



Board of Management Meeting

MEETING MINUTES

Meeting Location: Virtual Meeting by Zoom

Attendees:

Board members: Robyn Allan, Heidi Vanderkwaak, Erica Savoy, Ryan Furlong, Alex Hobcraft, Rachael Amy Shae, Brandon Stanicak, Bettina Schormann. Joined meeting after start: Sylvia Brade, Steven Knight

Guests: Stephanie Hilson (guest – Ward 1 office); Dao Nguyen (guest: member Modern Design Studio)

Regrets: Paul Furlong, Councillor Maureen Wilson

Absent:

Date: November 22, 2021 **Time:** 1:00 p.m.

1.0 Approval of Agenda

Motion to approve agenda: Heidi Vanderkwaak

Seconded: Robyn Allan

CARRIED

2.0 Approval of Meeting Minutes for October 25, 2021

Motion to approve minutes: Heidi Vanderkwaak

Seconded: Robyn Allan

CARRIED

3.0 Governance: *a standing meeting item to discuss by-laws, policies and appointments of Directors of the Locke St. BIA.*

3.1 Vacancies on the board – appointment of new board chair for 2022

3.1.1 Two vacancies: Kirsten vacated in October 2021, Heidi will vacate January 2022

3.1.2 No other current board members are interested in taking over the chair role as it has been done in prior years at this time. Discussion was had around hiring an Administrative Assistant or Executive Director to take over most of the tasks that the current chair has been doing to lessen the load of the chair and the board members and have a consistent contact for all members and board members. The chair would still be required to lead meetings (e.g. motions etc.) but the Executive Director would support all board meetings such as put together agendas, write minutes, guide discussion during the meetings etc. Discussion around deferring appointment of chair until additional meeting is scheduled in Dec 2021 or Jan 2022 when we can see if we can secure Tracy or Matthew to be hired as an Executive Director

Motion: Heidi will reach out Matthew Surina and Tracy (current Executive Director of Westdale and Stoney Creek BIA's) on behalf of the Locke Street BIA to see if Tracy has capacity to be the Executive Director of Locke BIA and schedule an additional



Board meeting to discuss the appointment of chair for the Locke Street BIA once an Executive Director has been secured.

Motion: Heidi Vanderkwaak

Seconded: Steve Knight

CARRIED

3.1.3 **Motion:** Heidi will reach out to Tracy – to see if she has capacity to be hired as the Executive

3.2 Social media policy for our members – Sylvia

3.2.1 Sylvia has developed a communications policy that is in draft form – covers communications, guidelines, membership guidelines, talking to the media, expectations of member to member contact and member to public communication. Sylvia will send out to board members; board members are to review it and track changes and we'll review it at the next regularly scheduled board meeting.

4.0 Financials

4.1 Review of our bookkeeping contract and potential alternatives

4.1.1 Heidi reviewed two different bookkeepers and referrals for these bookkeepers and Heidi recommends Lynne Evans as a change to our bookkeeper for the BIA. Discussion was had around waiting until we secure an Executive Director in order to train the new Executive Director and also to seek input from the new Executive Director based on their skillset and perhaps working relationships with other bookkeepers.

Motion: Defer decision of a new bookkeeper until after we secure an Executive Director so that the Executive Director and treasurer and new chair can be trained with new bookkeeper.

Motion made by: Heidi Vanderkwaak

Seconded by: Steve

CARRIED

4.2 Approval of the draft 2020 financial statements

Motion: to approve 2020 financial statements by KPMG

Motion made by: Heidi Vanderkwaak

Seconded by: Steve

CARRIED

4.3 Review of 2021 budget profit / loss to date

5.0 Subcommittee / Group Updates:

5.1 Saturdays UnLocked: Bettina / Heidi:

5.1.1 McMaster Research Shop to evaluate social and economic impacts of Saturdays UnLocked – report is pending

5.1.2 Community Enrichment Funding (CEF) has been applied for Sundays UnLocked – three Sundays (second Sunday's in July, August and Sept) – application has been submitted by Heidi by the deadline



5.2 Marketing and Communications: Robyn

5.2.1 Halloween, tree lighting, and Hamilton Day recap

5.2.1.1 Discussion around shutting the street down for tree lighting in the future. Discussion around costs about shutting the street down and other implications. We could think in the future about an impromptu block off of parking spaces (8 parking spaces) in order to make a wider sidewalk – consensus around finding a solution that can incorporate more people gathering.

