



# Hamilton

## **BUSINESS IMPROVEMENT AREA ADVISORY COMMITTEE**

**MINUTES 22-004**

**8:00 a.m.**

**Tuesday, April 12, 2022**

**Virtual Meeting**

**Hamilton City Hall**

**71 Main Street West**

**Present:** Councillor Esther Pauls (Chair)  
Councillor Arlene VanderBeek – Dundas BIA  
Susie Braithwaite – 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  
Susan Pennie – Waterdown BIA  
Chelsey Braley – Ottawa Street BIA  
Bettina Schormann – Locke Street BIA

**Absent:** Michal Cybin – King West BIA  
Bender Chug – Main West Esplanade BIA  
Jessica Myers – Barton Village BIA

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### **FOR INFORMATION:**

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

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

**(Geissler/MacKinnon)**

That the agenda for the April 12, 2022 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 22, 2022 (Item 4.1)**

**(Braithwaite/MacKinnon)**

That the March 22, 2022 Minutes of the Business Improvement Area Advisory Committee be approved, as presented.

**CARRIED**

**(d) STAFF PRESENTATIONS (Item 8)**

**(i) Starter Company Plus Program for 2022 (Item 8.1)**

Carrie Brooks-Joiner, Director, Tourism and Culture and Sarah Ehmke, Cultural Projects Specialist addressed the Committee respecting the City Provided Music Programming for Commercial Areas.

**(Geissler/Poissant-Paul)**

That the staff presentation respecting the Committee respecting the City Provided Music Programming for Commercial Areas, be received.

**CARRIED**

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

**(i) Commercial Districts and Small Business Verbal Update (Item 13.1)**

Judy Lam, Manager of Commercial Districts and Small Business and Karol Murillo, Senior Business Development Consultant, addressed the Committee respecting an update on Commercial Districts and Small Business.

**(Braithwaite/MacKinnon)**

That the verbal update respecting Commercial Districts and Small Business, be received.

**CARRIED**

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

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

**(Braley/MacKinnon)**

That the updates from Committee Members, be received.

**CARRIED**

**(f) ADJOURNMENT (Item 15)**

**(Pennie/Braithwaite)**

That there being no further business, the Business Improvement Area Advisory Committee be adjourned at 8:59 a.m.

**CARRIED**

Respectfully submitted,

Councillor E. Pauls  
Chair Business Improvement Area  
Advisory Committee

Angela McRae  
Legislative Coordinator  
Office of the City Clerk