

**Locke Street Business Improvement Area**  
**Board Meeting**  
**October 30, 2023 @ 1pm**  
**Meeting Agenda**

**In person at Modern Design Studio – 215 Locke Street S or via zoom**

**Join Zoom Meeting**

<https://us02web.zoom.us/j/82940811284?pwd=OTRJIUR3MkMvN3pZa3o2WVM2ZGhGdz09>

**Meeting ID:** 829 4081 1284    **Passcode:** unlocked

**Present:** Alex Hobcraft, Bettina Schormann – CHAIR, Brandon Stanicak, Dao Nguyen - VICE CHAIR, Rachael Amy Shay, Robyn Allan, Steve Knight – TREASURER, Councillor Maureen Wilson/Stephanie Hilson, Andrew Webster, Dwayne Cline Tracy MacKinnon – Executive Director (recording)

**Guests:**

**Regrets:** Chris Mindorff

**1. Call to order.**

- Code of Conduct is required by City to be signed by all Board members.
- Welcome Chris Mindorff to the Board of Directors

**2. Approval of Agenda.**

**3. Declarations of Interest**

**4. Approval of Minutes of Previous Meeting.**

- Minutes of September 25, 2023

**5. Delegations** None.

**6. Consent items** None.

**7. Presentations** None.

**8. Discussion Items:**

**A: City of Hamilton: Councillor Maureen Wilson/Stephanie Hilson**

- Public Art installation complete and launch on Saturday
- Main Street changes update – Main St & King St
- HAAA park update - 2024 upgrades and construction to start
- Support for streetscape colours – looking at trees, planters and options
- City Economic Development support for events possible TBC
- Encampment update – Victoria Park
- Pedestrian crosswalks – City consultant
- pedestrian signage - to direct people for washrooms and park space

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

- 2024 budget levy increase for consideration. 2024 Budget to be passed at November meeting BY Board then shared with members for discussion at AGM.  
2007-2021 levy \$30000  
2022 levy \$34500 (increase 15%) (about \$50 more per year per business)  
2023 levy \$36255 (increase 5%) (about \$20 more per year per business)  
Discussion about suggested 2024 levy increase and options for expenditures with levy increase
- Revenue to come: CEF Sundays UnLocked \$7320 + Contribution to operating fund grant \$2,664.31 + Shared parking revenue \$11,774.03.
- Request for City support for Sundays UnLocked – similar to other support for events
- Audit update - KPMG finished 2021 audit, getting ready for 2022 to start.
- ***Motion to receive financial update.***

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

- Crime update: 5 residential burglary and 1 commercial burglary outside of BIA, no crime reported within BIA
- Crime Manager Sgt Butt – request to attend next meeting

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

- Food Trucks: MPAC has assessed the property as part commercial for the “parking space” and noted the business has requested being a member of the BIA. Request with City to have a meeting with ByLaw Dept to discuss the City Food Trucks ByLaw and applying it to Locke Street. Concern for further food trucks setting up, as been advertised.
- PATIOS on Locke Street end November 20 (for those on public property) Bread Bar, Peruviano, Democracy. Other Streetside patios on private property: The Squire, West Town, Cima, Whoa Nelly, Beasleys, Foyer. Good number of patios.
- A few spots open for lease – Junkie’s/Coco Rex (building appears sold), Cash place, upper office 218 Locke, 2 units at 101 Locke St
- No NEW or MOVED businesses

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

- Public Art installed
- Community group invited to sing at Magic of Locke
- Hon. Nina Tangri, Associate Minister of Small Business will be doing walk & talk on Hamilton Day

**F: Streetscape (Tracy):**

- Streetscape and new colours scope now planters, bike racks, pole wraps
- Electrical – Alectra is reporting back before we hang the lights on status of poles
- Public Art project now installed – butterfly tree design - more details to come for businesses to be able to purchase a butterfly from artists at their own cost.
- Electrical outlets on buildings for Christmas trees – some lined up
- Electrical used for blow up pumpkins on Saturday

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

- OCT 28 - Trick or Treat 12-2pm: good turnout, good weather, ~600+ kids, ~36 participating businesses, customers interested and asking about businesses/services
- NOV 4 – Hamilton Day: confirmation of grant: \$1500 includes Chamber membership + live music + \$670 left for gift card giveaways to be spent that day + Minister walk & talk @ West Town
- NOV 17 & 18 - Magic of Locke (Friday eve and Saturday daytime)
- DEC – Holiday shopping (Carriage rides for 3 Thursdays in DEC with late night shopping)

**H: Strategy (Tracy):**

- Action Plan 2023 – Patty Hayes report
- 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 – trying to get highway signage, room key program with hotels – need more businesses to participate
- Streetscape: #LoveLocke, new colour incorporated - Viva Magenta with pole wraps
- Social media: events, streetscapes, businesses, sharing & stories, increased followers ~1000

**10. Notice of motion** None.

**11. Motions** None

**12. General Information/Other Business** None.

**13. Adjournment.**

Next meeting at 1pm on Monday, NOVEMBER 27<sup>th</sup> at Modern Design Studio and via zoom.

(last MON of month). Meet & greet in December. AGM – last MON of JAN? CGTA? JAN 22 or 29?