

**Locke Street Business Improvement Area
Board Meeting
November 27, 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/82524553730?pwd=YXRDU25WUTJPUlpaOC9hWE5OVDJyUT09>

Meeting ID: 825 2455 3730

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, Chris Mindorff, Tracy MacKinnon – Executive Director (recording)

Guests:

Regrets: Dwayne Cline

- 1. Call to order.**
- 2. Approval of Agenda.**
- 3. Declarations of Interest**
- 4. Approval of Minutes of Previous Meeting.**
 - Minutes of October 30, 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 launched October 28
- Main Street changes update – Main St & King St
- HAAA park update - 2024 upgrades and construction to start
- FREE PARKING NOV 24 - DEC 24 - thank you Councillor Wilson and City of Hamilton

A1 - H: Strategy (Tracy, Dwayne):

- Strategy session NOV 28th discussion and results
- What want to see going forward?
- Tourism focus? Locke Street gift card. Hotels. Signage.
- Budget implications

B: Financial Update (Steve, Tracy):

- 2024 budget levy increase for consideration. 2024 Budget to be passed at November meeting BY 2023 levy \$36255 (increase 5%) (about \$20 more per year per business)
2024 levy \$36255 (no increase) OR other options:
Small increase \$38068 (5% increase = \$20) \$1813 to be spent on tourism sign/marketing
Medium increase \$41693 (15% increase = \$60) \$1800 on tourism + \$3638 on marketing
Large increase \$47132 (30% increase = \$120) \$1800 tourism + \$3638 marketing
+ \$5438 banners OR other marketing
- Revenue to come: 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, 2022 – documents to be submitted.
- **Motion to receive financial update.**

C: Safety and Security (Tracy):

- Crime update: 1 commercial burglary inside of BIA (Hammerheads), no other crime reported within BIA, 2 commercial burglary and 2 theft from motor vehicle just outside of BIA
- Crime Manager Sgt Butt – request to attend in January
- Request to speak to media yesterday about Hammerheads and Dundurn crime

D: Business updates (Tracy):

- Food Trucks: Request with City to have a meeting with ByLaw Dept to discuss the City Food Trucks ByLaw and applying it to Locke Street. Meeting expected in December.
- PATIOS on Locke Street ended November 20. The permanent program resumes April 1st.
- A few spots open for lease – 35 Pine, Cash place, upper office 218 Locke, 2 units at 101 Locke St, Matty's Chicken
- New mural at Goodtime Barbering. Motion that BIA Board approves of final mural.

E: Community Outreach (Tracy):

- Facebook BIA members page – reactivate - <https://fb.me/g/8TGUIKGpU/ygLmE9xY>
- Community group invited to sing at Magic of Locke – Women of Song
- St Joseph's School fundraising at Magic of Locke
- St Joseph's Church Bazaar on Magic of Locke Saturday
- The Hamilton LRT team is hosting a virtual open house on **Thursday November 30th from 6:30 to 8pm.** The Metrolinx team will be joined by city staff to discuss the project status, the design refinement, and the Building Transit Faster Act, 2020. [**Hamilton LRT Virtual Open House**](#)

F: Streetscape (Tracy):

- Colouring of street – request to Councillor Wilson with permanent items
- General request items – pole wrap, functional metal art, large square tree planters

G: 2023 Events (Robyn and Tracy):

- NOV 4 – Hamilton Day: good reviews/sales, business activity, people out and about
- NOV 17 & 18 - Magic of Locke – good reviews – Friday quieter but Saturday much busier. Carriage rides full the whole time (new larger carriages as well). Grey Cup party affected numbers on Friday.
- DEC – Holiday shopping (Carriage rides for 3 Thursdays in DEC with late night shopping) – a few stores
- **2024 EVENTS**
 - NOSH returns – Love Locke month of food FEB 1-29
 - Valentine's – Love Locke FEB 1-14
 - September Locke Street RIB Festival?

10. Notice of motion None.

11. Motions None

12. General Information/Other Business None.

- BIA Toolkit from City

13. Adjournment.

Next meeting AGM at 1pm on Monday, JANUARY 29th at Modern Design Studio and via zoom.
(last MON of month).

NO DECEMBER MEETING