5.2.2 Christmas / Holiday events upcoming

5.2.2.1 Carollers & Santa & the Grinch will be coming on the 18th and a social media Rudolf race (stuffed Rudolf travels from shop to shop for the twelve days before the 18th – people that spot Rudolf win a gift certificate for each shop)

5.3 Social Media Update: Sylvia / Rachel

5.3.1 Website: Sylvia –

Motion by Heidi Vanderkwaak to defer to next regularly scheduled meeting as Sylvia has left meeting
Seconded by Rachel
CARRIED

5.3.2 Transition to new social media contract from Matthew Surina to the Generator.

Discussion was had to bring members and guests up to date on reason for change regarding why changing back to the Generator (regarding generating new content, professionalism in photography and social media copy, and equitable representation).

5.4 Beautification: Rachel / Heidi

5.4.1 Alectra poles – Brandon

Discussion was had around why some hydro poles aren't lit. Brandon will follow up again with Alectra. Dao can be included on the communications as she has a good relationship with Alectra.

6.0 Update by the Chair:

6.1 My Main Street Program, Community Activator program

6.1.1 Animate main streets - placemaking, events, strategies, public art, equity, inclusion, diversity

6.1.2 Events and activations, community improvements, policy and capacity building = retroactive to July 2021

6.1.3 Applications open till Nov 2021. Then another application period for 2022.

6.2 Christmas grant:

6.2.1 \$1000 matching grant for holiday expenditures, we need to send Julia an email that we want to participate and then send Julia receipts for \$2000 by Friday January 7, 2022



7.0 2022 Budget Discussion and Approval:

7.1 Our budget is made up of:

- A board of management set amount (is currently \$30,000) that is made up of levies added to property tax bills of commercial properties based on MCAP assessed property values.
- Contribution to Operating Costs from the City of Hamilton (for 2021 in the amount of \$ 2,462.89)
- Parking Revenue (for 2021 in the amount of \$11,774.03)

7.2 See attachments for potential budget considerations for 2022.

Some discussion was had around the budget but, as the budget for 2022 depends heavily on the hiring of an Executive Director and the cost of this is unknown .

Motion was made by Heidi Vanderkwaak to defer budget discussion to a special board meeting prior to the AGM in January.

Seconded: Rachael.

CARRIED

8.0 Annual General Meeting:

8.1.1 January 24, 2022 at 7pm.

8.1.2 Julia can provide an update at the AGM and a presentation if we'd like.

8.1.3 Would we like to do the meeting virtually or in person? Virtual meeting is preferred for the AGM. Heidi to work with Sylvia about communications to members about the AGM.

8.1.4 Secretary: Notification of the meeting must be sent 15 days prior: can be done by newsletter, can be done by mail, can be done by hand delivery. We must ensure all members receive notification. Create RSVP process for this year including the name of the person attending and which property and or business they are representing.

8.1.5 The City, through Julia, is providing a standardized script for the Chair to deliver at the AGM to ensure our board is legislatively compliant.

9.0 Other Business:

9.1 Public Art Consultation on Locke – Robyn. Robyn provided an update – there is a call to artists at this time – share it far and wide. Next steps to be taken in January 2022.

Motion to accept discussion around public art made by Heidi Vanderkwaak

Seconded by Alex.

CARRIED

10.0 Motion made by Heidi Vanderkwaakt to adjourn meeting at 2:23 pm, seconded Rachael, CARRIED.

- **Next Meeting: Special meeting to be scheduled by Heidi prior to the AGM – (scheduled for January 3, 2022 at 12:00pm)**
- **Annual General Meeting** January 24, 2022 at 7pm. Location to be determined.

Next already scheduled Board Meeting: February 28, 2022



Locke Street BIA
Proposed Budget 2022
No Change to Levy

Revenue:	
City BIA Levy	\$30,000
Other City Revenue	\$12,500
Locke Street Festival and/or Saturdays Revenue	\$40,000
TOTAL	\$82,500

% Breakdown	Notes
36%	1
15%	2
48%	3
100%	

Expenses:	
Social media management	\$12,320
General Advertising	\$1,000
Special Events	\$7,000
Street Beautification	\$13,000
Locke Street Festival and/or Saturdays Expenses	\$40,000
Auditors	\$500
Administrative assistant (<i>average of 2 hours a week, March to Dec</i>)	\$2,200
Bookkeeping & Business Support	\$2,000
Office Supplies	\$150
Insurance	\$1,450
Storage Rental	\$2,880
TOTAL	\$82,500

% Breakdown	Notes
15%	4
1%	5
8%	6
16%	7
48%	8
0.6%	9
3%	10
2%	11
0.2%	12
2%	13
3%	14
100%	

Notes:

