

OTTAWA STREET B.I.A. BOARD OF DIRECTOR'S MEETING

Thursday, January 14, 2021

3 BRITANNIA AVE 8:00 A.M.

BOARD MINUTES

E. Burton
E. Grad
W. Kemp

K. James
M. Anderson
M. Burns
M. Carruth

N. Ishmail
M. Barker
M. Vickers

Regrets: A. Terveld

1. Welcome and Introductions – M. Anderson

- a. Welcome returning BIA Coordinator Emily Burton

2. Minutes from December 10, 2021 Board Meeting – M. Anderson

MOTION to pass the minutes of Dec. 10th board meeting.

1st M. Anderson 2nd: M. Carruth Carried

3. Treasurer's Report – M. Carruth

- a. BIA \$66,690.22 (Awaiting \$66,500 for levies and approx. \$20,000 for main street revitalization grant)
- b. Parking revenue: \$29,995
- c. Christmas Grant \$1,300
- d. \$17,789.79

4. Committee Updates

Events/Marketing – M. Burns

- a. Most events are postponed to fall 2021, other bias are planning to pivot to online/virtual programs
- b. Sew Hungry will likely not happen for 2021 – this event can shift to a virtual event or we can focus on highlighting eateries on the street
- c. M. Anderson suggests perhaps combining Sew Hungry and Sidewalk Sale into one larger event in September (fall)
- d. Might be a good idea to connect with some food truck vendors to see where they are at – are they re-licencing and getting permits for the 2021 season
- e. Drive thru Sew Hungry similar to what Burlington did for Rib Fest 2020 or taste of Burlington – eateries all join together to share specials or menu items
- f. Get some advertising going now and look in more depth into partnership proposals as a committee – M. Burns has talked to Chris Matthews from Bell Media and he has submitted a proposal for review
- g. M. Anderson suggests getting some advertising going for Feb-March and then looking at plans for all of 2021 as a committee – but we should have some content running now
- h. M. Barker suggests retaining a social media coordinator to propose a plan for all of 2021 – recruiting a social media consultant that will help us build a plan that

we can execute is a great use of Marketing funds for 2021 this can be a small contract. There is such a big emphasis on social right now so coming up with a structured plan in advance is very helpful for the coordinator who is juggling many different plans

- i. M. Vickers suggests the great thing about social is you can target people specifically and trace campaigns as opposed to some older traditional forms of advertising
- j. Since we don't have a set committee yet we should look at recruiting additional members from the street – M Vickers can work with Emily on this. M Barker and Nadia Ishmail said they would be interested in joining if necessary
- k. Michael Vickers is willing to step in and take on the chair position. (Marketing and events) with the hopes of one day seeing separate committees
- l. M Vickers suggests surveying the businesses on Ottawa St to get feedback on how they want to see funds allocated, share ideas or suggestions of things they've seen in other BIAs etc.
- m. March 8– IWD – Virtual highlighting women leaders in the community for a week
 - April 3 – Bunny Hop
 - May 8 – Sew Hungry
 - July 1 – Canada Day
 - September 25– Sidewalk Sale
 - October 30– Halloween Hunt

Beautification – M. Burns

- a. The banners are being sent from Classic Displays to James for storage and will be back up in the spring – Stella will ship them direct for \$186
- b. We have two banners down still as the city did remove them with the hard wear to install new light bulbs at two of the decorative lights – Dan from the City of Hamilton is working on getting the hardware back up and we can organize getting the banners to the city to go back up
- c. James would like to build a storage crate for the decorative tree
- d. The tree trunk wraps can stay up possibly look at leaving those lights in the parkette up all year long
- e. End of Feb – March to take down the snowflake lights and replace the current banners with the branded banners
- f. The poster board in the parkette is blocking the entrance of the parkette – M Anderson suggests getting rid of it. M Burns to look into how to remove this (can inquire with public works)

5. Presentation Trevor Tottering Biped Theatre

- a. ARG specialist – audio guild augmented reality guide telling you stories as you go, but it also features anything a cell phone is capable of
- b. Alternative histories of an area – create a tour that looks at Ottawa Street and women's work in the textile industry
- c. People can arrive to the street, download the app and take part in the quest as they move throughout the street

- d. Anna Chatterton – national playwright has been engaged for the project and she will be writing the piece for Ottawa St with the ARG programmer. This along with hired actors to voice the content.
- e. M. Burns asks about BIA involvement – our support is to help drive the program via marketing and social media
- f. This audio guild will be available any time for public use
- g. Winterfest announced that they will be doing events virtually only – so this particular event can't be apart of winterfest
- h. Trevor will have this program ready for end of Feb and the Ottawa Street BIA can chose to launch it at anytime
- i. BIA financial contribution – Tottering Biped is non-profit and will use our funds only to pay for the writers and actors (the goal is to keep Hamilton artists employed)
- j. Financial commitment is \$2,400 – with an option to pay \$200 for a licencing fee to own it
- k. There are options to work with them to do a ghost tour or Christmas etc. once we evaluate the initial success
- l. M. Vickers suggests connecting with Tourism Hamilton department to get additional marketing support
- m. Trevor suggests linking this to Hamilton Fringe Fest
- n. Using a technology app called echos – you can use the app wherever you are and can access the information from our area specifically

Motion to accept the contract from Trevor Coop of Tottering Biped to proceed with spending \$2,400 on Virtual Walking Tour on Ottawa Street

First M. Anderson Second M. Barker

6. BIA Advisory Committee Report- M. Burns

- a. Winterfest is cancelling all public programming and shifting to virtual only
- b. The \$10,000 one time funds from the City of Hamilton will need to be spent in 2021 and a plan will need to be submitted with it and approved before spent on programming

7. BIA Coordinator–M. Burns

- a. M. Burns has been in contact with RBC to get the BIA a non-profit visa to use for day to day needs
- b. We would need a letter of intent from the board of directors as well as financials from 2018- 2019. M. Burns ran this by Julia Davis and there were no objections to the bia doing this as long as the board approves

MOTION to bring on Michael Vickers as a Community Member on our board of Directors filling our vacant community member position

1st M. Anderson 2nd: M. Carruth Carried

8. Dismissal

Next Meeting: February 11, 2021

