



Hamilton

**BUSINESS IMPROVEMENT AREA ADVISORY COMMITTEE**

**REPORT 19-009**

**8:00 a.m.**

**Tuesday, September 10, 2019**

**Rooms 192 & 193**

**Hamilton City Hall**

**71 Main Street West**

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

**Absent:** Anne Marie Bergen – King West BIA

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**THE BUSINESS IMPROVEMENT AREA ADVISORY COMMITTEE PRESENTS  
REPORT 19-009 AND RESPECTFULLY RECOMMENDS:**

- 1. Ottawa Street Business Improvement Area Expenditure Request (Item 11.1)**
  - (a) That the expenditure request from the Ottawa Street Business Improvement Area, in the amount of \$13,174.21 for Hanging Baskets (Spring/Summer), and Holiday Decorative Swag, to be funded from the Community Improvement Plan (CIP) Contribution Program (BIA Payments Account 815010-56905), be approved; and,
  - (b) That the expenditure request from the Ottawa Street Business Improvement Area, in the amount of \$19,536.82 for Banners, Banner Maintenance, Media, Special Events, Street Maintenance, and Christmas Hanging Baskets, to be funded from the Shared Parking Revenue Program (Parking Revenue Account 815010-45559), be approved.

**2. International Village Business Improvement Area Expenditure Request (Item 11.2)**

That the expenditure request from the International Village Business Improvement Area, in the amount of \$6,612.03 for Beautification, Banner Maintenance, and Graffiti Removal, to be funded from the Community Improvement Plan (CIP) Contribution Program (BIA Payments Account 815010-56905), be approved.

**3. Concession Street Business Improvement Area Expenditure Request (Item 11.3)**

- (a) That the expenditure request from the Concession Street Business Improvement Area, in the amount of \$7,942.32 to be funded from the Community Improvement Plan (CIP) Contribution Program (BIA Payments Account 815010-56905) to be spent as follows:

\$4,600.00 on hanging baskets;

\$3,342.32 on winter inserts for sidewalk planters;

be approved; and,

- (b) That the expenditure request from the Concession Street Business Improvement Area, in the amount of \$16,099.45 to be funded from the Shared Parking Revenue Program (Parking Revenue Account 815010-45559), to be spent as follows:

\$13,000 on murals;

\$3,099.45 on Fallfest entertainment (horse and wagon rides and fall decorations);

be approved.

**4. Downtown Hamilton Business Improvement Area Expenditure Request (Item 11.4)**

- (a) That the expenditure request from the Downtown Hamilton Business Improvement Area, in the amount of \$14,594.78 for Bicycle Racks, and the purchase and Maintenance of Christmas Decorations, to be funded from the Community Improvement Plan (CIP) Contribution Program (BIA Payments Account 815010-56905), be approved; and,

- (b) That the expenditure request from the Downtown Hamilton Business Improvement Area, in the amount of \$13,086.34 for Graffiti Removal Product, Advertising (Hamilton Spectator), Marketing Services (Gel

Creative), to be funded from the Shared Parking Revenue Program (Parking Revenue Account 815010-45559), be approved.

**5. Downtown Dundas Business Improvement Area Expenditure Request (Added Item 11.5)**

- (a) That the expenditure request from the Downtown Dundas Business Improvement Area, in the amount of \$14,594.78 for the cleaning and maintenance of public road allowance, the purchase and maintenance of Christmas Decorations, and the purchase and maintenance of Hanging Baskets, to be funded from the Community Improvement Plan (CIP) Contribution Program (BIA Payments Account 815010-56905), be approved; and,
- (b) That the expenditure request from the Downtown Dundas Business Improvement Area, in the amount of \$28,183.68 for our marketing and promotions and the costs of our events throughout the year, to be funded from the Shared Parking Revenue Program (Parking Revenue Account 815010-45559), be approved.

**6. Stoney Creek Business Improvement Area Expenditure Request (Added Item 11.6)**

That the expenditure request from the Stoney Creek Business Improvement Area, in the amount of \$6,722.74 for event expenses related to the Stoney Creek Folk Fest and Jazz in the Creek, to be funded from the Community Improvement Plan (CIP) Contribution Program (BIA Payments Account 815010-56905), be approved.

