



Board of Management Meeting

MEETING MINUTES

Meeting Location: Virtual Meeting by Zoom

Attendees: Erica Savoy, Rachael Amy Shay, Alex Hobcraft, Brandon Stanicak, Bettina Schormann, Heidi VanderKwaak, Ryan Furlong, Robyn Allan, Steve Knight

Regrets: Paul Furlong, Sylvia Brade, Maureen Wilson

Absent:

Date: September 27, 2021 **Time:** 1:00 p.m.

1.0 Approval of Agenda –

Some additions to the agenda were made in 5.1 & 5.2; 6.3.3. and 6.4.1.

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

2.0 Approval of Meeting Minutes for July 5, 2021.

Motion: To accept meeting minutes of July 5, 2021 meeting. Motion made by:
Heidi, Seconded by Bettina; CARRIED

3.0 Business arising from minutes / motions done by email since the last meeting:

3.1 MOTION: That the Locke Street BIA propose an associate BIA membership fee for the Shuck Truck for 2021 and 2022 in the amount of \$130 per year so that they can both contribute and benefit from the Locke Street BIA as they are a business that is operating within the BIA boundaries until the MPAC assessment is complete in 2022 whereby the City will automatically calculate the appropriate levy going forward. – seconded by Ryan, Carried with 8 votes

3.2 This associate membership fee has been paid by the Shuck Truck

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

4.1 On August 20, 2021 Kirsten McNamee at Judy Marsales resigned her seat on the board by email.



- 4.2 With Kirsten's resignation there is now a vacancy on the board. Accepting potential nominations for this vacancy. Sent details of vacancy in newsletter to all members.

Discussion was had around potential interested parties and the responsibility of all board members to solicit potential members or active community members for this board Director vacancy. Discussion around better sharing of meeting times, dates, links to zoom meetings, agendas and minutes so that members can be better informed and can attend Board meetings to build awareness and interest in participation.

- 4.3 Social media policy for our members.

As Sylvia is absent for this meeting, this item deferred to the next board meeting. Sylvia to share policy with board members in advance of meeting.

5.0 2021 Budget Update

- 5.1 We are tracking well with our anticipated expenses to stay on budget for the year. See attachment.

No questions or discussion around profit/loss statement at this time.

- 5.2 Review of our bookkeeping contract

Discussion was had around looking for another bookkeeper and ending our monthly contract with Padgett as the Treasurer and Chair have been frustrated with the contract and the lack of organization from this bookkeeping company. Recommendation was made to seek a new bookkeeper or suggestions for a new bookkeeper through our members in the next newsletter.

Motion: To end the BIA's contract with Padgett and seek to find another bookkeeper to assist with the bank reconciliation and annual auditing process of the BIA's yearly financial records. Motion made by: Heidi, Seconded by Alex; CARRIED

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

Chair updated board on process of working the PhD student group at the McMaster Research Shop and the data that they will be seeking to evaluate to determine the economic and social impacts of this summer's Saturdays UnLocked. Chair will be meeting bi-weekly with the students and the student group will be creating a survey for all



business members as well as conducting one on one interviews with business owners and seeking business owners that will divulge to them as a third party their revenue throughout the summer for evaluation of the economic impacts. Once the survey is drafted, it will be shared with the board for comment. It will be first distributed by the newsletter but McMaster Research shop will also be working to get a high response rate and the board may need to assist in collecting data directly from members in multiple avenues (e.g. by phone, in person, email etc.)

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

Discussion was had around the Locke Street Festival possibility for 2022. There are no board members present willing to take on chairing the Locke Street Festival. Discussion was had to put this role out to all the BIA members first for interest and then to the community. If there is no serious interest in coordinating a festival for 2022, then the festival will not occur.

Discussion was also had around a similar initiative such as Saturdays UnLocked happening for 2022 and the board discussed waiting until the preliminary results are ready from the McMaster Research Shop at the end of October to determine whether the BIA would support another initiative. This decision would be made at the next board meeting in order to apply for the CEF funding by November 1, 2022.

6.2 Marketing and Communications: Robyn

6.2.1 Hamilton Day (see attached PDF for Hamilton Day information from the Chamber)

Heidi gave an update on Hamilton Day – a \$2000 grant that the BIA has applied for from the Chamber of Commerce that the marketing committee will work on to activate the street for November 20, 2021.

6.2.2 Fall / Halloween

Robyn gave an update on Fall and Halloween with an event on October 30– with treat or treat stickers for participating members, a kids costume parade and photo booth with treats at a central



location at 11am, a dog costume parade and photo booth at same location at 1pm.

6.2.3 Christmas / Holiday events

Robyn gave an update on Christmas activities planned by the Marketing Committee: perhaps called Winter WonderLocke and we would launch it on Friday November 13 with a series of activities like a tree lighting at 6pm, wandering carollers and perhaps horse drawn carriages. All the décor would be up: on poles, cedars in planters, one big tree to be set up and decorated, get the flat Santa set up near the tree. Activity throughout the month of December: a scavenger hunt of a reindeer and a \$10 gift card draw every day for spotting where the reindeer is.

About décor: We need to know which Alectra poles aren't working as some of the décor wasn't working last year due to some older poles. Brandon, Rachael and Heidi will work together on this.

6.3 Social Media Update: Sylvia / Rachel

6.3.1 Representation on social media of all members

Discussion around representation of our members on social media. We have noticed an inequity in posting between types of businesses (food vs professional vs retail etc.) and quantity of posts of each business, some businesses not getting any posts on the accounts. A discussion was had with Hub of the Hammer, our current contract, and a list of all businesses were given to them and there has been improvement in the last month since this was addressed.

