

Locke Street Business Improvement Area Board Meeting

May 29, 2023 @ 1:00pm

MEETING MINUTES

Join Zoom Meeting

<https://us02web.zoom.us/j/83447685246?pwd=VFBFcTIYZTIzVllpTWVhIVXJlUzZlZz09>

Meeting ID: 834 4768 5246 **Passcode:** unlocked

Present: Alex Hobcraft, Bettina Schormann – CHAIR, Brandon Stanicak, Dao Nguyen, Rachael Amy Shay, Robyn Allan, Steve Knight – TREASURER, Stephanie Hilson, Tracy MacKinnon – Executive Director (recording)

Guests: Ti (Modern Design Studio), Chris Mindorff (Democracy)

Regrets: Dwayne Cline (Vintage Charm), Andrew Webster (Webster Financial), Councillor Wilson

1. **Call to order.** Meeting called to order at 1:06pm with Bettina as Chair.
 - New Board members were appointed by Council
 - Chris Mindorff – new sole owner of Democracy – to be added to the Board by the City
2. **Approval of Agenda. Motion to approve agenda. Moved by Rachel, seconded by Dao. Carried**
3. **Declarations of Interest** None.
4. **Approval of Minutes of Previous Meeting.** Follow up needed for moving planters at Beasley's.
 - **Motion to approve minutes of April 24, 2023. Moved by Rachel, seconded by Alex. Carried**
5. **BIA Board Executive Committee selection: Chair, Vice-Chair, Treasurer**
Bettina passed Chair to Tracy to conduct elections. Current office holders asked if they wish to continue. **Motion to nominate Bettina as Chair. Moved by Rachel, seconded by Steve. Carried.**
Motion to nominate Dao as Vice Chair. Moved by Steve, seconded by Alex. Carried.
Motion to nominate Steve as Treasurer. Moved by Rachel, seconded by Dao. Carried.
Call for nominations three times. None received. Above were elected by acclamation.

6. Delegations

7. Consent items

8. Presentations

9. Discussion Items:

A: City of Hamilton: Councillor Maureen Wilson - Stephanie Hilson in attendance

- Main Street changes update – public meeting held May 25th, plans expected to be moving forward with City plans to make Main and King 2 way starting at Dundurn. MTO looking at 403 offramp.
- Phase 1 HAAA park update - washrooms to be done in phase 2, but still available regardless, some updates moving to 2024 because of delays in construction and supply issues (on par)
- Support for streetscape colours – looking at trees, planters and options
- City Economic Development support for events possible - details to come
- Encampments, safety, City policies, affects on business/community discussed. City holding public consults

B: Financial Update (Steve, Tracy):

- CRA changeover is a priority to get up to date with HST refund filing. June 30 is deadline to recover 2019 HST. HST returns mailed in for 2019, 2020, 2021 = ~\$20000. CRA changeover is needed for online access and hope to have completed soon. BDI has made the request now waiting to confirm
- First half of levy deposit expected by EFT in May/June
- Audit update - KPMG finishing 2021 audit, but may have more requests/questions. Once 2021 complete then 2022. Submitting for 2022 what is ready this week.
- Agreement for priority on CRA changeover as it is urgently needed for June 30th. Working with previous accountant
- looking at new accountant to get help in completing things in timely fashion - KPMG finishing 2021 audit.
- **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 – October 31 (for those on public property) Bread Bar, Peruviano, Democracy. Other Streetside patios on private property: The Squire, West Town, Cima, The Locksmith, Beasleys
- Moving off Locke St - Nurse Injector Nikki
- MPAC Shuck Truck – spoke with MPAC, awaiting City tax listing soon
- A few spots open for lease – Into the Abyss, Mister Tony's, Junkie's, Cash
- Digital Main Street opened for another round of \$2500 grant

E: Community Outreach (Tracy):

- New scooter share program on Locke, demo day possible
- Jane's Walk/Door Open – May 7th, digital version to come (rainy day)

F: Streetscape (Tracy):

- Planters – summer flowers in, need some grasses
- Plan is for 4 season planter change
- Patios now expanded part of streetscape, extended hours with weather, flowers, etc
- Electrical – our electrical work completed, follow up with Alectra issues. Agreement to give Alectra a deadline of June 30th to complete work that should have been done properly when installed during construction
- Public Art project expected to be installed 2024 – butterfly theme: see how we can use, connect during spring season when installation complete
- Garden beside Gym on Locke – mulch and perennial grasses and pollinators needed - fits within streetscape budget, working on it to adopt the garden. Connecting to the City
- Additional planters for businesses to enhance streetscape – agreement from beautification -offering to businesses to have self-watering ones with evergreen and they plant seasonal.
- Colour, large planters, evergreen, pole wraps - Working to submit plan with Councillor Wilson, self watering planters
- colours and planters to be worked into marketing strategy and plans to promote Locke Street
- large planters were previously made available to Locke BIA, but were declined. Possibly some opportunities now with support from Councillor to help colour the street. Streetscape and marketing can work hand in hand. Ideas discussed and group to meet to discuss.

G: 2023 Events (Robyn and Tracy):

- JUN 8-17 – Art on Locke (Hamilton Arts week) and workshop weekends, live music, patios
- JUL 16 - Sundays UnLocked (#1) 11am-5pm
- AUG 20 - Sundays UnLocked (#2)
- SEP 17 - Sundays UnLocked (#3)
- OCT 15 - #4 if funding available - TBD, not desired but will look at
- 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 (Carriage rides for 3 Thursdays in DEC with late night shopping)
- reaching out to businesses to see if any would like to participate. Eg Bitten will be doing something children related all three Sundays. Did well in 2022 with activities all Sundays.

H: Strategy (Tracy):

- Action Plan 2023 – Patty Hayes
- 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, aim to start in summer
- Branding: #LoveLocke, new colour incorporated - Viva Magenta
- Agreement for Dao to work on marketing ideas/initiatives for Locke Street. Group to meet June 12th to discuss options for colour funding to connect marketing. streetscape, new colours, large planters year round. No real funds in budget for BIA marketing, but coops ad buys by BIA (non-profit) rate are options. EG Bay Observer, Get in the Loop - options for businesses at discounted rates. Marketing new colour connecting to Love Locke a focus.

10. Notice of Motions None.

11. Motions None.

12. General Information/Other Business None.

13. Adjournment.

Next meeting at 1pm on Monday, June 26th at Modern Design Studio and via zoom. (last MON of month) 2023 meetings: JUN 26, SEP 25, OCT 30, NOV 27 (NO JUL, AUG, DEC)

Motion to adjourn. Moved by Rachel. Carried. Meeting adjourned at 2:12pm