Gorni with information regarding the status of any pole agreement they may have with Horizon Utilities

The verbal update from Carlo Gorni, Business Improvement Area Coordinator, was received.

**(i) ADJOURNMENT (Item 12)**

There being no further business, the Business Improvement Area Advisory Committee was adjourned at 9:52 a.m.

Respectfully submitted,

Tony Greco, Acting Vice-Chair  
Business Improvement Area  
Advisory Committee

Judy Sheppard  
Legislative Coordinator  
Office of the City Clerk