

**Locke Street Business Improvement Area  
Board Meeting  
November 27, 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/82524553730?pwd=YXRDU25WUTJPUlpaOC9hWE50VDJyUT09>

**Meeting ID:** 825 2455 3730

**Passcode:** unlocked

**Present:** Alex Hobcraft, Bettina Schormann – CHAIR, Dao Nguyen - VICE CHAIR, Rachael Amy Shay, Robyn Allan, Steve Knight – TREASURER, Councillor Maureen Wilson/Stephanie Hilson, Chris Mindorff, Tracy MacKinnon – Executive Director (recording)

**Guests:**

**Regrets:** Dwayne Cline, Brandon Stanicak

1. **Call to order.** Meeting called to order at 1:06pm with Bettina as Chair.
2. **Approval of Agenda.** *Motion to approve the agenda. Moved by Dao, seconded by Rachel. Carried.*
3. **Declarations of Interest.** None.
4. **Approval of Minutes of Previous Meeting.**
  - *Motion to approve the minutes of October 30, 2023. Moved by Rachael, 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**

- Public Art installation complete and launched October 28
- Main Street changes update – Main St & King St. DEC 4th
- HAAA park update - 2024 upgrades and construction to start 2024
- FREE PARKING NOV 24 - DEC 24 - thank you Councillor Wilson and City of Hamilton

**A1 - H: Strategy (Tracy, Dwayne):**

- Strategy session NOV 28<sup>th</sup> discussion and results. Notes emailed by Dwayne. Recap: Fabulous, Good session, need more people. If do have it no one shows. How can improve if hand letter, email? FB group? Vehicle. Meet and greet next time. Make it a nice invitation. Try for next time. Host on FB live so can keep it and then share with others. Fun and productive. Combination of disengagement and apathy. More results you show and more happening then will see more engagement coming. Apathy from when all volunteers did the work before. Do more one on one with members. Possibly have a Welcome Committee. Robyn and Rachel will help with FB group. Thank you Dwayne for leading session.
- Nice invitations next time, more than paper notice with other items.
- Welcome Committee possibly formed for new members.
- What do we want to see going forward?
- Tourism focus? Locke Street gift card? Hotels? Signage? Pole wraps? City small business centre has promoted Locke Street as the tourism area for Hamilton
- Budget implications. Discretionary. Must line up with what is important

**B: Financial Update (Steve, Tracy):**

- 2024 budget levy increase for consideration. 2024 Budget to be passed at November meeting by the Board for the AGM. Amounts considered below.  
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

#### Discussion on 2024 levy:

- Why need more money? Look what we did and what we could do more
- Ran these programs this are results, list of success stories
- Are tenants ok to pay?
- Look what we can do with the money
- Being outspent by others
- We have executed programs better
- Document what has been done and year in review
- Street needs a huge change and increase won't do it - have more expenses and more we want to do so can't do what we want
- Consensus on increase levy, but concern about number - 15% or 30%?
- Prices all around increase for everyone
- Thought best to do 15% then prove yourselves and then ask for 30%
- Group felt very underspent,. Aligned need to invest, conscience of environment, want to do more and will look at it next year.
- Board members felt conflicted about any increase, but recognized the necessity. Discussion and difficult decision carefully considered.
- Board in alignment and understand difficult circumstances. Need to be spending more, prices have increased and a small an increase to the levy is warranted.

***Motion for a 15% increase to the 2024 BIA levy. Moved by Steve, seconded by Dao. Carried.***

- Reminder to Board members that November is the meeting where the budget is passed for AGM.
- 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, road closure costs  
Request for Councillor Ward 1 support for:  
Pole wraps \$20000  
Large planters with trees x 5 \$20000  
Metal functional art in form bikeracks/other/signage \$20000  
Piano keys /rainbow sidewalks, tie into music
- Audit update - KPMG finished 2021 audit, 2022 – documents to be submitted.
- ***Motion to receive financial update. Moved by Steve, seconded by Rachel. Carried.***

#### **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 BIA came from media yesterday about Hammerheads and Dundurn crimes, looking for comment on a story about crime in area.

#### **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.
- PATIOS on Locke Street ended November 20. The permanent program resumes April 1<sup>st</sup>.
- A few spots open for lease – 35 Pine, Cash place, upper office 218 Locke, 2 units at 101 Locke St, Matty's Chicken
- 35 Pine St to see cannabis shop open. 215 Locke St Fuh Café – pop up FRI SAT SUN until April 180 Locke St - Forrest and Harbour leaving Locke St because of high rents. 178 Locke St - Restaurant open where Rugatano was located – Joey Turks Caribbean Grill now open.
- New mural at Goodtime Barbering. 230 ½ Locke St. (formerly Mr. Tony's)

***Motion that BIA Board approves of final mural at Goodtime Barbering. Moved by Rachael, seconded by Steve. Carried.***

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

- Facebook BIA members page – reactivate and send out to BIA members to join  
<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 30<sup>th</sup>** 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  
Pole wraps \$20000  
Large planters with trees x 5 \$20000  
Metal functional art in form bikeracks/other/signage \$20000  
Piano keys /rainbow sidewalks, tie into music
- 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.
- Suggestion to use ROI results. Survey. Sales higher? Customer sales? Use for budget
- DEC – Holiday shopping (Carriage rides for 3 Thursdays in DEC with late night shopping) – a few stores will be opening so will try it out.
- **2024 EVENTS**
  - NOSH returns – Love Locke month of food FEB 1-29. City Ec Dev run program to help restaurants, City doing promotions. Lockelicious to connect food to NOSH event.
  - Valentine’s – Love Locke FEB 1-14
  - WinterFest – will see if any business having something to connect
  - September Locke Street RIB Festival? Tim at The Squire on Locke owns a complete RibFest company and his circuit ends the week before our September Sundays UnLocked. Hope is to add a smaller version of his RibFest to make a return of Locke Street Festival with ribs and food theme. Details to come from Tim’s team.
  - Love Locke February food theme - coordinated social media, drive awareness

**10. Notice of motion** None.

**11. Motions** None

**12. General Information/Other Business**

- BIA Toolkit from City sent to every Board member.

**13. Adjournment.**

Next meeting AGM at 1pm on Monday, JANUARY 29<sup>th</sup> at Modern Design Studio and via zoom.

Agreement for 1pm Monday, January 29<sup>th</sup>.

(last MON of month).

NO DECEMBER MEETING

Return to last Monday of the month at 1pm FEB – JUNE and SEP – NOV.

**Motion to adjourn. Moved by Steve. Meeting adjourned at 2:37pm.**