



# Hamilton

## **BUSINESS IMPROVEMENT AREA ADVISORY COMMITTEE**

**MINUTES 21-004**

**8:00 a.m.**

**Tuesday, April 13, 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  
Kerry Jarvi – Downtown Hamilton BIA  
Rachel Braithwaite – Barton Village BIA  
Susie Braithwaite – International Village BIA  
Jennifer Mattern – Ancaster BIA  
Heidi VanderKwaak – Locke Street BIA  
Emily Burton – Ottawa Street BIA  
Susan Pennie – Waterdown BIA

**Absent:** Michal Cybin – King West BIA  
Bender Chug – Main West Esplanade BIA  
Lisa Anderson – Dundas 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.

**(MacKinnon/VanderKwaak)**

That the agenda for the April 13, 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) March 23, 2021 (Item 4.1)**

**(S. Braithwaite/Jarvi)**

That the March 23, 2021 Minutes of the Business Improvement Area Advisory Committee be approved, as presented.

**CARRIED**

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

**(i) Tourism Hamilton Update (Item 9.1)**

Carrie Brooks-Joiner, Director of Tourism and Culture, addressed the Committee with a presentation on Tourism Hamilton.

**(Mattern/R. Braithwaite)**

That the staff presentation on Tourism Hamilton, be received.

**CARRIED**

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

Keith Russell, Business Development Officer for the Hamilton Business Centre and Danielle Fenton, Digital Main Street Coordinator with the Hamilton Chamber of Commerce addressed the Committee with an update on the Digital Main Street Program.

**(Geissler/Burton)**

That the staff presentation on the Digital Main Street Program, be received.

**CARRIED**

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

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

Julia Davis addressed the Committee respecting the Ontario Business Improvement Area Association (OBIAA) Conference 2021 being held September 26 – 29, 2021. There is a lot of planning happening right now and the Committee is still planning on a hybrid model of an in person / virtual conference.

A reminder that the four OBIAA virtual sessions will be happening between April 21 – May 12 and are on topics relevant to the current situation.

**(Mattern/Burton)**

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 reminded 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. The proposals must be submitted no later than June 30, 2021 and the funds must be used in 2021.

Julia advised that the Outdoor Dining District Program is still accepting applications so that approvals are in place when the COVID-19 restrictions are lifted. The program is approved through October 31, 2021. The On-Street Patio Program will be receiving applications until June 1, 2021.

**(S. Braithwaite/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.

**(VanderKwaak/MacKinnon)**

That the updates from Committee Members, be received.

**CARRIED**

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

**(Pennie/MacKinnon)**

That there being no further business, the Business Improvement Area Advisory Committee be adjourned at 9:38 a.m.

**CARRIED**

Respectfully submitted,

Councillor Esther Pauls  
Chair Business Improvement Area  
Advisory Committee

Angela McRae  
Legislative Coordinator  
Office of the City Clerk