**FOR INFORMATION:**

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

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

**1. NOTICES OF MOTION**

12.1 Downtown Dundas Business Improvement Area Expenditure Request

12.2 Stoney Creek Business Improvement Area Expenditure Request

The agenda for the September 10, 2019 Business Improvement Area Advisory Committee meeting was approved, as amended.

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

There were no declarations of interest.

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

**(i) August 13, 2019 (Item 4.1)**

The August 13, 2019 Minutes of the Business Improvement Area Advisory Committee were approved, as presented.

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

**(i) (Re)envision the HSR Update (Item 9.1)**

Conor Flood, Customer Experience and Innovation addressed the Committee respecting an update on (Re)envision the HSR, with the aid of a presentation.

The staff presentation respecting an update on (Re)envision the HSR, was received.

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

**(ii) Urban Renewal Financial Incentives Program Update (Item 9.2)**

Judy Lam, Manager of Urban Renewal, and Phil Caldwell, Senior Project Manager addressed the Committee respecting an update on the Urban Renewal Financial Incentives Program.

The staff presentation respecting an update on the Urban Renewal Financial Incentives Program, was received.

**(e) DISCUSSION ITEMS (Item 10)**

**(i) Shop Small Saturday Event (Item 10.1)**

The Committee discussed the Shop Small Saturday Event scheduled for November 30, 2019. The "Spend it Here" branding will be used in conjunction with the Shop Small Saturday Event.

The discussion respecting Shop Small Saturday Event, was received.

**(ii) Small Business Week Events / Workshops (Item 10.2)**

The Committee discussed the Small Business Week Events / Workshops which are scheduled for the week of October 20 – 26, 2019. The City will be having a targeted Small Business Workshop for BIAs on Monday, October 21, 2019 from 6:00 pm – 8:00 pm providing information on multiple topics including marketing, financial incentives and leasing.

The discussion respecting Small Business Week Events / Workshops, was received.

**(f) NOTICES OF MOTION (Item 12)**

**(i) Downtown Dundas Business Improvement Area Expenditure Request (Added Item 12.1)**

Lisa Anderson introduced her Notice of Motion respecting the Downtown Dundas Business Improvement Area Expenditure Request.

The rules of order be waived to allow for the introduction of a Motion respecting the Downtown Dundas Business Improvement Area Expenditure Request.

For disposition of this matter, refer to Item 5.

**(ii) Stoney Creek Business Improvement Area Expenditure Request (Added Item 12.2)**

Tracy MacKinnon introduced her Notice of Motion respecting the Stoney Creek Business Improvement Area Expenditure Request.

The rules of order be waived to allow for the introduction of a Motion respecting the Stoney Creek Business Improvement Area Expenditure Request.

For disposition of this matter, refer to Item 6.

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

**(i) Update from Julia Davis, Business Development and BIA Officer (Item 13.1)**

Julia requested that the BIA's send her the dates to their Annual General Meetings (AGM) and to invite her as she would like attend and speak. Additionally, Julia reminded Committee that the BIA budget's need to be passed at their Board Meeting prior to the AGM, and then presented at the AGM.

Julia Davis provided an update on the City's liability insurance policy and will return to Committee with further information next meeting.

Julia advised Committee that NOSH week is happening from October 14<sup>th</sup> – 20<sup>th</sup>, 2019 and if any of the BIA's have related events happening, please send them to [nosh@hamilton.ca](mailto:nosh@hamilton.ca).

Julia advised Committee that the City submitted the OBIAA Conference bid on August 30, 2019.

Julia advised Committee that spending requests for their Community Improvement Plan (CIP) Contribution Program need to be submitted in writing to Julia before the December 10, 2019 meeting.

The verbal update from Julia Davis, Business Development and BIA Officer, 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.

**(h) ADJOURNMENT (Item 15)**

There being no further business, the Business Improvement Area Advisory Committee was adjourned at 9:17 a.m.

Respectfully submitted,

Councillor Esther Pauls  
Chair Business Improvement Area  
Advisory Committee

Angela McRae  
Legislative Coordinator  
Office of the City Clerk