



# Hamilton

## **BUSINESS IMPROVEMENT AREA ADVISORY COMMITTEE**

**REPORT 21-007**

**8:00 a.m.**

**Tuesday, July 13, 2021**

**Virtual Meeting**

**Hamilton City Hall**

**71 Main Street West**

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

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

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### **THE BUSINESS IMPROVEMENT AREA ADVISORY COMMITTEE PRESENTS REPORT 21-007 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 \$7,110.80 for Office Expenses – moving expenses, renovations and new furniture, to be funded from the Community Improvement Plan (CIP) Contribution Program (BIA Payments Account 815010-56905), be approved.

**2. Business Improvement Areas Parking Master Plan Response (Item 11.2)**

WHEREAS, the City of Hamilton Parking has recently shared with BIAs recommendations for a parking plan in the City of Hamilton, and in response, the Hamilton BIAs would like to see City of Hamilton support for local small businesses and local BIAs continue;

WHEREAS, in keeping with Hamilton BIAs contributions to the unique vibrant neighbourhoods, destinations and districts of Hamilton;

WHEREAS, priority pricing for parking and reduced paid hours for parking are key strategies that promote foot traffic to our local businesses and attract new visitors within the Business Improvement Areas (BIAs); and,

WHEREAS, a supportive parking plan is critical as small businesses move to recovery mode following the pandemic;

THEREFORE, BE IT RESOLVED:

- (a) That the Business Improvement Areas Advisory Committee request that there be no changes to the current paid parking schedule for Monday-to-Sunday parking, within the BIAs where paid parking is established;
- (b) That the current paid parking hours remain in effect;
- (c) That a free Saturday and Sunday parking program be extended to those BIAs that wish to partake; and,
- (d) That City Staff, in collaboration with the BIAs, investigate parking revenue options that would support a BIA preferred parking program.

**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 July 13, 2021 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) June 8, 2021 (Item 4.1)**

The June 8, 2021 Minutes of the Business Improvement Area Advisory Committee were approved, as presented.

**(d) DELEGATION REQUESTS (Item 6)**

- (i) Alex Weinberger, YWCA Hamilton, respecting what YWCA Hamilton offers and to learn from the BIAs what we can do to support and collaborate with the businesses in their areas (For a future meeting) (Item 6.1)**

The delegation request from Alex Weinberger, YWCA Hamilton, respecting what YWCA Hamilton offers and to learn from the BIAs what

we can do to support and collaborate with the businesses in their areas, was approved for a future meeting.

**(e) STAFF PRESENTATIONS (Item 8)**

**(i) Infection Prevention and Control Team Update (Item 8.1)**

Latchman Nandu, Manager, Infection Prevention and Control, Dr. Ninh Tran, Associate Medical Officer of Health, and Elissa Press, Health Promotion Specialist addressed the Committee with an update from the Infection Prevention and Control Team.

The staff presentation on Infection Prevention and Control Team Update, was received.

**(f) 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 being held September 26 – 29, 2021.

Kerry advised that with the changing COVID 19 restrictions, that the Committee is meeting and will be making changes to the format of the Conference.

Kerry requested that BIAs hosting a mobile tour during the Conference ensure that they send their information to Erin at OBIAA.

The discussion respecting Ontario Business Improvement Area Association Conference 2021 was received.

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

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

Julian reminded Committee of the Small Business Tax Class Consultation Meeting that is being held Thursday, July 15<sup>th</sup> from 1:00 pm – 3:00 pm.

Julia advised that the Hamilton COVID Concierge Site has updated their content and provides many business supports, including screening tools and posters that have been updated with the current regulations. The website can be accessed at [www.hamiltoncovidconcierge.ca](http://www.hamiltoncovidconcierge.ca).

Alternatively, their phone number is 905-521-3989 and this line is staffed Monday – Friday (8:30 am – 4:30 pm).

Julia advised that the BIAs who applied for the Shop Local Grant funding of \$10,000 will be receiving their payments shortly. Julia requested that BIAs submit to her any photos and/or testimonials of what the funds were used for.

Julia reminded Committee that the Hamilton Chamber of Commerce is providing rapid testing kits for businesses that have less than 150 employees. There are also Work Wise window decals that the BIAs can pick up to distribute to businesses in their area.

Julia advised the Committee to investigate the Canada Community Revitalisation Fund that is open for applications until July 23, 2021.

Julia advised Committee that she attends the Infection Prevention and Control meetings, and should BIA members have any questions, Julia can raise them at the meetings.

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 adjourned at 9:22 a.m.

Respectfully submitted,

Councillor E. Pauls  
Chair Business Improvement Area  
Advisory Committee

Angela McRae  
Legislative Coordinator  
Office of the City Clerk