6.3.2 Website: Sylvia (not at meeting, deferred to next meeting)

6.3.3 New contract

Discussion on the Locke Street BIA social accounts and contract. The marketing committee has been concerned about how professional the social accounts are looking for the BIA and is looking at options and quotes for making a change for a new contract

6.4 Beautification: Rachel / Heidi

6.4.1 Alectra poles – discussed above in 6.2.3.

7.0 Update by the Chair:

7.1 The following has been sent to our members from the City in the last newsletter:

7.1.1 Mandatory Vaccination for Employers Q&A



- 7.1.2 Rapid Testing through the Chamber of Commerce. You do not need to be a member and this program has been extended until March 2022.
- 7.1.3 Proof of vaccination signage
- 7.2 The BIA budget is made up of the following:
 - 7.2.1 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.
 - 7.2.2 Contribution to Operating Costs from the City of Hamilton (for 2021 in the amount of \$ 2,462.89)
 - 7.2.3 Parking Revenue (for 2021, the parking department did not have a surplus and the contribution of funds given annually to BIAs is based on a complicated calculation and applies to the Parking department's surplus). With no surplus this would mean no contribution for BIAs. However Council approved issuing a Parking amount to BIAs to match the 2020 amount and specifically for Locke to match the 2019 amount (because Locke's amount for 2020 was negatively impacted by the construction). Contribution this year is then \$11,774.03.
 - 7.2.4 The above amount from the City represents an increase of \$1736.92 from our budgeted amount so we do have this amount as a 2021 surplus to our budget.
- 7.3 Outdoor Dining District program through the city is still accepting applications - all current applications are approved until October 31, 2021
- 7.4 Community Improvement Plan Review: This is the program that authorizes the incentive plans that operate in the commercial districts/ BIAs. Some changes that they were being proposed in the Facade Grant Program:
 - 7.4.1 Add environmental improvements (solar, electric vehicle);
 - 7.4.2 Merging the two facade grant programs (within and outside BIAs);
 - 7.4.3 Adding a temporary pilot 2 year grant program intended for COVID relief: and will be specific for renovating and improving the interior of vacant storefronts.
 - 7.4.4 Increasing the flexibility of permanent and temporary patios and decks for outdoor dining and activities (rooftop, alleyway, adjacent)
 - 7.4.5 These changes will go to the September 21 planning committee before council



7.5 Annual General Meetings:

- 7.5.1 Start planning Locke BIA AGM – date we usually pick is the fourth Monday of January which would be January 24, 2022 at 7pm. This date needs to be sent to Julia who can provide an update at the AGM and a presentation if we'd like.
- 7.5.2 Would we like to do the meeting virtually or in person
Discussion was had to have it in person, to also stream it live to make it more accessible to everyone to join.
- 7.5.3 Remember that the board of management passes our 2022 budget before the 2022 AGM meeting – we will discuss the budget at our next board meeting.
Discussion around the BIA budget and volunteer capacity and time – some ideas in the discussion such as:
- Proposing the idea of how a co-op works with members choosing to either put in more hours or contributing more funds to cover cost of outsourcing
 - Questions around if our budget is sustainable anymore at \$30,000 as we need to be really creative and think outside the box in how we use these funds as costs for all expenses have increased
 - How we address the lack of volunteers, how we motivate our members to help do the work with the BIA
 - How we communicate the expectations our members can have of their BIA
 - Suggestion to start a private Facebook group for members so we can put out volunteer requests and members can contribute quickly e.g. helping with decorations and beautification.
- 7.5.4 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
- 7.5.5 The City, through Julia, is providing a standardized script for the Chair to deliver at the AGM to ensure our board is legislatively compliant
- 7.5.6 A good practice is to have a registration process with an RSVP, name of the person attending, which property and or business they are representing.

8.0 Other Business:

- 8.1 Public Art Consultation on Locke – update – Robyn



Robyn gave an update on the public art process and she'll share updates as they happen. Alex is also part of the jury.

- 8.2 Associate memberships: This process that was completed with the Shuck Truck business this year - of offering an associate membership - should happen when new commercial business opens within the boundaries of the BIA but the MCAP has not assessed the property for commercial use yet.
- 8.3 Storage space: Potentially renting the space from a business owner for two months for \$500.
 - 8.3.1 The BIA acquired 6 10x10 tents, some tables, garbage and recycling bins, and A-frames during Saturdays UnLocked. These items take up a lot of room. Our current storage unit has Christmas supplies. Temporary storage solution found, need to find a permanent or expanded storage solution.

Discussion was had around the solution with the business owner at 147 Locke Street South for storing these new BIA assets. The rent is reasonable for the amount of space the assets are taking and when the Christmas decorations are hung on the poles, there will be room to move these items into the BIA storage unit. BIA will need to find suitable storage when Christmas décor is taken down.

Motion: To store the BIA assets at a cost of \$500 at 147 Locke Street South for the month of October and November. Motion made by: Heidi Seconded by Steve, Carried.

9.0 Adjournment

Motion: To adjourn the meeting at 2:20 pm. Motion made by Brandon, Seconded by: Roybn, CARRIED

- **Next Meeting: Monday October 25, 2021: 1:00 pm - Virtual Meeting**

Reminder of the remaining meetings for 2021: November 22, 2021