

Locke Street Business Improvement Area
Board Meeting
June 26, 2023 @ 1pm
Meeting Minutes

Join Zoom Meeting

<https://us02web.zoom.us/j/82751451454?pwd=a0VBZFhOWTdtROVpa1BRQUxiRmtlZz09>

Meeting ID: 827 5145 1454

Passcode: unlocked

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

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

Regrets: Councillor Wilson

1. Call to order. Meeting called to order at 1:08pm with Bettina as Chair.

- What is expected of Board members. Code of Conduct is required by City to be signed by all Board members. Shared and will sign next meeting.
- Chris Mindorff – new sole owner of Democracy – to be added by the City - expected summer

2. Approval of Agenda. *Motion to approve the agenda. Moved by Steve, seconded by Alex. Carried.*

3. Declarations of Interest None.

4. Approval of Minutes of Previous Meeting.

Motion to approve the minutes of May 29, 2023. Moved by Dao, seconded by Steve. Carried.

5. Delegations None.

6. Consent items None.

7. Presentations None.

8. Discussion Items:

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

- Main Street changes update – Main St & King St
- HAAA park update - 2024 upgrades and construction to be done, instead of starting in 2023
- Support for streetscape colours – looking at trees, planters and options
- City Economic Development support for events possible TBC
- Encampments update - meeting tomorrow night 7pm @ Hamilton Convention Centre report to council encampment protocol. identified need for public engagement, what city facing, legal parameters, online engagement, limiting 5 tents to area - part of protocol. enforcement on place? report touches on that. if don't have house or space then city needs to make waste disposal in place, one proposal having people with lived experience working with those unhoused and supporting efforts on waste disposal, discussed tomorrow night. difficult with no road map to follow. hamilton not alone - across Canada. AMO
- Pedestrian crosswalks - changes? additions? Councillor office to look at possibilities, study was done when construction on street to place where they are now, directing pedestrian traffic considered, neighbourhood overview process
- public space wanting to work with BIA for opening of the new art piece for fall, construction to start in 2024
- pedestrian signage - Councillor office to look at with park to direct people for washrooms and park space

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. Previous accountant helping out to get this resolved as the only authorized person right now as far as can be determined. Steve spoke to CRA. Tracy with new accountant sent all documents to get CRA changeover, had not been done for with previous changes. Procedures in place moving forward for 2023 to review after AGM each year. Accountant will change, get listed as CRA authorized and file. Need policy to approve how to update, procedures for AGM, new Board, etc.

Now in better shape than we were

First half of levy deposit expected by EFT received - City corrected 9 open accounts into 1 for LBIA

- Audit update - KPMG finishing 2021 audit, but may have more requests/questions. Once 2021 complete then 2022. Working to get 2022 statements complete, adjusting entries are needed from 2021 audit to start 2022.
- CEF funding confirmed for Sundays UnLocked \$7320 + some/most closure costs to be funded.
- Contribution to operating fund grant \$2,664.31 + Shared parking revenue \$11,774.03. Use limits.
- **Motion to spend funds on streetscape and events. Moved by Brandon, seconded by Alex. Carried.**
- **Motion to receive financial update. Moved by Steve, seconded by Robyn. Carried**

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, Foyer. Good number of patios.
- MPAC Shuck Truck – spoke with MPAC, awaiting City tax listing soon.
- A few spots open for lease – Into the Abyss, Junkie's/Coco Rex (building for sale), Cash
- New: Foyer, 101 Locke new business changes. Form dropped at businesses requesting updates
- New Look for David Church, new colour and barber moving in side space
- inventory - what is missing, from our businesses? difficult to control with individual landlords
- available space 218 Locke 2nd floor, 2 floors above Laura Tedesco
- suggestions to send out listings - do you know somebody who wants to open a business?
- group strategic meeting - how make the street more vibrant. marketing group to meet in coming week
- Digital Main Street opened for another round of \$2500 grant
- Monday openings requested from Pure - they have now opened on Mondays – members will be surveyed

E: Community Outreach (Tracy):

- New scooter share program on Locke, demo day possible. Bird Canada.
- inviting community groups to participate in Sundays UnLocked - churches, farmers market, aviary

F: Streetscape (Tracy):

- Streetscape and new colours connected to marketing/branding:
request for funding from Councillor colourful project - viva magenta RED themed
\$20000 in planters - to include large red ones with evergreens (year round use) and smaller ones at businesses - all self watering, connection to current ones and environment initiatives
annuals added for colour, harvest & holiday themes
\$20000 in pole wraps - full pole, ones without lights at ends of Locke to act as gateway signage
\$20000 in sigange/banners connecting with colours
project if funds permit, colourful crosswalks
encourage shops to do more
- Electrical – working on Alectra
- Public Art project expected to be installed 2024 – ribbon cutting possibly in September.
Options for businesses to connect with artist, no funds in project to cover
- Garden beside Gym on Locke – done in next week or two.
- self watering planters - more soil and some grasses did not make it this year

G: 2023 Events (Robyn and Tracy):

- JUL 16 - Sundays UnLocked (#1) 10am-6pm
- AUG 20 - Sundays UnLocked (#2) 10am-6pm
- SEP 17 - Sundays UnLocked (#3) 10am-6pm
- OCT 15 - Sundays UnLocked (#4) agreement to not hold 4th SUL
- 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)
some feedback from some retail for Thursdays and evenings
more positive comments about trying to extend accessibility for people
Holiday shopping season is short, experience vs amazon

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 – introduction of a Room Key program, aim to start in late summer
- Streetscape and Branding connected: #LoveLocke, new colour incorporated - Viva Magenta
- time change, banner there, bands coming, events
- Social media - template, more scheduled, music festival, least money
- expand template, features,
- social media - some history, planned, did BIA stuff, some apathy, refreshing
- DMS - get promotions, digital main street,
- was some history, division, construction, people feeling defeated, listen and figure out how work with us
- BIA need to do its best to fulfill its mandate + rebuilding trust and member engagement
Wednesday 5-8pm @ WestTown. Can learn how to change the messaging.
- plaque for Tony – invite to September meeting
- need more messaging, welcoming

Motion to receive updates above. Moved by Robyn, seconded by Rachel. Carried.

10. Notice of motion None.

11. Motions None

12. General Information/Other Business None.

13. Adjournment. *Motion to adjourn. Moved by Robyn. Carried.* Meeting adjourned at 249pm.
Next meeting at 1pm on Monday, SEPTEMBER 25th 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)