

Ottawa St N B.I.A Board of Directors Meeting

Feb 11 ,2021

3 Britannia Avenue, 8:00 – 10:00 am

BIA BOARD MEETING AGENDA

E. Burton

M. Anderson

A. Terveld

M. Baker

E. Grad

M. Carruth

M. Vickers

N. Ishmail

Regrets: K. James

1. Welcome & Introductions – M Anderson

- a. Michael Vickers won't be able to vote until after his name is approved at City Council on March 31st.

2. Minutes from January 14, 2021 Board Meeting – M Anderson

MOTION to pass minutes of Feb. 15th board meeting

1st M. Carruth 2nd E. Grad

Carried

3. Treasurer's Report – M Carruth

- a. BIA Account: \$118,541.20
 - i. Includes most recent levy: \$66,500
 - ii. HST rebate: \$8,074
- b. Contingency: \$17,786.04
- c. Parking revenue: waiting on updated amount

4. Committee Updates

Events/Marketing – E Burton

- a. International Women's Day
 - i. E. Burton revisits past discussion regarding highlighting women leaders in the community. M. Anderson recommends a mix of coverage and not zeroing in on specific businesses.
 - ii. E. Grad brings up past tradition of placing something yellow in the window to which M. Anderson suggests distributing roses in a socially distanced manner
 - iii. M. Vickers suggests posting social media content highlighting history of women on Ottawa St. and the distribution of roses.
- b. Social Media Playbook
 - i. E. Burton received a lot of questions from Shirlene regarding what the boards expectations are for the playbook and it's uses. E. Burton gave direction for 3-5 posts per day and working ahead 3 months at a time so that things can be adjusted as the year goes on. Two options: a general layout of the social media plan or pre-written posts (with or without posts)
 - ii. A. Terveld suggests that if the BIA is going to hire out the social media, all aspects should be covered (written posts, photos, etc.). M. Vickers and M. Carruth agree.
 - iii. Board determines seeing a sample post about Ottawa Street to gain a better understanding of what to expect.

Ottawa St N B.I.A Board of Directors Meeting

Feb 11 ,2021

3 Britannia Avenue, 8:00 – 10:00 am

BIA BOARD MEETING AGENDA

- c. K-Lite generic campaign
 - i. 2 weeks focusing on shopping local
 - ii. Finalizing of K-Lite contract to happen at the next events/marketing committee meeting
- d. Pattison Billboard
 - i. Ottawa/Main board became available last minute (\$1,000-1,250)
 - ii. M. Anderson inquires about the policy regarding reserving the boards. E. Burton will reach out to Pattison regarding their policy for 2021 and payment due date and hold the billboard until the marketing budget is confirmed.
- e. BIA Survey
 - i. Sending out the survey through Google Forms and giving the members time to complete the survey, with follow up calls being made by M. Vickers and E. Burton.
 - ii. A. Terveld suggests some editing to the wording of questions to be more neutral. M. Anderson adds that the questions should only reflect what the board has decided so far.
 - iii. Additional questions to be added about marketing for the street and editing to made and sent out to the board for the final approval.

Beautification – A Terveld

- i. Dan from the City of Hamilton has put the two banners that were down back up
 - a. One banner still needs to be secured at the bottom, A. Terveld to follow up
- ii. Christmas banners will be taken down and regular BIA banners to go back up in coming weeks
- iii. Winter baskets to be taken down mid-February and summer baskets to be going up end of May/beginning of June

5. BIA Advisory Committee – E Burton

- a. J. Davis presented and sent out the Mayor’s Taskforce on Economic Recovery report and highlighted the aspects that can be applied to the applications for the \$10,000 one time fund
- b. City of Hamilton is hoping that the on-street patio applications will open next week. E. Burton asks the board to decide on the endorsement for the applications.

MOTION to approve on-street patios for 2021

1st A. Terveld 2nd. M. Carruth Carried

Executive to send final approval with signatures on individual patio applications

6. BIA Coordinator – E Burton

- a. E. Burton inquires about status of 2020 audit. M. Carruth confirms that the audit has been submitted in its entirety.

Ottawa St N B.I.A Board of Directors Meeting

Feb 11 ,2021

3 Britannia Avenue, 8:00 – 10:00 am

BIA BOARD MEETING AGENDA

- b. E. Burton to work through updating the 'Hot Properties' page on the website to reflect current opportunities as well as the event dates to reflect 'TBD'

7. Other

- a. Farmer's Market AGM (Tuesday, February 16, 2021)
- b. Expecting that a new board will run, the new group are hoping that 3-5 board members will also be BIA members, community members or market vendors

- i. A new set of by-laws have been put together to be approved by the current Farmer's Market board

MOTION to pass the new OSFM by-law approval

1st M. Carruth 2nd A. Terveld Carried

- c. M. Anderson presents decision regarding renting out the office to the new Market Supervisor
 - i. M. Anderson notes that it is important to allow access of washroom to the farmers
 - ii. The Executive has discussed renting options with the Farmer's lawyer
 - a. Security gate: installed at the back of the BIA so that there is onlu access to the washroom; it would be locked on weekends and the back door lock would be changed; cost is approx. \$250-\$300.
 - b. Locked filing cabinet: large enough to hold all BIA documents in a secure space; cost is approx. \$300
 - d. Both options are inexpensive and maintain positive relationship with the Farmer's Market
 - e. A. Terveld, M. Carruth, N. Ishmail, E. Grad, M. Baker all agree with presenting the board with the options should the board decide to move forward with renting office space.
 - f. M. Anderson raises the question of rent amount, M. Carruth confirms that last year the rent was: \$3,200 for 6 months. Given the cost of cleaning and utilities, M. Anderson suggests setting the rent amount at \$100/Saturday for a total of \$5,200/year for the option of renting the office space and access to the shed.
 - g. M. Anderson states that as Denise has been using the BIA's computer, all OSFM items on the computer will need to be moved to an external hard drive as they will no longer have use of the computer; they will also need to provide their own printer.

Dismissal

NEXT MEETING: Thursday March 12, 2021 8:00 – 10:00 am