



Minutes of Locke Street Business Improvement Area 2021 Annual General Meeting

Meeting Location: Virtually on Zoom

Date: January 25, 2021

Time: 7:00 p.m.

Attendees: Heidi Vanderkwaak (Donut Monster), Robyn Allan (NEST), Rachel Shay (Footprints Music), Alex Hobcroft (Footprints Music), Rob Bernacci (Locke Street Tire), Brandon Staniak (WestTown), Eric Kim (Sushi Azuki), Judy Marsales (Judy Marsales Real Estate), Erica Savoy, Bitten, Ryan Furlong (Fenian Films), Julia Guest (Modern Design Studio), Sylvia Brade (Textures Craftworks), Stephanie Hilson (Ward 1 Office), Councillor Maureen Wilson (Ward 1 Office), Julia Davis (City of Hamilton)

Agenda Items	Major Discussions	Outcomes/Decisions/Next Steps
1-4 President's welcome and introductions, Agenda and Minutes of 2020 AGM.	<p>BIA President, Heidi Vanderkwaak (Donut Monster) welcome everyone to the call, encouraged everyone to introduce themselves, and gave brief review of agenda.</p> <p>She then called to order the meeting, and made motions to approve agenda (seconded by Alex Hobcraft) and minutes (seconded by Robyn Allan) from last year's AGM.</p>	<p>Meeting called to order at 7:07 p.m.</p> <p>Motion approved to accept Agenda</p> <p>Motion approved to accept Minutes of 2020 AGM</p>
5. 2020: A Year in Review	<p>Heidi shared a multi-media presentation on the 2020 year in review.</p> <ul style="list-style-type: none"> • Construction Committee dissolved • Public art consultation process was begun • 2020 would have been the 20th year of the log street festival. We started near weekly meetings talking about the festival from January to March to build a budget, a sponsorship package and online system for vendors. It soon became apparent that Covid had other plans, and unfortunately, the decision had to be made to cancel the festival. • Three active sub-committees in 2020: Marketing and Promotions (led by Robyn Allan), Seven Saturdays (led by Bettina Schormann) and the Hydro Pole Electrification Initiative (led by Brandon Stanicak) • Marketing and Promotions: focused on developing more online interactions and impressions with our community. We implemented summer and winter social media contests and partnered with other city BIAs (International Village, Dundas, Waterdown and Westdale) on a "Spend It Here" campaign to further the reach of the message to shop local. 	



	<ul style="list-style-type: none"> • Socially distanced Halloween was a big hit, spearheaded by our BIA Social Media Coordinator, Matthew Surina, and Robyn Allan from Nest. • Christmas saw the installation of “Selfie Santa and tree decorations. Shops opened late for some later night shopping, that including socially distanced visits from Santa and the Grinch. • After consultations with the city, BIA members, and led by Bettina Schormann, the BIA put on an alternate to the Locke Street Festival called “Seven Saturdays on Locke.” The initiative was focused on outdoor dining and ran Saturdays between Aug 1 through September 12. The street was closed for pedestrian traffic. Overall, it was well received by the community, and follow up with BIA Members revealed that the majority of members supported the initiative and reported higher or the same sales in both restaurant and retail members. • Hydro pole electrification, led by Brandon, saw the installation of electrical outlets on the street’s replacement hydro poles that went in on 2018. While the previous poles were electrified, unfortunately, the BIA faced a large expense (\$20,000) to have the poles electrified again. With \$10,000 in grants from the government in 2019 allocated to the initiative and a \$5,000 grant from Alectra in 2020, the cost was brought more in reach. Our Ward I office is also working to procure a grant to help cover the balance, and the BIA is very thankful for this level of support for all parties. • In 2020, we brought social media “in house” and hired a Social Media Coordinator, Mathew Surina, which resulted in seeing growth in both Facebook and Instagram. • In 2020, the BIA sent out 35 emails to our membership. We have 180 subscribers all made up of our business and property owners, along with a couple of community involved ventures as well. We have a 65.1% open rate for communications and our highest open rates had to do with crime prevention, COVID information, outdoor dining districts, and surveys. 	
<p>6. Financials</p>	<ul style="list-style-type: none"> • Review of 2020 Operating Budget • Heidi made a motion to accept 2020 Year in Review and 2020 Financials (seconded by Alex Hobcroft). • Review of 2021 Operating Budget. Heidi made motion to accept the 2021 Operating Budget as approved by the BIA Board. Eric Kim seconded. 	<p>Motion approved to accept 2020 Year in Review and Financial Review</p> <p>Motion approved to accept the 2021 Operating Budget</p>
<p>7. Locke Street Festival</p>	<ul style="list-style-type: none"> • Thanks go to Erica Savoy who spearheaded the Festival activities this year. The BIA is in the same 	



	<p>position as they were in 2020 due to COVID. Times are uncertain. The board feels that it is highly unlikely that 2021 Locke Street will go ahead. There is discussion about how to improve on the Seven Saturdays to better involve retail spaces on the street and repeat the success of outdoor dining areas.</p> <ul style="list-style-type: none"> • Thanks go out to Julia Davis, who is always on call for member questions. • Heidi extended an invite to bring your skills to the BIA efforts. In particular, we're looking for someone to step into the Locke Street Festival lead, street beautification lead and website updates. 	
<p>8. Adjournment</p>	<ul style="list-style-type: none"> • Heidi made motion to adjourn at 7:46 p.m. Seconded by Robin 	<p>Motion approved to adjourn.</p>