



Hamilton

BUSINESS IMPROVEMENT AREA ADVISORY COMMITTEE

REPORT 21-010

8:00 a.m.

Tuesday, November 9, 2021

Virtual Meeting

Hamilton City Hall

71 Main Street West

Present: Councillor Esther Pauls (Chair)
Brendan Wetton – International Village BIA
Tracy MacKinnon – Westdale Village BIA and Stoney Creek BIA
Cristina Geissler – Concession Street BIA
Kerry Jarvi – Downtown Hamilton BIA
Katie Poissant-Paul – Ancaster BIA
Lisa Anderson – Dundas BIA
Emily Burton – Ottawa Street BIA
Heidi VanderKwaak – Locke Street BIA
Susan Pennie – Waterdown BIA

Absent: Michal Cybin – King West BIA
Bender Chug – Main West Esplanade BIA
Rachel Braithwaite – Barton Village BIA

THE BUSINESS IMPROVEMENT AREA ADVISORY COMMITTEE PRESENTS REPORT 21-010 AND RESPECTFULLY RECOMMENDS:

1. Downtown Dundas Business Improvement Area Expenditure Request (Item 11.1)

That the expenditure request from the Downtown Dundas Business Improvement Area, in the amount of \$14,564.99 for the costs to clean and maintain public road allowance by picking up garbage, pulling weeds and other beautification efforts (\$9,709.99), and for the purchase of hanging baskets and planter materials (\$4,857.00), to be funded from the Community Improvement Plan (CIP) Contribution Program (BIA Payments Account 815010-56905), be approved.

2. Concession Street Business Improvement Area Expenditure Request (Item 11.2)

(a) That the expenditure request from the Concession Street Business Improvement Area, in the amount of \$8,071.35 for the purchase of new banners along the Concession BIA to be funded from the Community Improvement Plan (CIP) Contribution Program (BIA Payments Account 815010-56905), be approved; and,

- (b) That the expenditure request from the Concession Street Business Improvement Area, in the amount of \$14,271.77 for the cost of promotional initiatives including social media and tv campaigns, to be funded from the Deferred 2020 Shared Parking Revenue Program (Account 815010-52505), be approved.

3. Ancaster Business Improvement Area Expenditure Request (Item 11.3)

That the expenditure request from the Ancaster Village Business Improvement Area, in the amount of \$5,626.30 for the costs of spring/summer flowers for the Ancaster Village Business Improvement Area, to be funded from the Community Improvement Plan (CIP) Contribution Program (BIA Payments Account 815010-56905), be approved.

FOR INFORMATION:

(a) CHANGES TO THE AGENDA (Item 2)

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

The agenda for the November 9, 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) October 12, 2021 (Item 4.1)

The October 12, 2021 Minutes of the Business Improvement Area Advisory Committee were approved, as presented.

(d) STAFF PRESENTATIONS (Item 8)

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

Dr. Ninh Tran, Associate Medical Officer of Health addressed the Committee with an update on Infection Prevention and Control.

The staff presentation respecting the Infection Prevention and Control Update, was received.

(ii) Economic Development Action Plan 2021-2025 (Item 8.2)

Norm Schleeahn, Director of Economic Development and Judy Lam, Manager, Commercial Districts and Small Business addressed the

Committee with a presentation on the Economic Development Action Plan for 2021-2025.

The staff presentation respecting the Economic Development Action Plan for 2021-2025, was received.

(e) GENERAL INFORMATION/OTHER BUSINESS (Item 13)

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

Julia reminded the Committee that the Shop Local Grant funding of \$10,000 must be spent by December 31, 2021. Julia would also like photos of the projects once they are completed.

The Christmas Grant Program was sent out to the BIA's. The Grant is a \$1,000 matching grant and will need to be submitted by Thursday, January 6, 2022. Please email Julia if you would like to participate.

Julia reminded Committee that the Hamilton Chamber of Commerce is still providing rapid testing kits for businesses that have less than 150 employees.

Julia advised that the Hamilton COVID Concierge Site is still updating their content regularly 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. 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 Parking Ad Reimbursement is happening again this year. BIAs can provide a copy of the advertisement and receipts for their Christmas advertising to Parking and they will reimburse up to \$200.

Julia reminded Committee that Hamilton Day Shop Local event is on November 20th, 2021.

The verbal update from Julia Davis, Business Development and BIA Officer, was received.

(ii) Statements by Members (Item 13.2)

Councillor Pauls relinquished the Chair to Katie Poissant-Paul, as she had to leave for another meeting.

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

The updates from Committee Members, were received.

(f) ADJOURNMENT (Item 15)

There being no further business, the Business Improvement Area Advisory Committee adjourned at 9:14 a.m.

Respectfully submitted,

Councillor E. Pauls
Chair Business Improvement Area
Advisory Committee

Angela McRae
Legislative Coordinator
Office of the City Clerk