

## Locke Street Business Improvement Area Board Meeting

March 27, 2023 @ 1:00pm

### MEETING AGENDA

#### Join Zoom Meeting

<https://us02web.zoom.us/j/84943823306?pwd=Z0FVMWVxS3d1YjlOWFJST3FOQTfoUT09>

Meeting ID: 849 4382 3306

Passcode: unlocked

**Present:** Alex Hobcraft, Bettina Schormann – CHAIR, Brandon Stanicak, Erica Savoy, Rachael Amy Shay, Dao Nguyen, Steve Knight – TREASURER, Paul Furlong, Robyn Allan, Councillor Maureen Wilson/Stephanie Hilson, New Board members: Dwayne Cline, Andrew Webster

Tracy MacKinnon – Executive Director (recording)

**Guests:**

**Regrets:**

#### 1. Call to order

- New Board members expected to be appointed by Council in early April
- Chris Mondorff – new sole owner of Democracy – would like to join the Board

#### 2. Approval of Agenda.

#### 3. Declarations of Interest

#### 4. Approval of Minutes of Previous Meeting.

- February 27, 2023

#### 5. Delegations

#### 6. Consent items

#### 7. Presentations

#### 8. Discussion Items:

##### A: City of Hamilton: Councillor Maureen Wilson

- Main Street changes update
- Patio application fee covered for 2023 - at Council March 29<sup>th</sup> – Thank you Councillor Wilson for ongoing support
- Phase 1 washroom construction HAAA park
- Other

##### B: Financial Update (Steve, Tracy):

- Received: Contributing to Operating Grant \$2771.51, Shared Parking revenue \$11 774.03, CEF grant \$10125, Christmas grant \$1300, Electrical Infrastructure grant \$20000, \$1000 Hamilton Day grant from Chamber of Commerce
- First half of levy deposit expected by EFT in late April/early May
- Some 2022 receivables and expenditures to be completed in March
- Audit details – working with accountant for statements – all now submitted – and some other details like deposits requested. Trying to locate the information.
- Working with accountant to get everything completed
- HST returns to be mailed in for 2019, 2020, 2021. CRA changeover is needed for online access, new address, updated contacts.
- BIA operations: streamlining account and other details for ease of Board change is ongoing
- EFT set-up with the City in 2022 now LBIA all under one account in City accounting
- ***Motion to receive financial update.***

##### C: Safety and Security (Tracy):

- Crime update: 2 residential burglary and 2 commercial few blocks outside of BIA, no crime reported within BIA

#### **D: Business updates (Tracy):**

- Patios on Locke Street APRIL 1 (for those on public property) – outdoor dining district a permanent program going forward – as temporary patios – works better as it continues the pandemic licensing model. New costs from the City are becoming prohibitive. Council expected to approve waiving the application fee at March 29<sup>th</sup> Council meeting.
- New businesses: A few spots open for lease – Into the Abyss, Mister Tony's, Junkie's
- Digital Main Street opened for another round of \$2500 grant

#### **E: Community Outreach (Tracy):**

- Provincial By-Election MAR 16 for Hamilton Centre – Sarah Jama new MPP being sworn in today
- New scooter share program to come to Hamilton, similar to bike share program. Details to come

#### **F: Streetscape (Tracy):**

- Planters – perennial grasses looking ok, dogwood holding up, pansies in March/April (weather)
- Plan for 4 season planter change
- Lighting – warm white lights on poles, wreaths to come down and banner switch this week (weather and economics are factors)
- Wreaths to have bulbs and bows removed over summer so just circle with lights in future
- Electrical – electrical work completed
- Public Art project expected to be installed 2024 – butterfly theme: see how we can use, connect

#### **G: 2023 Events (Robyn and Tracy):**

- APR 8: Easter Egg Hunt 12-2pm
- MAY 6&7: Doors Open/Jane's Walk (walking tours)
- MAY 13&14: Mother's Day weekend (promotional)
- JUN 8-17 – Art on Locke (Hamilton Arts week) and workshop weekends
- JUL 16 - Sundays UnLocked (#1) 11am-5pm
- AUG 20 - Sundays UnLocked (#2)
- SEP 17 - Sundays UnLocked (#3)
- OCT 15 - Sundays UnLocked (#4) ??? if funding (not announced yet)
- OCT 28 - Trick or Treat 12-2pm
- NOV 4 – Hamilton Day
- NOV 17 & 18 - Magic of Locke (Friday eve and Saturday daytime)
- DEC – Holiday shopping (add Carriage rides for 3 Fridays in DEC with late night shopping)

#### **H: Strategy (Tracy):**

- Theme: Locke Street is open for business, outdoor smaller community events throughout year.
- Outdoor shopping district, outdoor fresh, support local small business
- Tourism district: shop & dine – introduction of a Room Key program?
- Branding: #LoveLocke, new colour incorporated - Viva Magenta
- Social media policy to consider:
  - Promotion of local shopping, dining, services, experiences, events, activations
  - Support local small business (shop, dine, service, etc)
  - Not the job of the BIA social media to act as an advertiser of any business, rather to give a flavour of the area and promote events
  - Engagement priority and a focus - rewarded with activity
  - Increase followers priority
  - Like/share LBIA business postings
  - Like other BIAs and BIA business postings
  - No political/issues statements or positions
  - Open invitation for businesses to send info
  - Photos/video created by BIA used

- Community wishes for general statutory holidays
- Business features rotating, invitation for BIA to take interior photos
- #LoveLocke a major focus
- Other?

***Motion to approve and receive discussion items.***

**9. Notice of Motions**

**10. Motions**

**11. General Information/Other Business**

**12. Adjournment.**

- Next meeting at 1pm on Monday, April 24<sup>th</sup> at Modern Design Studio and via zoom.
- Consultant to join us from 11am-1pm on MON 24 APR – all Board members welcome.