

**Locke Street Business Improvement  
Area Board Meeting  
April 29, 2024 @ 1pm  
Meeting Minutes**

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

**Join Zoom Meeting**

<https://us02web.zoom.us/j/82741024834?pwd=TWNMZDc4WkFZUVJPbXNGcG9MUTJOQT09>

**Meeting ID:** 827 4102 4834

**Passcode:** unlocked

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

**Guests:**

**Regrets:** Dao Nguyen - VICE CHAIR, Dwayne Cline

1. **Call to order.** Meeting called to order at 1:30pm with Steve as Chair. Thank you Robyn for the cupcakes.
2. **Approval of Agenda. *Motion to approve the agenda. Moved by Alex, seconded by Robyn. Carried.***
3. **Declarations of Interest** None.
4. **Approval of Minutes of Previous Meeting.**
  - ***Motion to approve the minutes of March 25, 2024. Moved by Bettina, 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**
    - Update on cyber attack. Going to take a very long time to come out of it. Internet access off so not working onsite. Preauthorized coming out. City can get if payment at banks. Reach out to the office if need assistance with payments or confirmation.
    - Main Street changes update – Main St & King St. approved and working on designs. Likely 2026, although would like to do in 2026.
    - HAAA park update - 2024 upgrades and construction to start. Proceeding this summer, procurement, have full funding.
    - 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. Looking at options to what we have.
    - Aberdeen 2026 – expect to start neighbourhood consultation.
    - Traffic safety survey – still continuing, engage Hamilton website, trouble spots, short-term
    - Patio fees waived for public and private property – thank you Councillor Wilson.
    - Property tax questions. Chris will send email - Fastest way to get it.
    - Phone – can call if have a direct line. Most runs through one line, so can still get through to Councillors' offices.

## **A1 - H: Sub-Committees:**

- **Sub-Committees formation:**
  - **Marketing/Branding/Social media/presentation of Locke St** – Dao, Chris, Tracy
  - **Beautification** – Rachael, 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 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.*
  
- **Next steps:**
  - Committee Chairs
  - Committee members
  - Committee meetings
  - Discussion about deferring to next meeting or create now as some have met. Rachel to discuss wording with Dwayne.

- ***Motion to create the four committees: Governance. Beautification. Marketing. Events. Moved by Chris, seconded by Alex. Carried.***

**B: Marketing/Branding/SocialMedia/Presentation (Dao, Chris, Tracy):**

- Marketing/Branding/SocialMedia/Presentation Committee group update – Chris
- Chris – don't hold up, keep moving. Don't hold back but keep in smaller buckets with smaller groups discussing and doing works.
- Stuff this year, growing the brand. Start of branding, grow from there. Grow from there. Accept never perfect or fully refined, good enough and on track. Social media, how to integrate and grow the assets. Strategy structure, things we can do to align to branding to have broader reach. Hashed out a fair amount of content. Committees good approach. Dao presentation at BIA meeting next month.

**C: Streetscape (Rachael, Aimee, Tracy):**

- Pansies in for spring look until weather ok for summer flowers
- Beautification Committee group meeting update
- Creating a mock-up and suggest. Your ideas. Goal was to brighten up the street, create and inviting atmosphere, with as permanent as can features. Maybe swap out furniture and bike racks. Goal to make it more inviting.
- Instead of banners doing a metal cut out sign LOCKE, green theme, material, decorates, can be coloured. Something sustainable. Metal that could age. Spire of the church. Or a colour, but not same sustainability. Can preserve them with clear, don't rust. There are options. Coating how often it is reapplied. Rachael, Tracy to look at quotes.

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

- Budget levy approved at March 27<sup>th</sup> meeting. First half of levy to come in May.
- CRA to change BIA to municipal status – not yet heard
- Audit update - KPMG to start 2022. Need to get statements completed. New person.
- Received confirmation of grant for a summer student \$5163.
- Funding for road closures and parking fees confirmed covered for 2024. June date added.
- ***Motion to receive financial update. Moved by Rachael, seconded by Robyn. Carried.***

**E: Safety and Security (Tracy):**

- Crime update: no crime reported within BIA, and 4 thefts from motor vehicle and 2 burglary commercial just outside of BIA by Main Street area.
- Eyes on Locke. 80 high end glasses.
- West Town – planter taken, video shared.

**F: 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. Staffing update and just received comments that food trucks ok. Spoke with Councillor's office and now updated request to meet with Councillor's office and ByLaws. Questions about bylaws, licensing, patios for all food trucks on Locke St. Tracy and Councillor to meet. Stephanie emailed ByLaws - Dan Smith and new person – to meet and discuss.
- PATIOS on Locke Street - permanent program resumes April 1<sup>st</sup> with deadline of

June 1<sup>st</sup>. Fees waived for application with the City on private space and public space. Request that \$4500 barrier required by City of Hamilton only be removed to follow other municipalities and end recommendation. This would help to have more patios and enliven and enhance BIAs.

A few businesses doing patios: Democracy, Joey Turks, Bardo, Peruviano, West Town, Squire on Locke.

- Real Estate report:
  - For sale: 197 Locke ST S (former Delirious Burger) \$899 900
  - For sale: 139-147 Locke St S (FLO/Mortgage/Cash) \$1 999 000
  - For lease: 188 Locke St S (Clouded) upper \$2400 - and main \$6500 – gourmet cookies. Brandon to share.
  - For lease: 197 Locke St S (former Delirious) \$5750
  - For lease: 180 ½ Locke St S (Forrest and Harbour) \$7000
- A few spots open for lease – former Mortgage and Cash place 147 Locke Street, 2700 sq ft 206 Locke, 2 units at 101 Locke St, previous Delirious Burger location (expanded to Matty's Chicken space), previous Clouded space.
- To open soon: 137 Locke St S - Noir restaurant. Renovation work
- Interest to offer training/tips for businesses? Partnership?
- Branding and real estate. Should we be pursuing businesses with branding? Should be chasing a brand? Should we recruit using Judy Marsales? Include in social media. Ideal tenant. Retail on street. What are we missing on the street? Tracy to reach out to Judy Marsales. Put it on social media. Could drive rents up. No easy answers.

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

- Kirkendale Residents Association AGM, Blessings Church will promote Sundays UnLocked, sponsorship requests

#### **H: 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)
  - Marketing spoke about doing a few things really well. Pick three things that are best and then move from there. SUL – branding, marketing, event management. Really focus what we are going to own. Three things that matter to that committee. Chris will help with Committee. Chris more marketing but need to experience. Would be

good to have some help. Need one Board to lead. Need one Chair, don't need fully actually commit. Not to make decisions that go above Board. Chris, Alex, Dao, Tracy. Not around much of the summer. Marketing own SUL, branding. SUL # 1, social media #2, one more focus – branding and beautification. If did those 3 things well this year then good.

***Motion to receive all discussion items. Moved by Alex, seconded by Rachael. Carried.***

**10. Notice of motion.** None.

**11. Motions.** None.

**12. General Information/Other Business.** None.

**13. Adjournment.**

Next meeting Monday, May 27<sup>th</sup> at 1pm at Footprints Music and via zoom.

(last MON of month at 1pm)

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