



# Hamilton

## **BUSINESS IMPROVEMENT AREA ADVISORY COMMITTEE**

**MINUTES 21-001**

**8:00 a.m.**

**Tuesday, January 12, 2021**

**Virtual Meeting**

**Hamilton City Hall**

**71 Main Street West**

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

**Absent:** Heidi VanderKwaak – Locke Street BIA  
Michal Cybin – King West BIA  
Bender Chug – Main West Esplanade BIA

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### **FOR INFORMATION:**

#### **(a) CHANGES TO THE AGENDA (Item 1)**

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

#### **(R. Braithwaite/Mattern)**

That the agenda for the January 12, 2021 Business Improvement Area Advisory Committee meeting be approved, as presented.

**CARRIED**

#### **(b) DECLARATIONS OF INTEREST (Item 2)**

There were no declarations of interest.

#### **(c) APPROVAL OF MINUTES OF PREVIOUS MEETING (Item 3)**

##### **(i) December 8, 2020 (Item 3.1)**

##### **(MacKinnon/S. Braithwaite)**

That the December 8, 2020 Minutes of the Business Improvement Area Advisory Committee be approved, as presented.

**CARRIED**

**(d) STAFF PRESENTATIONS (Item 8)**

**(i) 2020 Audit Information and Deadlines (Item 8.1)**

Shelley Hesmer, Accounting Services Manager, Isabela Herman, Intermediate Accounting Analyst, and Kyle Rooney, Manager of Audit with KPMG, addressed the Committee respecting the 2020 Audit Information and Deadlines.

**(R. Braithwaite/Mattern)**

That the presentation from staff respecting the 2020 Audit Information and Deadlines, be received.

**CARRIED**

**(ii) Community Improvement Plan – 5 Year Review Update (Item 8.2)**

Phil Caldwell, Senior Project Manager and Carlo Gorni, Coordinator of Municipal Incentives, addressed the Committee respecting an update on the Community Improvement Plan.

**(R. Braithwaite/Anderson)**

That the staff update on Community Improvement Plan, be received.

**CARRIED**

**(e) DISCUSSION ITEMS (Item 9)**

**(i) Ontario Business Improvement Area Association (OBIAA) Conference 2021 (Item 9.1)**

Kerry Jarvi addressed the Committee respecting the Ontario Business Improvement Area Association (OBIAA) Conference 2021. The Conference date has been moved to September 26 – 29, 2021. The Committee is still hopeful to have a hybrid conference model that would comprise of in-person attendees along with a virtual attendance option.

The Committee is also planning to host a professional development series in April so that the BIA's still have a chance to connect.

**(Mattern/R. Braithwaite)**

That the discussion respecting OBIAA Conference 2021, be received.

**CARRIED**

**(ii) Business Improvement Area Enhancements from Mayor's Task Force on Economic Recovery (Item 9.2)**

Julia Davis addressed the Committee to highlight the recommendations and motions approved at the General Issues Committee on December 9, 2020 through the Mayor's Task Force on Economic Recovery Report. These recommendations and motions were ratified at Council on December 16, 2020.

Julia will be sending a document to the BIA's to outline the process for applying for the funding and is available to help with identifying possible expenditures.

**(Geissler/Pennie)**

That the discussion respecting Business Improvement Area Enhancements from Mayor's Task Force on Economic Recovery, be received.

**CARRIED**

**(f) GENERAL INFORMATION/OTHER BUSINESS (Item 12)**

**(i) Verbal Update from Julia Davis, Business Development and BIA Officer (Item 12.1)**

Julia Davis advised the Committee respecting the levy payments and when they will be sent out. Additionally, the Christmas Grant Program will be paid by end of January.

In collaboration with Workforce Planning Hamilton, the City of Hamilton will be sending out to the individual BIA's a link to a survey to share with their membership. Through this survey, they are hoping to gather information to provide new resources and supports to local businesses. The survey will be available on January 13, 2021 and will run until sometime in February. Each BIA will have an individual link to be shared with their membership.

Julia reminded Committee that the Outdoor Dining District Program is currently on hold while Hamilton is still in the Grey (lockdown) status.

Julia advised Committee about the upcoming zoom presentations by Patty Hayes from Page by Page Consulting. The BIA's do not have to register for the presentations, they can just join on zoom link. Julia is planning on recording the presentations so that the BIA's can go back and look at them at a later date.

In the spring, Julia Davis and Karol Murillo, Senior Business Development Consultant, will be meeting with each BIA to discuss business development and the support needed to attract and retain businesses.

**(MacKinnon/S. Braithwaite)**

That the verbal update from Julia Davis, Business Development and BIA Officer, be received.

**CARRIED**

**(ii) Statements by Members (Item 12.2)**

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

**(MacKinnon/Pennie)**

That the updates from Committee Members, be received.

**CARRIED**

**(g) ADJOURNMENT (Item 14)**

**(Geissler/Mattern)**

That there being no further business, the Business Improvement Area Advisory Committee be adjourned at 9:47 a.m.

**CARRIED**

Respectfully submitted,

Councillor Esther Pauls  
Chair Business Improvement Area  
Advisory Committee

Angela McRae  
Legislative Coordinator  
Office of the City Clerk