

Locke Street Business Improvement Area Board Meeting

SEPTEMBER 27, 2022 @ 1:00pm

MEETING AGENDA

Join Zoom Meeting:

<https://us02web.zoom.us/j/84018915794?pwd=OHpTK0J1MkkrRVBLV2FldHVlckFXUT09>

Meeting ID: 840 1891 5794

Passcode: unlocked

Present: Alex Hobcraft, Bettina Schormann – CHAIR, Brandon Stanicak, Erica Savoy, Rachael Amy Shay, Robyn Allan, Dao Nguyen, Steve Knight – TREASURER, Councillor Maureen Wilson/Stephanie Hilson, Tracy MacKinnon – Executive Director (recording)

Guests:

Regrets: Paul Furlong,

1. Call to order

- Proof of Vaccination required by City for September 30th- Council has removed the requirement for Boards/Committee volunteer appointees. Questions with legal – no response.

2. Approval of Agenda.

3. Declarations of Interest

4. Approval of Minutes of Previous Meeting.

- May 30, 2022
- June 27, 2022

5. Delegations

6. Consent items

7. Presentations

8. Discussion Items:

A: City of Hamilton: Councillor Maureen Wilson

- Main Street West changes update
- Paid parking shortfall – COVID deficit.
 - Christmas free parking program – keep same NOV 24-DEC 24, effort to keep
 - Thank you Councillor for keeping Shared Parking revenue same for BIA

B: Financial Update (Steve, Tracy):

- Bank cards received. Online banking issues sorted.
- Receivables: Contributing to Operating Grant \$2771.51, Shared Parking revenue \$11 774.03, CEF grant \$10125, other Sundays Unlocked sponsorship funds, vendor funds received
- 2023 grants start to open in fall
- Audit details – working on info
- BIA operations: passwords, email, accounts, general set-up with easy transfer between Board changes and operations – goal to keep it general, passwords known, easy transfer of info
- ***Motion to receive financial update.***

C: Safety and Security (Tracy):

- Crime update: 1 commercial B&E reported, outside BIA residential area – 2 residential burglary

D: Business updates (Tracy):

- More patios on Locke Street (permits and letter of support from BIA)
- New businesses open: Forrest & Harbour Co, The Acoustic Room, Ore Movement Studio, Clouded, Madam Bonbon
- Closed: Crème de la Crème, Into the Abyss
- Clouded renovations halted, compliance sign removed, looks like some activity
- Food truck – tax designation requested, BIA deals only with designated commercial properties

E: Community Outreach (Tracy):

- Hamilton Guide by Bay Observer Locke Street section
- Get in the Loop Hamilton – some businesses have signed on with BIA discount, if a few more then will have a Locke Street page
- Gift card program – option for little cost start-up for Locke Street, 5% for merchants
- Candidates Meeting – TUES 11 OCT 6:30-9:00pm at MIP, community effort

F: Streetscape (Tracy):

- Lights on poles: trying to keep clean of posters, lights going up in coming weeks.
- Planters – managing the watering and pruning, some theft/damage, grasses are perennials, will update with fall gourds and mini pumpkins
- Looking at holiday/Christmas season options – lights on poles, larger trees with white lights at spots where outlets and owner agrees. Looking at spots for snowflakes – lights very different. Wreaths in storage. Looking to get everything set up week after Remembrance Day.
- More patios this year for outdoor dining and summer fresh – program ends OCT 31
- Busker issue – not too much of an issue now, some moved on

G: 2022 Events (Robyn and Tracy):

- JUL 17 AUG 21 SEP 18 - Sundays UnLocked RECAP: positives: artisan vendors (BIA and outside), business involvement, live music, greater attendance, activity on street, set up in front of both sides of street with businesses, weather mostly good, times better, more car compliance. Lots of local and families out early, lots of shopping and dining
- OCT 29 - Trick or Treat starting at 12noon
- November 5 – Hamilton Day \$1000 grant – Committee looking at ways to keep support/shop/dine at local businesses
- NOV 18 & 19 - Tree Lighting/Magic of Locke, added Friday night to help with line-ups, planning underway, Santa and H&C booked

H: Strategy (Tracy):

- Theme: Locke Street is open for business, outdoor smaller community events throughout year.
- Outdoor patios, outdoor shopping district, outdoor fresh
- Support local small business, support artisans
- The Generator working well for social media – events marketing and promotions
- City BIA Consultant – working with in fall for Strategic/Marketing Plan – no cost to LBIA

Motion to approve and receive discussion items.

9. Notice of Motions**10. Motions****11. General Information/Other Business****12. Adjournment.**

- Next meetings at 1pm on October 24, 2022, November 28, 2022.