



OPEN FOR BUSINESS SUB-COMMITTEE MINUTES OBSC 25-001

1:30 p.m.

Thursday, March 6, 2025

Room 264, City Hall, 2nd Floor

71 Main Street West, Hamilton, Ontario

Present: Councillors T. Hwang (Chair) and M. Wilson

Also in Attendance: Greg Dunnett, Hamilton Chamber of Commerce
Kyle Slote, Hamilton-Burlington Society of Architects
Nadine Ubl (virtually), Business Improvement Area Sub-Committee
Brenda Wilson, Stoney Creek Chamber of Commerce

Absent with Regrets: Councillor C. Cassar (Vice-Chair) – City Business
Mike Collins-Williams, West End Home Builders' Association
Matteo Patricelli, Flamboro Chamber of Commerce
Amanda Stringer, Realtors Association of Hamilton-Burlington

1. CALL TO ORDER

Chair Hwang called the meeting to order at 1:30 p.m.

2. CEREMONIAL ACTIVITIES

There were no ceremonial activities.

3. APPROVAL OF THE AGENDA

(M. Wilson/Hwang)

That the agenda for the March 6, 2025, Open for Business Sub-Committee, be approved, as presented.

CARRIED

4. DECLARATIONS OF INTEREST

There were no Declarations of Interest.

5. APPROVAL OF MINUTES OF PREVIOUS MEETING

5.1 October 21, 2024

(M. Wilson/Hwang)

That the Minutes of the October 21, 2024, meeting of the Open for Business Sub-Committee, be adopted, as presented.

CARRIED

7. ITEMS FOR INFORMATION

7.1 PED25079

Open for Business 2024 Annual Update (City Wide)

Jennifer Hohol, Manager, Strategy Continuous Improvement and Open for Business, addressed Committee respecting Report PED25079, Open for Business 2024 Annual Update, with the aid of a PowerPoint presentation.

(M. Wilson/Hwang)

That Report PED25079, dated March 6, 2025, respecting the Open for Business 2024 Annual Update (City Wide) and the accompanying presentation, be received.

CARRIED

9. MOTIONS

Councillor Hwang relinquished the Chair to Councillor M. Wilson to introduce the following Motion:

9.1 Mapping the Customer Journey for Residents and Business Owners Seeking Construction Approvals

(Hwang/M. Wilson)

WHEREAS, residents, small businesses, medium sized businesses including developers, and other entities that wish to do business within the city, must complete applications with the City of Hamilton to complete new construction, renovations, additions, alterations, and/or any type of construction on their residence or business location;

WHEREAS, the City of Hamilton has fulsome back-office processes, often coordinated between staff across multiple sections and divisions, that are used to move applications through to approval in a timely manner;

WHEREAS, the steps that a customer must to take within the application process may differ depending on the type of work they are completing on their residence or business location and may be unclear to the applicant; and

WHEREAS, feedback from applicants has been received that the customer service experience, including communication with customers, may vary across the application process.

THEREFORE, BE IT RESOLVED:

- (a) That staff be directed to report back to the May 29, 2025, meeting of the Open for Business Sub-Committee with an educational presentation outlining the current customer journey for a resident and/or business owner seeking approval for a permit for alteration/renovation/construction on their home or business and that this presentation outlines the procedures, subsequent customer touch points that they would interact with at the city, and feedback from recent applications; and
- (b) That staff be directed to report back to the Open for Business Sub-Committee, by Q3 2025, with a report outlining any gaps within the customer journey, including feedback from users in the process, and also identifying innovative solutions and action plans, including required resources, on how to provide a best-in-class customer experience in line with the City of Hamilton's corporate pillar of providing sensational service.

Result: Motion CARRIED by a vote of 2 to 0, as follows:

Yes	-	Ward 1	Councillor Maureen Wilson
Yes	-	Ward 4	Councillor Tammy Hwang
NOT PRESENT	-	Ward 12	Councillor Craig Cassar

10. NOTICES OF MOTION

Councillor Hwang introduced the following Notice of Motion:

10.1 Mapping the Customer Journey for Residents and Business Owners Seeking Municipal Incentives Grant/Loan Programs

- (a) **(Hwang/M. Wilson)**
That the rules of order be suspended to allow for the introduction of a Motion respecting Mapping the Customer Journey for Residents

and Business Owners Seeking Municipal Incentives Grant/Loan Programs.

Result: Motion CARRIED by a 2/3rds vote of 2 to 0, as follows:

Yes	-	Ward 1	Councillor Maureen Wilson
Yes	-	Ward 4	Councillor Tammy Hwang
NOT PRESENT	-	Ward 12	Councillor Craig Cassar

(b) (Hwang/M. Wilson)

- (i) That staff be directed to report back to a future Open for Business Sub-Committee with presentation outlining the current customer journey for a small business owner navigating the municipal incentives grant/loan program(s). That this presentation outlines the procedures, subsequent customer touch points that they would interact with at the city, and feedback from recent applications; and
- (ii) That staff be directed to report back to a future Open for Business Sub-Committee, with a report outlining any gaps within the customer journey, including feedback from the local business improvement areas, small business owners navigating the process, and other vendors participating in the incentives program(s) and identifying innovative solutions and action plans, including required resources, on how to provide a best-in-class customer experience in line with the City of Hamilton's corporate pillar of providing sensational service.

Result: Motion CARRIED by a vote of 2 to 0, as follows:

Yes	-	Ward 1	Councillor Maureen Wilson
Yes	-	Ward 4	Councillor Tammy Hwang
NOT PRESENT	-	Ward 12	Councillor Craig Cassar

Councillor Hwang assumed the Chair.

Councillor M. Wilson introduced the following Notice of Motion:

10.2 Opening of a Business in the City of Hamilton

- (a) That staff be requested to report back on factors and features within the municipal jurisdiction that influence the cost and time of opening a business in Hamilton; and,

- (b) That staff be requested to report on how these factors and features compare with neighbouring municipalities within the Great Toronto and Hamilton Area including Kitchener, Guelph, Waterloo, Niagara, and Brantford.

11. PRIVATE AND CONFIDENTIAL

There were no Private and Confidential Items.

12. ADJOURNMENT

There being no further business, the Open for Business Sub-Committee meeting adjourned at 3:07 p.m.

Respectfully submitted,

Salvatore Salamone
Legislative Assistant
Office of the City Clerk

Councillor T. Hwang,
Chair, Open for Business
Sub-Committee