

Locke Street Business Improvement Area Board Meeting

March 27, 2023 @ 1:00pm

MEETING MINUTES

Join Zoom Meeting

<https://us02web.zoom.us/j/84943823306?pwd=Z0FVMWVxS3d1YjIOWFJST3FOQTfoUT09>

Meeting ID: 849 4382 3306

Passcode: unlocked

Present: Alex Hobcraft, Bettina Schormann – CHAIR, Rachael Amy Shay, Steve Knight – TREASURER, Robyn Allan, Stephanie Hilson for Councillor Maureen Wilson,

New Board members: Dwayne Cline, Andrew Webster

Tracy MacKinnon – Executive Director (recording)

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

Regrets: Dao Nguyen, Brandon Stanicak, Paul Furlong

1. Call to order. 1:13pm

- New Board members expected to be appointed by Council in early April
- Chris Mindorff – new sole owner of Democracy – would like to join the Board
 - **Motion to add Chris Mindorff to Locke Street BIA Board. Moved by Robyn, seconded by Steve. Carried.**
- Make sure maintain FB Locke Street Festival with large following, getting inquiries
 - Tracy follow up with Brandon about FB Locke Street Festival

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

3. Declarations of Interest. None

4. Approval of Minutes of Previous Meeting.

Motion to approve the minutes of February 27, 2023. Moved by Steve, seconded by Robyn. Carried.

5. Delegations None.

6. Consent items None.

7. Presentations None.

8. Discussion Items:

A: City of Hamilton: Councillor Maureen Wilson/Stephanie Hilson. Councillor is another meeting.

- Main Street changes update. Meeting with Director of Road on April 17th. All “quick” changes done to be reviewed and then will be a public meeting and opportunity for comments.
- Patio application fee covered for 2023 - at Council March 29th – Thank you Councillor Wilson for ongoing support for patios. Councillor McMeekin brought motion forward.
- Phase 1 washroom construction HAAA park. 2 phases. Washrooms open in first phase. Building not being touched in phase 1. Washrooms open in morning then closed at dusk. Phase 1 – west side – spray pad and boulders etc. on west half. Phase 2 will deal with water problem, will be a bit smaller, looking at colour, contract, skate, patio then at that time building interior main floor renos, exterior stay the same heritage, some internal washrooms, some community space, portable potties available while under construction.
- Possibly funding to permanent items with colours for street.
- Signage on Locke Street for washrooms requested, parks part of Locke Street Experience.

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/April
- Audit details – working with accountant for statements – all now submitted – and some other details like deposits requested. Trying to locate the information. Looking for back up for two deposits. 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. \$20 000 in HST returns. BIAs receive about ~11.5% back.

- BIA operations: streamlining account and other details for ease of Board change is ongoing, makes things easier when person leaves
- EFT set-up with the City in 2022 now LBIA all under one account in City accounting
- Use address 230 Locke Street BIA going forward
- Steve and Tracy following up on CRA new contact changeover
- ***Motion to receive financial update. Moved by Steve, seconded by Rachel. 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 (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 29th Council meeting.
- New businesses: The Locksmith to open soon @ old Brux House, 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):

- 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 City installs, hoping 2023 footings installed, butterflies

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 Thursdays/Fridays in DEC with late night shopping, options for businesses to participate)

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? Agreement to pursue.
- 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 social media policy. Moved by Rachel, seconded by Robyn. Carried.

Motion to approve and receive discussion items above. Moved by Rachel, seconded by Robyn. Carried

9. Notice of Motions None

10. Motions None

11. General Information/Other Business

12. Adjournment. Motion To adjourn. Moved by Rachel. Carried. Meeting adjourned at 2:35pm
 Next meeting at 1pm on Monday, April 24th at Modern Design Studio and via zoom.
 Consultant to join us from 11am-1pm on MON 24 APR – all Board members welcome.