

**Locke Street Business Improvement
Area Board Meeting
March 25, 2024 @ 1pm
Meeting Agenda**

In person at Footprints Music – 206 Locke Street S or via zoom

Join Zoom Meeting

<https://us02web.zoom.us/j/85887644669?pwd=dVRvM0JZYiszK25tNUdlUVZ4NUViQT09>

Meeting ID: 858 8764 4669

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, Dwayne Cline, Tracy MacKinnon – Executive Director (recording)

Guests:

Regrets: Chris Mindorff

- 1. Call to order.**
- 2. Approval of Agenda.**
- 3. Declarations of Interest**
- 4. Approval of Minutes of Previous Meeting.**
 - Minutes of February 26, 2024

- 5. Delegations** None.
- 6. Consent items** None.
- 7. Presentations** None.
- 8. Discussion Items:**

A: City of Hamilton: Councillor Maureen Wilson/Stephanie Hilson

- Update on cyber attack
- Main Street changes update – Main St & King St
- HAAA park update - 2024 upgrades and construction to start
- LRT update
- Parking Master Plan update expected to come to Council in spring (Holiday parking, rates)
- City support for road closure costs and patio permit fees waived in 2024 – March 27 Council
- Other

A1 - H: Sub-Committees (Dwayne):

- **Sub-Committees formation:**
 - **Marketing/Branding/Social media/presentation of Locke St** – Dao, Chris, Tracy
 - **Beautification** – Rachel, Amy, Dao, Robyn, Tracy
 - **Festival/Activations** – Brandon, Chris, Robyn, Dao, Tracy
 - **Executive Committee** – Bettina, Steve, Dao – is already in existence, as per BIA ByLaws.

- **Descriptions/Mandates of each Sub-Committee:**
 - **Marketing/Branding/Social media/presentation of Locke St**
 - **Beautification**
 - **Festival/Activations**

- **Parameters suggested (outside of descriptions):**
 - Clarification, a subcommittee needs to consist of at least 3 members total including 1 board of directors (not necessarily executive) however quorum is 2 (including the board member)
 - all minutes from subcommittee meetings be submitted on a shared document (outlook/google docs, as agreed upon) and any major decisions (+\$1000? to be agreed upon) be brought to the attention of the full board for approval (via email if urgent)
 - Confirm a deadline and format for Tracy to populate a joint document to include all contacts, proposal, planning and progress info. To ensure the BIA is always fully abreast of relevant information.

Motion to approve the creation of the three Locke Street BIA Committees: Marketing/Branding/Social Media Committee, Beautification Committee, Festival/Activations Committee, with descriptions/mandates and parameters as agreed.

Google drive for shared information/updates (to be posted within 1 week of Committee meeting): https://docs.google.com/spreadsheets/d/1_vrnz9INpWBWBa7mP4A3LXN_qT_p-2Qh3n9Bq7oFGAI/edit?usp=sharing

- **Parameters of BIA Committees from Locke St BIA By Laws:**

Formation

a) All committees are established by the Board of Management and report only to the Board of Management.

b) All committees shall comprise no fewer than three (3) members. At least one shall be a Director of the Board of Management, other than the Chair, and at least two may be Members of the B.I.A. The chair of a committee shall be elected by the members of the committee from within their ranks.

c) The chair of a committee may be a Director. The Chair of the Board of Management shall not chair any committees.

Functions

a) All committees are responsible for investigating, preparing plans, and recommending actions to the Board of Management within their mandate.

b) Committees shall not have the authority to enter into a contract on behalf of the B.I.A. or commit the B.I.A. to any financial obligation or liability.

c) Each committee shall report (preferably in writing) its activities to the Board of Management at each regularly scheduled Board of Management meeting, either by the chair of the committee or by a Director representing the committee. Any written report is to be attached to the minutes of the Board of Management meeting at which it was presented.

Directors of the Board of Management

(i) May be asked to serve on a committee.

(ii) Shall ensure that any committee, on which he or she is a member, acts within its mandate.

(iii) Shall report to the Board of Management on the activities of the committees that he or she chairs.

(iv) In the event that the chair of a committee is not a Director, and the chair of the committee does not wish to present the committee report himself or herself, a Director representing the committee shall be the committee spokesperson at the Board of Management meeting.

B: Financial Update (Steve, Tracy):

- 2024 budget levy with medium increase \$41693
Budget levy comparison multiple years
- City support for Sundays UnLocked – road closure costs. Factor for June event
- Request sent to CRA to change BIA to municipal status. Waiting update.
- Cyber attack has City Council meetings behind. BIA Budget expected to go March 27th, but expected to be delayed as City meetings and agendas are delayed.
- Audit update - KPMG to start 2022 – waiting for documents.
- ***Motion to receive financial update.***

C: Safety and Security (Tracy):

- Crime update: no other crime reported within BIA, and 1 theft from motor vehicle just outside of BIA.

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 - permanent program resumes April 1st. Fees waived for application with the City on private space and expect public space.
A few businesses are looking at patios: Democracy, Joey Turks, Bardo, Peruviano
- A few spots open for lease – former Cash place 147 Locke Street, office 206 Locke, 2 units at 101 Locke St, previous Delirious Burger location (expanded to Matty’s Chicken space), previous Clouded space, second floor Clouded space, soon Hammerheads to close.
- Witches Fix has opened at 195 Locke St and moved from downtown, Mystic Peach to open soon on 2nd floor above Maddison Ave and moved from downtown

E: Community Outreach (Tracy):

- Butterflies available for purchase that connect with public art

F: Streetscape (Tracy):

- Wreaths down and in storage on racks
- Pansies in for spring look until weather ok for summer flowers
- Beautification Committee to meet and report back at next meeting

G: 2024 Events/Festivals/Activations (Robyn and Tracy):

- Locke Street Rib Festival not an option
- **2024 EVENTS**
 - MAR 30: Easter Egg Hunt 12-2pm
 - MAY 4&5: Doors Open/Jane’s Walk (walking tours, live music)
 - MAY 11&12: Mother’s Day weekend (promotional)
 - JUN 5-14 – Art on Locke (Hamilton Arts week)
 - JUN 16 – Sundays UnLocked (#1)
 - JUL 21 - Sundays UnLocked (#2)
 - AUG 18 - Sundays UnLocked (#3)
 - SEP 22 - Sundays UnLocked (#4)
 - OCT 27 - 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 in DEC 5, 12, 19 with late night shopping, options for businesses to participate)
- Festivals/Activation Committee to meet and report back at next meeting

H: Marketing/Branding/SocialMedia/Presentation:

- Tourism signs are available on Hwy 403 at Main West EB and WB. Cost \$1500 per year. Locke Street BIA has been approved as qualified to obtain the signage. 1 year from when sign ready to be installed ~fall 2024 with supply issues. Pay now then 1 year starts from when sign goes up. No obligation to keep after 1 year, renews annually. Proceed yes/no?
Motion if proceeding with signage.
- Marketing/Branding/SocialMedia/Presentation Committee to meet and report back at next meeting

10. Notice of motion

11. Motions

12. General Information/Other Business

13. Adjournment.

Next meeting Monday, April 29th at 1pm at Footprints Music and via zoom.
(last MON of month at 1pm)

APR 29, MAY 27, JUN 24, NO JUL & AUG, SEP 30, OCT 28, NOV 23, NO DEC