

Locke Street Business Improvement Area Board Meeting

MAY 30, 2022 @ 1:00pm

MEETING AGENDA

Join Zoom Meeting

<https://us02web.zoom.us/j/81849078851?pwd=VktJK2U2SVBpQyt4by9BSkZpUXlPdz09>

Meeting ID: 818 4907 8851

Passcode: unlocked

Present: Alex Hobcraft, Bettina Schormann – CHAIR, Brandon Stanicak, Erica Savoy, Paul Furlong, Rachael Amy Shay, Robyn Allan, Ryan Furlong, Steve Knight – TREASURER, Councillor Maureen Wilson, Tracy MacKinnon – Executive Director (recording)

Guests:

Regrets:

1. Call to order

- Proof of Vaccination required by City for May 31st. Question with legal if Board members will be removed from Board if do not submit and

2. Approval of Agenda.

3. Declarations of Interest

4. Approval of Minutes of Previous Meeting.

- November 22, 2021
- April 25, 2022

5. Delegations

6. Consent items

7. Presentations

8. Discussion Items:

A: City of Hamilton: Councillor Maureen Wilson

- Vaccination requirement required: staff and Committees
- Safe streets for pedestrians
- Main Street West changes
- Update

B: Financial Update (Steve, Tracy):

- Bank cards received. Bettina, Steve and Alex signing officers.
- 2021 audit – info needed
- Will be looking for efficiencies and using accountant with QuickBooks to start in June
- ***Motion to receive financial update.***

C: Safety and Security (Tracy):

- Crime update: No commercial crime reported, but close by residential area – 2 residential burglary, 2 motor vehicle theft and 1 burglary from vehicle about a block or two outside of BIA

D: Business updates (Tracy):

- COVID update: masks requirement extended to June 11th for healthcare/medical clinics, public transit, hospitals. Hospitalizations levelled off.
- Rapid tests available at Hamilton Chamber of Commerce
- My Dog Joe Building for sale
- Diced Ice opening soon – Thai ice/rolled ice cream
- Clouded renovations halted, compliance sign removed, looks like some activity

- Bylaws and tax roll looking at food truck commercial operations. Bylaws reported no bylaw infractions – further review requested. Request for partial commercial tax property – confirmed it is a residential only taxed property. BIA deals only with properties designated commercial tax.
- My Main Street community growth. \$10000 x 10 for four areas. 5 for existing businesses and 5 for new businesses. Locke Street ~100, Hess Street ~30, Main West ~40, King West ~40. Try to split up grants. Diced Ice (owner Mary) – beside Brux House – Thai ice cream, customized market report then connect data to business goals. Patricia at Matty’s Hot Chicken (April 6th opened – considered new, met May 11th). Picks and Sticks. Bread Bar. Nest. West Town, Modern Design Studio. Any business can get a customized market research report. Using Hubspot. Franchises, 10 employees or less, 25 or less restaurants, operating PT NOT eligible
- Digital Main Street opening 4.0 in June. Everyone who got 2.0 are eligible for \$2500.

E: Community Outreach (Tracy):

- Letter to neighbourhood for closures and 2022 events. Road closures and opportunity for other info.

F: Streetscape (Tracy):

- Stored streetscape items at Hess Street Public Storage – new offer from David Church to use his garage. Clean-out needed. Plan over next month to get things moved.
- Lights on poles – many need to be replaced. Cost about \$100-200 per pole for commercial grade lights. Replaceable bulbs vs string of set lights. Can do colour light if wish with options for replaceable changes during seasons. Will fit in streetscape budget. ~ 20 poles. Cleaning and stripping of poles will happen at same time.
- Question about buskers and unsanctioned vendor sales. Agreement on policy for unsanctioned vendors – allowed or not allowed? BIA issue to permits for vendors at events and otherwise not permitted Agreement on buskers? Two property owners where taking place now have allowed it, as long as not bothering customers and acting respectful. Self-monitor. Option for an “artisan alley” for buskers, music. Thoughts?
- Planters – rest to be planted tomorrow morning (rain Wednesday, Thursday). Different perennial grasses, vines, banana leaf, flowers bloom through to fall.

G: 2022 Events (Robyn and Tracy):

- MAY 7 & 8: Art Wander, heritage tour
- JUN - During the month of June, shoppers are asked to complete a series of 12 acts which support local businesses. Social media giveaways. No cost to BIA.
<http://www.hamiltonbusinessrally.com/>
- JUN 4 – 100 in a day (100 historic facts, self guided)
- JUL 17 - Sundays UnLocked (#1) committee working and planning event
- AUG21 - Sundays UnLocked (#2)
- SEP 18 - Sundays UnLocked (#3)
- OCT 29 - Trick or Treat
- November 5 – Hamilton Day TBC
- NOV 19 - Tree Lighting/Magic of Locke
- City of Hamilton funding – events and advertising package
 - Best of Hamilton Guide (The Bay Observer) moved to August publishing. Sundays Unlocked ad with discounted options for BIA businesses
 - Get in the Loop Hamilton – direct contact with a handful of businesses interested.

H: Strategy (Tracy):

- Theme: Locke Street is open for business, outdoor community events throughout the year.
- Outdoor patios, outdoor shopping district, outdoor fresh
- Support local small business, support artisans

I: Website (Tracy):

- New website created by Board volunteer now up and accessible. Domains and hosting moving to new local IT company. Accessible.

Motion to approve and receive discussion items.

9. Notice of Motions

10. Motions

11. General Information/Other Business

12. Adjournment.

- Next meetings June 27, 2022. September 26, 2022, October 24, 2022, November 28, 2022.