



Board of Management Meeting

MEETING MINUTES – October 25, 2021

Meeting Location: Virtual Meeting by Zoom

Attendees: Alex Hobcraft, Brandon Stanicak, Erica Savoy, Heidi Vanderkwaak, Rachael Amy Shay, Robyn Allan, Steve Knight

Regrets: Bettina Schorman, Maureen Wilson (Ward 1)

Absent: Paul Furlong, Ryan Furlong, Sylvia Brade

Date: October 25, 2021 **Time:** 1:00 p.m.

Meeting called to order at 1:08 p.m.

1.0 Approval of Agenda Motion

Motion: To accept agenda as revised. Motion made by Heidi VanderKwaak, Seconded by Robyn Allan; CARRIED

2.0 Approval of Meeting Minutes for September 27, 2021

Motion: To approve minutes for September 27, 2021. Motion made by Heidi VanderKwaak, Seconded by Rachael Shay; CARRIED

3.0 Business arising from minutes / motions done by email since the last meeting. None

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

4.1 **Vacancies on the board**

Heidi VanderKwaak gave notice of her resignation as Chair, effective December 31, 2021. Her commitment to and excitement for the work of the BIA remains strong, and she will remain a member; however, she is moving out of the area and can not maintain the level of engagement required for a hands-on Board Chair.

Heidi will make herself available for consultation to the incoming Board Chair for the coming year.

The natural end of term for Heidi would have been in 2023, so the Board may appoint a new chair, either from the Board of Directors, or membership, for the remainder of the term. At the end of the term, an election would be held to vote in new chair by entire membership.



Board members were asked to consider stepping into the role, and to consider other members who might have an interest.

4.2 Social Media Strategy

Sylvia was absent from the meeting. Motion to defer to November meeting. Motion made by Heidi VanderKwaak, Seconded by Robyn Allen; CARRIED

4.3 BIA Board meetings need to be set for 2022. Based on prior years and the requirement in our by-laws to have at a minimum 6 meetings per year, these are the proposed dates for 2022, the fourth Monday's at 1pm:

- February 28, 2022
- April 25, 2022
- May 23, 2022
- June 27, 2022
- September 26, 2022
- October 24, 2022
- November 28, 2022

Motion to accept dates for 2022 meetings. Motion made by Heidi VanderKwaak, Seconded by Erica Savoy; CARRIED

5.0 2021 Budget Update

5.1 Review of our bookkeeping contract and potential alternatives

Motion to switch bookkeeping vendor, to be determined at the November 2021 Board meeting. Motion made by Heidi VanderKwaak, Seconded by Robyn Allen; CARRIED

Options for a way forward in bookkeeping will be presented at November Board meeting.

6.0 Subcommittee / Group Updates:

6.1 Saturdays UnLocked: Bettina / Heidi:

6.1.1 McMaster Research Shop to evaluate social and economic impacts of Saturdays UnLocked

Our initial Saturdays Unlocked Survey answers were sent to McMaster Research, and based on this they created a personalized interview to have with business owners. These questions were sent out twice to the BIA distribution list and resulted in 29 respondents. We would like to see more than that respond, so a way forward to reach more business owners was discussed. Steve Knight



volunteered to follow up with each business owner who has not responded, and provide option to respond to the survey either in print or online—but each owner will get a personal touchpoint to encourage participation.

- 6.1.2 Community Enrichment Funding (CEF) is due **November 1, 2021** for either a similar initiative and/or Locke Street Festival.

Discussion around way forward, if any, for Locke Street Festival or other summer event days akin to Saturdays Unlocked but held on Sundays for 2022. These days would be in the style of smaller day festivals with outdoor vendors, street, clothes, entertainment, music, etc. It was noted that since the BIA is volunteer based, finding both budget and volunteers to lead and organize the events is a sticking point. The Board decided to move forward with the CEF Fund application, with specific details of roll out of the event/s TBD at a later meeting.

6.2 Marketing and Communications: Robyn

6.2.1 Hamilton Day

Hamilton day is November 20th, and the BIA received a \$2,000 grant from the Chamber of Commerce to activate the street. The Board decided to hire local musicians to celebrate the day, positioned at different spots on the street.

6.2.2 Fall / Halloween

Preparations were completed for the Locke Street Shops pumpkin carving contest. Pumpkins to carve and QR code posters were made available to all Locke Street shops with the idea that shops will carve pumpkins, place the QR codes in their windows and shoppers can cast a digital vote for their favourites, and be entered to win \$250 in Locke Street Shop gift cards. In addition, there will be a kid's costume parade, a pop-up child/pet photography booth, where shops can give our freebies if they responded to the call. Footprints Music Hamilton will provide some entertainment as well.

6.2.3 Christmas / Holiday events

Still in planning phase for Christmas events. Confirmed is the tree lighting celebration on November 13. Flat Santa will make a comeback, along with carriage rides (with COVID safety in place), carolers, visits from Santa and the Grinch.

6.3 Social Media Update: Sylvia / Rachel

6.3.1 Website: Sylvia

Sylvia was absent. She will demo new site a next meeting. **Sylvia was absent from the meeting. Motion to defer to November meeting. Motion made by Heidi VanderKwaak, Seconded by Robyn Allen; CARRIED**

Motion made to switch social media vendor to the Generator as of December 1,



2021 made by Heidi VanderKwaak, Seconded by Robin Allen; CARRIED

At this point, members had to step away from meeting, which means Quorum was lost.

Motion made defer remaining business to November meeting by Heidi VanderKwaak, Seconded by Alex Hobcraft; CARRIED

6.4 Beautification: Rachel / Heidi- [Deferred to November meeting.](#)

6.4.1 Alectra poles - Brandon

7.0 Update by the Chair [Deferred to November meeting](#)

7.1 My Main Street Program, Community Activator program

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

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

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

Christmas grant: [Deferred to November meeting.](#)

7.1.4 \$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

8.0 The BIA budget is made up of the following: [Deferred to November meeting](#)

8.1 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.

8.2 Contribution to Operating Costs from the City of Hamilton (for 2021 in the amount of \$ 2,462.89)



- 8.3 Parking Revenue (for 2021 in the amount of \$11,774.03)
- 8.4 See attachments for potential budget for 2022.

9.0 Annual General Meeting [Deferred to November meeting](#)

- 9.1.1 January 24, 2022 at 7pm.
- 9.1.2 Julia can provide an update at the AGM and a presentation if we'd like.
- 9.1.3 Would we like to do the meeting virtually or in person?
- 9.1.4 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.
- 9.1.5 The City, through Julia, is providing a standardized script for the Chair to deliver at the AGM to ensure our board is legislatively compliant.

10.0 Other Business [Deferred to November meeting](#)

- 10.1 Public Art Consultation on Locke – Robyn

11.0 [Adjournment at 2:28 PM](#)

- **Next Meeting: Monday November 22, 2021: 1:00 pm - Virtual Meeting**

Reminder of the AGM for 2022: January 24, 2022 at 7pm



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