



# Hamilton

## **BUSINESS IMPROVEMENT AREA ADVISORY COMMITTEE**

**MINUTES 21-003**

**8:00 a.m.**

**Tuesday, March 23, 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

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

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### **FOR INFORMATION:**

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

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

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

That the agenda for the March 23, 2021 Business Improvement Area Advisory Committee meeting be approved, as presented.

**CARRIED**

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

There were no declarations of interest.

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

##### **(i) February 9, 2021 (Item 4.1)**

##### **(Pennie/MacKinnon)**

That the February 9, 2021 Minutes of the Business Improvement Area Advisory Committee be approved, as presented.

**CARRIED**

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

**(i) Film Office Update (Item 9.1)**

**(Mattern/Anderson)**

That the Film Office Update be deferred until after Item 9.2, to allow a presenting staff member to resolve their technical issues.

**CARRIED**

**(ii) Infection Prevention and Control Update (Item 9.2)**

Dr. Doug Sider, Public Health Physician and Latchman Nandu, Manager of Infection Prevention and Control addressed the Committee with an update on Infection Prevention and Control.

**(R. Braithwaite/MacKinnon)**

That the staff presentation on Infection Prevention and Control, be received.

**CARRIED**

**(iii) Film Office Update (Item 9.1 - Continued)**

Kimberley Adrovez, Senior Project Manager of Film, and Sarah Rock, Business Development Officer, Creative Industries, addressed the Committee with an update on the Film Office.

**(R. Braithwaite/S. Braithwaite)**

That the staff presentation on the Film Office Update, be received.

**CARRIED**

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

**(i) Ontario Business Improvement Area Association (OBIAA) Conference 2021 (Item 10.1)**

Kerry Jarvi addressed the Committee respecting the Ontario Business Improvement Area Association (OBIAA) Conference 2021 and confirmed that the Conference will be held September 26 – 29, 2021. Kerry advised that most of the planning will begin in May 2021.

BIA members can expect to receive an email shortly respecting the OBIAA virtual sessions, which will be happening between April 21 – May 12.

**(Anderson/Pennie)**

That the discussion respecting Ontario Business Improvement Area Association Conference 2021, be received.

**CARRIED**

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

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

Julia Davis advised the Committee that the Shop Local Grant funding of \$10,000 is available to each BIA. The BIA's will need to submit a written proposal with a budget. Julia advised that she is available to provide guidance with this.

Julia advised that an email was sent to each BIA with the 2021 Levy List and requested that members review the list and let Julia or Maria Di Santo know by April 16, 2021 if there are any discrepancies.

Julia shared with Committee that the Outdoor Dining District Program is now open and that they have received at least one application from each BIA.

Julia advised Committee that the deadline for the Placemaking Grant is April 9, 2021 at 4:30 pm.

Julia reminded Committee that the COVID Concierge is available for the business community and is manned daily from 8:30 am – 4:30 pm by staff dedicated to answering their questions.

Julia advised Committee about an upcoming Webinar called Destination Bike: Welcoming Cyclists in Hamilton and that the date is April 27, 2021.

**(Geissler/R. Braithwaite)**

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

**CARRIED**

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

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

Councillor Pauls relinquished the Chair to Rachel Braithwaite as she had another meeting to attend.

**(MacKinnon/R. Braithwaite)**

That the updates from Committee Members, be received.

**CARRIED**

**(g) ADJOURNMENT (Item 15)**

**(Geissler/Mattern)**

That there being no further business, the Business Improvement Area Advisory Committee be adjourned at 9:32 a.m.

**CARRIED**

Respectfully submitted,

Councillor Esther Pauls  
Chair Business Improvement Area  
Advisory Committee

Angela McRae  
Legislative Coordinator  
Office of the City Clerk