

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

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

**Join Zoom Meeting**

<https://us02web.zoom.us/j/82940811284?pwd=OTRJUIR3MkMvN3pZa3o2WVM2ZGhGdz09>

**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, Stephanie Hilson for Councillor Maureen Wilson, Dwayne Cline Tracy MacKinnon – Executive Director (recording)

**Guests:** Tsi – Modern Design Studio

**Regrets:** Chris Mindorff, Andrew Webster

1. **Call to order.** Meeting called to order at 1:08pm with Tracy as Chair. (as per Bettina)
  - Code of Conduct is required by City to be signed by all Board members. Thank you to those who have signed it with rest will be collected.
  - Welcome Chris Mindorff to the Board of Directors.
2. **Approval of Agenda. Motion to approve the agenda. Moved by Dao, seconded by Robyn. Carried.**
3. **Declarations of Interest. None.**
4. **Approval of Minutes of Previous Meeting.**
  - New policy agreed to by Board to make Board more accessible. Minutes to be sent to Board for approval and review within 7 days. Posting of minutes on website within 10 days.
  - **Motion to approve the minutes of September 25, 2023. Moved by Alex, seconded by Rachael. Carried.**

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. Great opened, good crowd, video to come with artist and will share.
- Main Street changes update – Main St & King St. coming to Council DEC 4 for approval of Council.
- HAAA park update - 2024 upgrades and construction to start, on schedule for spring.
- Support for streetscape colours – looking at trees, planters and options to add colour and not rebrand.
- City support for events possible in new year similar to James and Stoney Creek.
- Encampment update – Victoria Park. Clearing out, do not have enough shelter space, some going to trails
- Pedestrian crosswalks – City consultant, safe streets, looking at spring to start process to
- pedestrian signage - to direct people for washrooms and park space not covered
- sobi station on Charlton and adding a second one since it is well used

**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 comment 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  
Discussion raising levy and events/expenditures with funds.  
Impact with increased levy – discussed at Patty Hayes' sessions.  
What do we need on the street? Then look at levy  
What is drawing people to the neighbourhoods?

What funds are needed and for what?

Banners, pole wraps, places to sit, beyond the shops, trees, lights – need to look at choices and ethical choices for street

Do more ourselves? More volunteerism? Are there other ways to raise funds?

Merch sales? Partner with other events – RibFest could alleviate expenditures and raise funds

Need to collaborate with more event within the community

\$12000/year = How spend \$1000 per month?

Eg Halloween – cost each little, brought in a lot of people and interest in businesses

Bringing more people on the street? How? Do we open enough to more people?

What will create the biggest draw to the street? What is the cost of this?

Agreement to go forward with discussing Rib Fest Locke St with Squire owner, who also owns a RibFest operation. Tracy to set up meeting - Brandon and Robyn/Dao would like to attend.

Board to consider and review 3 budgets and 3 spending options and Patty Hayes report

- 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 things ready for 2022 to start.
- ***Motion to receive financial update. Moved by Robyn, seconded by Alex. Carried.***

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

- Crime update: 5 residential burglary and 1 commercial burglary outside of BIA, no crime reported within BIA. Watch for trends and increase.
- 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 in listings.
- 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 – 35 Pine (not sold), Cash place, upper office 218 Locke, 2 units at 101 Locke St, sonder and form left \$4000 upper level 600 sqr ft plus patio, Woah Nelly now up for lease \$17000 \$47 spr ft.
- No NEW or MOVED businesses

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

- Public Art installed. 10 years and \$100000.
- 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 – possibilities
- 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 – lots of selfies and posts, added colour to street
- Request for wholesale pointsettas, greenery, pricing and share with members

#### **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 + ~\$400 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). Grey Cup weekend
- DEC – Holiday shopping (Carriage rides for 3 Thursdays in DEC with late night shopping) – hope that businesses stay open for late night shopping, see if there is interest
- 2024 winterfest – WinterFest on Locke, look for ideas to businesses connect to WinterFest

**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, only tourism destination
- 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 November – Dwayne offered to facilitate (experienced at it)

AGM – agreement to keep with last Monday of January - Jan 29 at 7pm.

**Motion to adjourn. Moved by Robyn. Carried.** Meeting adjourned at 300pm.