

**OTTAWA STREET B.I.A. BOARD OF DIRECTOR'S MEETING**  
**THURSDAY, APRIL 13, 2017**  
**204 OTTAWA STREET NORTH 8:00 A.M.**  
**AGENDA**

A. Jackman  
N. Leo  
K. O'Brien  
E. Grad  
M. Heddle  
W. Kemp  
M. Burns  
K. James  
S. Clarke  
M. Anderson  
D. Trikas  
H. McKinney  
Regrets- J. Prouse

**Welcome and Introductions – N. Leo**

**Minutes from March 9, 2017 Board Meeting – N. Leo**

**MOTION** by K. James to pass the minutes of March 9, 2017 board-meeting minutes  
2<sup>nd</sup>: M. Heddle  
Carried

**Treasurer's Report – W. Kemp**

BIA \$49,040.80 \*NFS Cheque of \$100 +\$7.00 fee received.  
Contingency \$6,031.01  
FM \$9,517.10

1. February Financials to be emailed.
2. 2016 Audit with KPMG moving smoothly. estimated ETA to Board August 2017
3. Policy to deal with NFS Cheques
  - **MOTION** by N. Leo that the Administration fee for NFS cheques to be \$45.00 to the BIA  
1st M. Anderson  
2nd W. Kemp  
Carried
  - **ACTION:** M. Burns to make changes to Sew Hungry and other event packages to state the above fee

**Committee Updates**

**Marketing – J. Prouse**

1. ACTION: S. Clarke to send out skeleton mock up of Ottawa St. Mag for members to review and solicit advertising
  - looking for additional ideas for covers
2. All directories went out.
  - small printing. suggested that we print date on bottom so we know when the last print out was.
    - Centre spread of Ottawa St. Mag to feature directory
    - suggestions to get a programmer to create an interactive map online or even a PDF to be readily printed off. ACTION M. Burns/S. Clarke to follow up with what St. Catharines BIA does with their map and report back
3. ACTION: Website FM and BIA should link to each other
  4. Next meeting May 10, 8:00

### **Beautification – W. Kemp**

1. Pole at Dunmore to be replaced May 2017
    2. We have hanging brakes but not baskets, as we need to purchase them.
    3. Banners when up on poles that were safe. New brackets est. \$11,800 to be covered by Urban Renewal monies.
    4. Maintenance of Brackets
      - Discussion of metal construction and aware that they may need to be painted in distant future.
        - Request for warranty in writing
        - **MOTION** by W. Kemp that the BIA acknowledges the responsibility of maintenance of the proposed new custom banner arms and will assume the cost and related upkeep of the banner arms.
- 1st K. James  
2nd N. Leo  
Carried

### **HR - A. Jackman**

1. No report

### **Events –M. Anderson/M. Burns**

1. Sew Hungry is 22 days away.
  - Payments are in for sponsors and trucks.
    - Posters are up, with further distribution to downtown/Library. H. McKinney to take to Burlington.
    - Press Release was sent out with social media ads to merchants.
    - Ads in Niagara, Spec, Kite spots, with strong social Media push

2. May 17 Social media workshop at 8:00 am. email blast to merchants to be sent out.
  3. Canada150 accepted in review section will know more later April if we receive any funds
  4. Sandwich Board for Sew Hungry to be placed in the FM

**BIA Advisory Committee Report- S. Clarke**

1. Vacancy Rebate with the City is under review and proposing several options to the BIAs to give input. 2018 changes to come. Within one year the City gives 2-3million dollars in rebates.
  2. Tourism Hamilton to assist in promoting BIA events. to send 2-3 photos with information and they will use it on their social media to promote. They also plan to write articles and visit the BIAs
  3. Dispensaries: Bylaw and police working together. 23 in Hamilton, only 2 have closed. Working on violations, zoning, 8 charges have been laid. Its a gradual effect.
  4. Food Truck policy intact in BIAs. Hamilton looking at changing the year license to special events.
  5. Award ceremony for BIA excellence occurred.
  6. S. Clarke has joined the One City BIA trading committee

**BIA Coordinator– S. Clarke/ M. Burns**

1. Building owner on the street requested the BIA coordinators to do a market evaluation. This is not the role or speciality of the BIA to offer. Further suggestion that formal requests like this be made through email so that coordinators may direct the BIA Member to the correct resources. to CC executives/couns./and admin. The Board of Directors support's its coordinators in knowing this is not the BIAs role or ability to offer such an opinion/information.
  2. Concern brought up for poor window fronts. Concern sent to Urban development to be dealt with on a City Level and contact the person who brought forth this concern to inform them, things are in progress.
  3. OBIA- All BIAs are under an ombudsman.
  4. Easter Button and Bows: organizer was verbally abusive to BIA coordinators and assumed rights to use the BIA facility for storage and rest area. Event is seen as being BIA conducted, but is poorly advertised. Coordinator and Chair to follow up with Button and Bows organizer and discuss the BIA doing the Easter event instead. Understanding that the BIA is not obligated to conduct the exact same event.
  5. Been some great organic ads through spec/kLite and CHCH

**Farmers' Market Report—S. Clarke**

1. AGM went well. Record number of people. well received and great feed back.
  2. New vendors coming in spring and summer.
  3. Saturdays in July extended to the Market and Mother's day planning ongoing.

**Board Vacancies-N. Leo**

1. Update: Cons. Murella supported decrease. Cons. Green more difficult to get a hold of. Carlo suggest to confirm both are on board.

**Other**

1. Honest Meat Co. coming to the old Variety store. waiting opening.
  2. Garbage on street after garbage day. Discussion of having David add a day or changing to clean up the street. Plausible cost of \$3200 for the year. S. Clarke to follow up to see if other BIAs have similar problem and how they handle it.
  3. Over hanging sign: letter sent to BIA Building owner. It is suggested that it is the BIAs responsibility. ACTION: S. Clarke to scan letter and send to Board for review before suggesting action.
  4. D. Trikas away until June 10.

1.

**Dismissal**

**Next Meeting: May 11, 2017**