

**OTTAWA STREET B.I.A. BOARD OF DIRECTOR'S MEETING**  
**THURSDAY, JUNE 11, 2015**  
**204 OTTAWA STREET NORTH 8:00 A.M.**  
**MINUTES**

In Attendance:

M. Black	H. McKinney	T. Mark
A. Jackman	W. Kemp	M. Pitton
N. Leo	M. Anderson	Kerry- Kerry's Party
E. Grad	A. Becker	J. DiNardi
K. O'Brien	J. Newman	L. Olson
T. Cabral	B. Eszenyi	

1. **Welcome and Introductions – N. Leo**
2. **Minutes from May 14, 2015 Meeting – N. Leo**

**Motion** by M. Black to pass the minutes of the May 14, 2015 meeting with two adjustments

2<sup>nd</sup>: T. Cabral

Carried

3. **Hiring Committee Report and Close –T. Cabral**
  - a. Will remain active to hire part-time personnel for Pan Am and create Pan Am Job Description.
4. **Treasurer's Report – W. Kemp**
  - a. 2<sup>nd</sup> Levy from the city is due to come in. Audit is still in progress (last year it was finalized in June)
  - b. Created a separate bank account for Pan Am funds that have come in
  - c. Parking Metre Revenue is down significantly
    - i. The numbers in distribution have changed, which shakes up what all BIAs receives.

5. **Committee Updates**

**Marketing - T. Cabral**

- a. Joint Meeting with Events to discuss Pan Am, Street Sale, and Small Business Saturday.
- b. Will be meeting with Media Partners to implement coordinated promotion for Christmas Shop Local- "Meet the Owner" Campaign

**Beautification – W. Kemp**

- a. Hanging Baskets will be up this week. The provider will not hang if there is a chance of Frost. Upside is we receive the baskets in place for 16 weeks, which takes us longer into September.
- b. Street Furniture: Met with 7 city officials about implementation. Have made a placement plan, which all officials are happy with.
  - i. Parks was absent which is a challenge as they will be maintaining the furniture.
  - ii. Would like it done by Pan Am, but more likely after words as coordination of old furniture to be removed also has to take place first.
- c. Bike Rakes: there is a pot of money the BIA can access for bike racks and corrals. It will be looked into further
- d. Garbage Can Pilot Project: we will receive new slick garbage cans via a Waste Management program. They will no be put into place until the fall. Will discourage illegal home dumpage. Same footprint size as current.
- e. Bikes on Sidewalk: Must report individually to the police. More complaints will help police know they need to send someone down. Only way to get any form of action.
- f. Parkette: Clean up of the park will be done before Pan Am. We must request a firm plan to stay on top of its maintenance.

**HR - A. Jackman**

- a. Defer to end of meeting

**Events –M. Anderson/T. Mark**

- a. On June 30<sup>th</sup> will meet to discuss future of Sew Hungry for 2016, and other events.
- b. Father's Day event this Saturday 13<sup>th</sup> in the Farmer's Market

**Pan Am –A. Becker**

- a. 29 more days! CHCH and Cable 14 have interviewed Lauren for the International food court
- b. Excellent bands and Multicultural music to perform in the Parkette. Popular local bands have been booked, but list is not finalized.
- c. We still have monies in the Pan Am Budget available-Getting quotes for Sound Technician.
- d. Looking into setting up a fashion show with local merchants and community
- e. Arts Tent: Renegade Tattoo, Henna Tattoos, Yoga, live pottery. And Lacrosse Demo at Laidlaw church
- f. Ambassador Tent to send people to south of cannon- Placed beside BIA and Campbell Glass
- g. Food Passport Development: appeal to younger families to get involved; encourage to go to stores as well.
- h. Barricades for Food trucks: will be dealt with, may have to go to 4' fences
- i. Pan Am committee has given 5 trained volunteers for each of 16 days to BIA to assist with event. We are required to provide food and water

- j. 6 trucks/day for 16 days (goal)

## **6. Presentation from Carlo Gorni (BIAAC)**

- a. From the City of Hamilton, On our to all the BIAs
- b. Contact: 905-546-2424 ext. 2632
- c. Financial Incentive programs through City of Hamilton- Contact Hazel Milsome ext. 2755

## **7. BIA Coordinator Administrator– T. Mark**

- a. Community Carshare: request has been brought forward to investigate a community Carshare spot in Crown Point Area. Board recommends further investigation
- b. Farmer's Market will be resigned. Waiting for new licence agreement to legally be struck before moving forward
- c. Issues with email and website have occurred and are being resolved as the website is being moved to Orbital as host
- d. BIA Advisory Committee
  - i. Barton Street has no Executive Director- there is a vacancy
  - ii. James St. South will not create a BIA
  - iii. The BIA Adv. Com. Is going through a Re-branding for the collective identity of BIA
  - iv. They have put forward comments on the Ontario Municipal act of BIA
  - v. EDs have requested a HR Committee to be developed for them to access
- e. Survey- is to go out to all BIA members to update records and get feedback
- f. Crown Point Resident Jim Charlton: would like to look into the history of BIA and its street. Preliminary discussions have taken place
  - i. Researching a 8 page tabloid newsletter to be sent to merchants with ad space to advertise to merchants
  - ii. All information could easily be added to the Website
  - iii. May help with a business directory to be printed and a take away.
- g. Building Issues:
  - i. Air Conditioner: Power line to the building is corroded and needs repair but to bring it up to code would cost \$2,000. No room in budget to repair this year and if electrical safety comes, they may find more issues. Best to wait at the moment.
  - ii. Leaking roof: will investigate leak
  - iii. May have to look at the lease to see where everything stands.

## **8. BIA Coordinator Marketing/Events- L. Olson**

- a. Website Issues will be resolved
- b. Digital analytics are moving forward in a positive way
- c. Street Brochure is in progress for Pan Am
- d. Street Survey: numerical rating system to see how BIA business feel about events. Intended to take comments and concerns and implement changes
- e. Bog: is getting positive response

- f. Ads: New Biweekly ads in the Classifieds the Spec. Will be rotating colours and branding for diversity in coverage.
- g. Shop Ottawa Street Passport: intended to be launched for Sidewalk Sale but will leave the idea to develop with Events and Marketing.

**9. HR- a. Jackman**

- a. Vote new Board Member: Two Candidates M. Pitton and J. DiNardi. Vote shows majority to M. Pitton
  - Motion** by W. Kemp to nominate Mike Pitton to fill vacancy of BIA Board member to be approved by the City of Hamilton.
  - 2<sup>nd</sup>: H. McKinney
  - Carried
  - Abstain: J. Newman
- b. N. Leo to put letter to City of Hamilton Council for Nomination. M. Pitton will have no voting rights until City approves the change.

**10. Other**

- a. Farmer's Market will be visited by Mark's Work Warehouse for photo shoot
- b. M. Pitton- Declare P. Hayes and M. Pitton are friends. Request further clarification of the leave of P. Hayes. Requests more conversation to be communicated on the transparency of the BIA workings

**11. Dismissal**

**Next Meeting: Thursday, September 10, 2015**