

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

**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, Dao Nguyen - VICE CHAIR, Rachael Amy Shay, Robyn Allan, Steve Knight – TREASURER, Dwayne Cline, Tracy MacKinnon – Executive Director (recording)

**Guests:**

**Regrets:** Councillor Maureen Wilson/Stephanie Hilson, Brandon Stanicak, Chris Mindorff

1. **Call to order.** Meeting called to order at 115pm with Steve as Chair.
2. **Approval of Agenda.** *Motion to approve the agenda. Moved by Rachael, seconded by Alex. Carried.*
3. **Declarations of Interest** None.
4. **Approval of Minutes of Previous Meeting.**
  - *Motion to approve the minutes of February 26, 2024. Moved by Rachael, seconded by Alex. Carried.*

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

**A: City of Hamilton: Councillor Maureen Wilson/Stephanie Hilson (regrets, but sent update)**

- Update on cyber attack • What is in the press, is what we know.
- Main Street changes update - 2026 implementation
- HAAA park update - still expecting summer start, however the cyber security issue may delay the posting of the tender and the awarding of the contract.
- LRT update - no updates.
- 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

**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 as noted below in parameters from BIA By-Laws.
  - all minutes from subcommittee meetings be a shared document and need to follow parameters as outline below in By-Laws
  - Tracy to update google doc on link below, include BIA contacts like banners, etc.

Google drive for shared information/updates (shared 1 week of Committee meeting):

[https://docs.google.com/spreadsheets/d/1\\_vrnz9INpWBWba7mP4A3LXN\\_qT\\_p-2Qh3n9Bq7oFGAI/edit?usp=sharing](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.*

- *Dwayne, Tracy, Rachel to meet to discuss Committees.*
- *Plan for next meeting to approve the formation of the Committees.*
- *Agreement for those interested to meet to discuss things to get things started for the year.*

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

- 2024 budget levy with medium increase \$41693  
Budget levy comparison multiple years shared.
- 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 27<sup>th</sup>, but expected to be delayed as City meetings and agendas are delayed.
- Audit update - KPMG to start 2022 – waiting for documents from accountant.
- Tracy and Steve to discuss.
- ***Motion to receive financial update. Moved by Robyn, seconded by Rachel. Carried.***

**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 By-Law Dept to discuss the City Food Trucks By-Law and applying it to Locke Street. Concerns about more food trucks setting up as was advertised for latest sale on building.
- PATIOS on Locke Street - permanent program resumes April 1<sup>st</sup>. 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  
Cyber attack patio application down. Send it in by email.  
Bardo on sidewalk, Peruviano on parking spot – questions about the difference and Bardo will follow up with the City.
- 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, Hammerheads to close.
- second floor Clouded space – recently just rented
- Witches Fix has opened at 195 Locke St and moved from downtown, Mystic Peach to open soon on 2<sup>nd</sup> floor above Maddison Ave and moved from downtown

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

- Butterflies available for purchase that connect with public art. Keep businesses posted on what those costs will be and process with City/artist.

**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 looking as 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 (TBC possible to add Carriage rides for 3 Thursdays in DEC 5, 12, 19 with late night shopping, options for businesses to participate)
- Festivals/Activation Committee hope to meet and report back at next meeting

**H: Marketing/Branding/SocialMedia/Presentation:**

- Tourism signs are available on Hwy 403 at Main East 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 tourism signage at a cost of \$1500. Moved by Rachael, seconded by Robyn. Carried.**
- Tourism ties into new reach of market, new customers who look to spend on shopping and dining. Looking at requesting City to designate some tourism areas in Hamilton so businesses are able to open on holidays throughout the year, if they choose. Currently there are restriction of what types of businesses are able to open.
- Marketing/Branding/SocialMedia/Presentation Committee to meet and report back at next meeting. Chris, Dao, Tracy to meet to discuss ideas.

**10. Notice of motion** None.

**11. Motions** None.

**12. General Information/Other Business**

- Alex noted funding of Digital Main St changed – squad and DMS, affects BIA small businesses.
- My Main Street program – grant first stage was very detailed, then next level is to revise it and MMS assigns an advisor to help businesses do it. MMS have said that there will be a second stage for applications.

**13. Adjournment.**

Next meeting Monday, April 29<sup>th</sup> at 1pm at Footprints Music and via zoom.

**Motion to adjourn. Moved by Alex. Carried.** Meeting adjourned at 210pm.

(last MON of month at 1pm)

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