



## Hamilton

### **BUSINESS IMPROVEMENT AREA ADVISORY COMMITTEE REPORT 19-005**

**8:00 a.m.**

**Tuesday, May 14, 2019**

**Rooms 192 & 193**

**Hamilton City Hall**

**71 Main Street West**

**Present:** Councillor Esther Pauls (Chair)  
Susan Pennie – Waterdown BIA  
Kerry Jarvi – Downtown Hamilton BIA  
Cristina Geissler – Concession Street BIA  
Rachel Braithwaite – Barton Village BIA  
Tracy MacKinnon – Westdale Village BIA and Stoney Creek BIA  
Bender Chug – Main West Esplanade BIA  
Lisa Anderson – Dundas BIA  
Susie Braithwaite – International Village BIA  
Jennifer Mattern – Ancaster BIA  
Heidi Vanderkwaak – Locke Street BIA

**Absent with  
Regrets:** Anne Marie Bergen – King West BIA  
Catherine Johnston – Ottawa Street BIA

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### **THE BUSINESS IMPROVEMENT AREA ADVISORY COMMITTEE PRESENTS REPORT 19-005 AND RESPECTFULLY RECOMMENDS:**

#### **1. International Village Business Improvement Area Expenditure Request (Item 11.1)**

That the expenditure request from the International Village Business Improvement Area in the amount of \$11,102.39 for spending on promotion of the Business Improvement Area, banners and marketing initiatives to be funded from the Shared Parking Revenue Program (Parking Revenue Account 815010-45559), be approved.

### **FOR INFORMATION:**

#### **(a) CHANGES TO THE AGENDA (Item 2)**

The Committee Clerk advised that there were no changes to the agenda.

The agenda for the May 14, 2019 Business Improvement Area Advisory Committee meeting was approved, as presented.

**(b) DECLARATIONS OF INTEREST (Item 3)**

There were no declarations of interest.

**(c) APPROVAL OF MINUTES OF PREVIOUS MEETING (Item 4)**

**(i) April 9, 2019 (Item 4.1)**

The April 9, 2019 Minutes of the Business Improvement Area Advisory Committee were approved, as presented.

**(d) STAFF PRESENTATIONS (Item 9)**

**(i) Retail Business Holiday Act (Item 9.1)**

Cindy Mutch, Senior Project Manager, Community Engagement, and John Ariyo, Manager, Community Initiatives, addressed the Committee respecting Retail Business Holiday Act, with the aid of a presentation.

The staff presentation respecting the Retail Business Holiday Act, was received.

A copy of the presentation is available on the City's website at [www.hamilton.ca](http://www.hamilton.ca) or through the Office of the City Clerk.

**(ii) Digital Main Street Verbal Update (Item 9.2)**

Kristen Huigenbos, Co-ordinator at the Small Business Enterprise Centre & Jodi Laking, Business Development Officer, addressed the Committee respecting an update on the Digital Main Street, with the aid of a handout.

Kristen advised that any BIAs or individual members needing more information about the Digital Main Street Program can schedule an information session to find out more about the process or if they need help with their applications.

The staff update respecting the Digital Main Street, was received.

A copy of the handout is available on the City's website at [www.hamilton.ca](http://www.hamilton.ca) or through the Office of the City Clerk.

**(e) GENERAL INFORMATION/OTHER BUSINESS (Item 13)**

**(i) Update from Karol Murillo, Senior Business Development Consultant (Item 13.1)**

Karol Murillo passed on thanks from Julia Davis to the BIA members and Board of Management members who attended the Governance training on April 16<sup>th</sup>. Julia has asked that any feedback about the training would be appreciated and can be emailed to her. If anyone would like Julia to attend one of their Board Meetings to assist or provide additional information on governance and proper meeting protocols she would be happy to help.

Karol had a few reminders and updates for the Committee:

- The Canadian Open is being held from June 3<sup>rd</sup> to 9<sup>th</sup> and questions specific to the event can be directed to SEAT or Tourism Hamilton;
- Newcomer Day will be June 14<sup>th</sup> at City Hall and last year over 1,000 people attended. If anyone would like to participate please let Julia know and she can connect you with the event organizers;
- There is a meeting scheduled for June 4<sup>th</sup> for the BIAs and BIA Board Chairs to meet with the Hamilton Municipal Parking System to discuss the Master Parking Plan being developed throughout this year. Please bring constructive feedback from your members and your boards with respect to parking in each of your jurisdictions. Please also bring recommendations and questions to this meeting. Please be sure to RSVP to Julia who will be attending so that accurate materials can be prepared;
- The 2019 Urban Design & Architecture Award submissions are due by 4:00pm on June 14<sup>th</sup>, 2019;
- In early June the second Levy installment and Contribution to Operating Budget will be paid out to the BIAs;
- Hamilton Fast 40 closes on May 17<sup>th</sup>, 2019. This is an annual business recognition program to identify and highlight Hamilton's fastest growing businesses and last year seven of the businesses were located in BIAs. More information on the program (along with the application) can be found at [www.investinhamilton.ca/key-industries](http://www.investinhamilton.ca/key-industries); and,
- The Tourism Hamilton Visitor Centre has asked that BIAs provide postcards, brochures, posters, etc. for the centre. Please connect with them to have those displayed for all visitors.

The verbal update from Karol Murillo, Senior Business Development Consultant, was received.

**(ii) Statements by Members (Item 13.2)**

BIA Members used this opportunity to discuss matters of general interest.

The updates from Committee Members, were received.

**(f) ADJOURNMENT (Item 15)**

There being no further business, the Business Improvement Area Advisory Committee adjourned at 9:27 a.m.

Respectfully submitted,

Councillor Esther Pauls  
Chair Business Improvement Area  
Advisory Committee

Angela McRae  
Legislative Coordinator  
Office of the City Clerk