

Ottawa St N B.I.A Annual General Meeting
Nov 13, 2019 6:00 pm
Simply Italian Bakery 212 Ottawa St N

Attendance:

M Anderson, M Heddle, W Kemp, A Terveld, E Burton, Wes Fletcher, Sean McGregor, Krystyna O'Brien, John Gut, Julia Davis, J VanderMarel Prouse, E Grad, K James, B James, N DeMarco, J Weide, M Weide,

Regrets: H McKinney, M Spadafora

1 – Welcome & Introduction - M Anderson

2 – Presentation – Julia Davis

-Discussed urban renewal and financial incentives offered by the City of Hamilton - BIA Commercial Property Development Grant was discussed as well as the Digital Main Street Grant and Public Art Grant. The Hamilton Business Centre at City Hall has information on the application process www.hamiltonbusinesscentre.ca

3 – 2020 Budget Presentation – W Kemp

4 – Question & Answer

-Concerns were raised that events do not cover the complete length of the street and that some retailers feel left out. These were addressed by A Terveld, specifically the unforeseen cancellations of vendors at both Barton and Main St during Sew Hungry. It was acknowledged by the BIA that every effort and attention is put into the fair and even distribution of attractions during all events.

-Questions were raised about the usage of the advertising and marketing monies. M Heddle, W Kemp and M Anderson explained that the BIA focuses on social media marketing as well as print and video media marketing. We were the headline on The Point website for over 8 months. TV spots cost more than our whole budget. We have advertisements running on local radio stations, buses and in The Spectator. Our 2019 marketing video has been playing in Empire Cinemas during their pre movie advertisement section for most of the year.

-Questions about access to the 2018 Commercial Marketing Assessment were made. The BIA will follow up to provide access to that information for all who indicated interest.

-A question was raised about Film companies renting out whole municipal parking lots and where those funds go. J Davis explained that we still receive our portion of parking from these rentals, as well we receive the parking funds from the meters when film permits close the streets.

-A question was raised about the potential paving of the municipal parking lots. The BIA has no notice of any upcoming work but will address the poor conditions of the current surfaces with J Davis.

Dismissal