- 1 There has been no change to levy since 2014 when the levy was originally set by the Board of Management at \$30,000.
- 2 Includes anticipated contribution from parking revenues and City of Hamilton Contribution to Operating Budget and other city sponsored programs such as the Christmas grant (\$1000) and Christmas Parking grant (\$200).
- 3 Revenues generated through grants, sponsorships and vendor fees for the Locke Street Festival for 2022 - previous festival budgets have been \$35,000. \$5000 has been added to the festival revenue and expenses in order to hire a Festival Coordinator.
- 4 Cost of social media contract at \$1000 / month
- 5 For 2021 we collaborated on two social media campaigns with the other Hamilton BIAs for \$500 each. This also is allocated to graphic designer and printing costs for events.
- 6 Cost for two or more events - Christmas \$5,000, spring or summer or fall initiatives
- 7 Includes regular banner and holiday decor installation and take down and plant materials for summer, fall and winter for planters purchased in 2021.
- 8 Projected cost of festival and/or street closure series. These funds would be sought through sponsorship and vendor fees - see revenue portion of budget in #3 above.

- 9 Actual cost of audit supplemented by City.
- 10 Cost of hiring an administrative assistant from March to December 2021 (44 weeks) for 2 hours per week who will take over administrative tasks for the BIA such as newsletters, coordinating volunteers, coordinating invoices and meeting dates, updating website.
- 11 Cost of bookkeeping services being reduced, switching bookkeeping firm and having the treasurer complete more tasks. Includes bank service charges at around \$400.
- 12 Based on past experience.
- 13 Anticipated cost of insurance renewal - mandatory requirement by the City of Hamilton.
- 14 Cost of rental storage unit at \$240 per month, has increased by \$20/month last year



Locke Street BIA
Proposed Budget 2021
33% Increase to Levy

Revenue:	
City BIA Levy	\$40,000
Other City Revenue	\$14,250
Locke Street Festival and/or Saturdays Revenue	\$40,000
TOTAL	\$94,250

% Breakdown	Notes
42%	1
15%	2
42%	3
100%	

Expenses:	
Social media management	\$12,500
General Advertising	\$1,500
Special Events	\$10,670
Street Beautification	\$19,000
Locke Street Festival and/or Saturdays Expenses	\$40,000
Auditors	\$500
Administrative assistant (average of 3 hours a week)	\$3,500
Bookkeeping & Business Support	\$2,000
Office Supplies	\$250
Insurance	\$1,450
Storage Rental	\$2,880
TOTAL	\$94,250

% Breakdown	Notes
13%	4
2%	5
11%	6
20%	7
42%	8
0.5%	9
4%	10
2%	11
0.3%	12
2%	13
3%	14
100%	

Notes:

- 1 **An increase of \$10,000 to the BIA levy - a 33% increase.** There has been no change to levy since 2014 when the levy was originally set by the Board of Management at \$30,000.
- 2 Includes anticipated contribution from parking revenues and City of Hamilton Contribution to Operating Budget (which increases by about \$2000 due to the levy increase) and other city sponsored programs such as the Christmas grant (\$1000) and Christmas Parking grant (\$200).
- 3 Revenues generated through grants, sponsorships and vendor fees for the Locke Street Festival for 2022 - previous festival budgets have been \$35,000. \$5000 has been added to the festival revenue and expenses in order to hire a Festival Coordinator.
- 4 Cost of social media contract at \$1000 / month
- 5 For 2021 we collaborated on two social media campaigns with the other Hamilton BIAs for \$500 each. This also is allocated to graphic designer and printing costs for events.
- 6 Cost for two or more events - Christmas \$5,000, spring or summer or fall initiatives
- 7 Cost of Summer hanging baskets (\$11,000); planting material for planters for summer, fall and winter (\$4000); regular banner and holiday decor take down and maintenance (\$4000),
- 8 Projected cost of festival and/or street closure series. These funds would be sought through sponsorship and vendor fees - see revenue portion of budget in #3 above.
- 9 Actual cost of audit supplemented by City.

- 10 Cost of hiring an administrative assistant from March to December 2021 for three hours per week who will take over administrative tasks for the BIA such as newsletters, coordinating volunteers, coordinating invoices and meeting dates, updating website.
- 11 Cost of bookkeeping services being reduced, switching bookkeeping firm and having the treasurer complete more tasks. Includes bank service charges at around \$400.
- 12 Based on past experience.
- 13 Anticipated cost of insurance renewal - mandatory requirement by the City of Hamilton.
- 14 Cost of rental storage unit at \$240 per month, has increased by \$20/month last year