

**Locke Street Business Improvement
Area Board Meeting
May 27, 2024 @ 1pm
Meeting Minutes**

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

Join Zoom Meeting

<https://us02web.zoom.us/j/86969606378?pwd=VElwR1FIYkR3ajYvZjdhdzFBNjlXZz09>

Meeting ID: 869 6960 6378

Passcode: unlocked

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

Guests:

Regrets:

1. Call to order.

- Resignation Rachael Shay from Board of Directors
- Thank you to Rachael for all of her hard work. Agreement to gift a plant in appreciation.

2. Approval of Agenda. *Motion to approve the agenda. Moved by Alex, seconded by Dao. Carried.*

3. Declarations of Interest None.

4. Approval of Minutes of Previous Meeting.

- *Motion to approve the minutes of April 29, 2024. Moved by Robyn, 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

- Thank you for being here Councillor.
- Update on cyber attack. Limited. Significant, affected a multitude of services. Will build back better. Will be the new norm, Municipalities and hospitals will be targeted
- Main Street changes update – Main St & King St. no new updates. Council looked at rejig which shaved about 15-17 months off. End of 2027, must be done in way that compliments with LRT. LRT reconfigured with Aberdeen. Look at what is done with resurfacing and look at some conversion.
- HAAA park update - 2024 upgrades and construction to start. Very exciting design. Gem of Kirkendall. Work being tendered. No exact date when it will start.
- Is there a way to make Locke St more uniform? Councillor will look into signage. Now tourism initiatives and visitors not always aware. Signage from Locke to the park. Wayfinding to connect Locke to this beautiful asset. Will bring that forward for connection to beautification, continue to make Locke, shop, dine, visit. More than just a restaurant but take out for the park too. Wayfinding hijacking thesis retail clustering, studies found that complimentary.
- Ward 1 have great assets in parks and some have been allowed degrade like the HAAA building itself. As part of parks regeneration, once park work done, then Ward 1 money on the interior, historic so work with heritage committee will be included. Building will be open to the public, will be a source of attraction. Much appreciation from the BIA for this work.
- Parking Master Plan update expected to come to Council in spring (Holiday parking, rates). Has

not yet been received.

- CEF grant for Sundays UnLocked has been confirmed. Thank you Councillor Wilson.
- Garbage – meeting upcoming with ED, Councillor and City staff.

A1 - H: Sub-Committees (Dwayne):

- Dwayne done a draft, circulate to edit then group larger to look for members. Committee member good to then become a BIA Board member.
- Summer student can update/edit the drafts. Dwayne, Tracy and summer student can meet.
- Lots of things behind the scene, lots of time and no direction.
- **Sub-Committees formation:**
 - **Marketing/Branding/Social media/presentation of Locke St** – Dao, Chris, Tracy
 - **Beautification** – Amy, Dao, Robyn, Tracy
 - **Festival/Activations** – Brandon, Chris, Robyn, Dao, Tracy
 - **Governance** – Dwayne, Tracy
 - **Executive Committee** – Bettina, Steve, Dao – already in existence as per BIA ByLaws.
- **Descriptions/Mandates of each Sub-Committee:**
 - **Marketing/Branding/Social media/presentation of Locke St**
 - **Beautification**
 - **Festival/Activations**
 - **Governance**
- **Next steps:**
 - **Dao marketing plan up, mock up for**
 - **Committee Chairs**
 - **Committee members**
 - **Committee meetings**

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

- Marketing/Branding/SocialMedia/Presentation Committee group update – Dao
Presentation of main ideas and what is possible
Colour of green suggested adapting to current logo

C: Streetscape (Aimee, Tracy):

- LOCKE pole signage
- Request - Pole wraps + Locke pole signage

D: Financial Update (Steve, Tracy):

- CRA to change BIA to municipal status – acknowledged and being reviewed
- Audit update - KPMG to start 2022 after changing to new system. New person doing statements.
- Received confirmation of grant for a summer student \$5163 and CEF grant \$7320.
- Funding for road closures and parking fees confirmed covered for 2024.
- ***Motion to receive financial update. Moved by Steve, seconded by Robyn. Carried.***

E: Safety and Security (Tracy):

- Crime update: 1 burglary commercial, 1 theft from motor vehicle and Diced Ice broken into the other night at 4am. Eyes on Locke had some glasses stolen – not showing reported.
- Pure had an incident with staff involving an apparent verbal assault. The person frequents Locke

and has been banned from a few places.

- Tracy to check with crime manager to meet with Locke St BIA – evening meeting.
- Acting Sgt Jones will provide a crime update.

F: Business updates (Tracy):

- Food Trucks: Meeting with Councillor's office and ByLaws. Reviewing bylaws, licensing, classification, legal, more. Thank you Councillor. Patios.
- Message with pop-ups. Ok a few dates and is nice. Why this
- PATIOS on Locke Street - permanent program resumes April 1st with deadline of June 1st. 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. Possibly for next year.
A few businesses doing patios: Democracy, Joey Turks (maybe), Bardo, Peruviano, West Town, Squire on Locke
- Real Estate report:
For sale: 197 Locke ST S (former Delirious Burger) \$899 900 – not showing as listed but signs up
For sale: 139-147 Locke St S (FLO/Mortgage/Cash) \$1 999 000
For sale: 184-88 Locke St S (former Clouded) \$2 400 000
For sale: 225 Locke St S (The Squire) \$1 849 000
For lease: 206 Locke St S (former medical) \$4100
- A few spots open for lease and not listed – former Mortgage and Cash place 147 Locke Street, of 1 unit at 101 Locke St, previous Delirious Burger location
- To open soon: 137 Locke St S - Noir restaurant, 101 Locke - Abella D Angelo Hair, Barber on Locke opening at Hammerheads old location, Small Batch Soaps lease end at The Local Life.
- Forrest and Harbour announced on IN leaving Locke.
- 147 Locke St a mess, unsafe, bricks. Councillor will follow up with bylaws.
- Interest to offer training/tips for businesses? Is there interest to run a session for businesses? Cost \$200 + food. Thoughts? Small businesses Monday. Can be worked into with the crime update.

G: Community Outreach (Tracy):

- Blessings Church, Doors Open, Jane's Walk, Hamilton Arts Week

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

- Locke Street Rib Festival not an option
- Sundays UnLocked coming in June – expanded to a fourth month.
- **2024 EVENTS**
 - MAR 30: Easter Egg Hunt
 - 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)

10. Notice of motion None.

11. Motions

12. General Information/Other Business

13. Adjournment. .

Next meeting Monday, June 24th at 1pm at Footprints Music and via zoom.

(last MON of month at 1pm)

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

John Garyfalakis – social media co. on top of former Clouded is interested in Marketing Committee.

Will look at dates for taring and police on a Monday night.

West Hamilton business podcasts to start with details to come.

Motion to adjourn. Moved by Brandon. Carried. Meeting adjourned at 209pm.