



# Hamilton

## **BUSINESS IMPROVEMENT AREA ADVISORY COMMITTEE**

**MINUTES 21-006**

**8:00 a.m.**

**Tuesday, June 8, 2021**

**Virtual Meeting**

**Hamilton City Hall**

**71 Main Street West**

**Present:** 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  
Heidi VanderKwaak – Locke Street BIA  
Susan Pennie – Waterdown BIA  
Lisa Anderson – Dundas BIA  
Emily Burton – Ottawa Street BIA

**Absent:** Councillor Esther Pauls (Chair)  
Michal Cybin – King West BIA  
Bender Chug – Main West Esplanade BIA  
Rachel Braithwaite – Barton Village BIA

---

### **FOR INFORMATION:**

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

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

#### **(Geissler/Pennie)**

That the agenda for the June 8, 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) May 11, 2021 (Item 4.1)**

##### **(VanderKwaak/Jarvi)**

That the May 11, 2021 Minutes of the Business Improvement Area Advisory Committee be approved, as presented.

**CARRIED**

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

**(i) Special Events Advisory Team (SEAT) Update (Item 9.1)**

Sarah Linfoot-Fusina, Cultural Project Specialist, addressed the Committee with an update on the Special Events Advisory Team (SEAT).

**(Pennie/Anderson)**

That the staff presentation on the Special Events Advisory Team (SEAT) Update, be received.

**CARRIED**

**(ii) Parking Master Plan Update (Item 9.2)**

Brian Hollingworth, Director of Transportation, Planning, and Parking, and Amanda McIlveen, Manager of Parking Operations and Initiatives addressed the Committee with an update on the Parking Master Plan.

**(Anderson/VanderKwaak)**

That the staff presentation on the Parking Master Plan, 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.

Julia advised that the Conference is still being planned as a hybrid event with 150 in person attendees and the remainder being virtual. The formal registration will be available mid- June and there will be early bird rates offered.

The host Committee will be meeting this week and is working on the mobile tours. Any BIA that has expressed an interest in hosting a mobile tour will be provided an update following the meeting.

**(Burton/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 Ontario is entering Step One of the reopening framework on Friday, June 11, 2021. This will increase the outdoor limits and allow outdoor dining (will restrictions). In Step One, the capacity for essential retail will be increased, and non-essential retail will be allowed to open (on a restricted capacity).

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

Julia advised that the Hamilton COVID Concierge Site is excellent resource for businesses. 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 asked the Committee if there were any volunteers wanting to attend the Infection Prevention and Control meetings, which happen weekly (every Wednesday). As the meetings are weekly, Committee members suggested that a rotating BIA member attendance might be more realistic than the same member attending each week.

The Hamilton Chamber of Commerce is hosting a Webinar on Thursday, June 10, 2021 at 11:00 am. Topic will include Stage One Reopening and Rapid Covid testing. Julia will be sending an email to the BIA's with information on how to sign up.

**(Anderson/Pennie)**

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.

**(Geissler/Burton)**

That the updates from Committee Members, be received.

**CARRIED**

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

**(Burton/Anderson)**

That there being no further business, the Business Improvement Area Advisory Committee be adjourned at 9:31 a.m.

**CARRIED**

Respectfully submitted,

Susie Braithwaite  
Vice-Chair Business Improvement Area  
Advisory Committee

Angela McRae  
Legislative Coordinator  
Office of the City Clerk