

OTTAWA STREET BIA BOARD MEETING
THURSDAY, DECEMBER 10, 2020
3 BRITANNIA AVE 8:00 A.M.
BOARD MEETING MINUTES

E. Grad
M. Anderson
K. James
M. Vickers

M. Burns
M. Carruth

A. Terveld
N. Ishmail
M. Barker

1. Welcome and Introductions – M. Anderson

2. Minutes from November 2020 Board Meeting – M. Anderson

MOTION to pass the minutes of November 12th, 2020 board meeting.

1st M. Carruth 2nd A. Terveld Carried

3. Treasurer's Report – M. Carruth

- a. Ottawa Street BIA \$61,758.50 Contingency \$21,293.54 Waiting on deposit from parking and CIP.

4. Committee Updates – M. Burns

Events Update

- a. Guided Audio tour proposal by Toddering Theatre – Trevor (event organizer) is looking at doing a history coverage of Ottawa Street. This would be executed as an event and a digital tool that can be accessed by people on the street. Theme would be history of women's work in the fabric industry. They plan to execute this for Winterfest. The cons: we don't have a lot of time to assist with planning and executing, they would require a \$2,500 investment from the BIA to assist with planning and implementing the program. M. Burns suggests adding our Winter Warmup event to Winterfest (pending restrictions lifting in time)
- b. M. Burns to explore the idea further with Trevor and report back in January
- c. Event planning is on pause until we have a better idea of what 2021 will look like, some preliminary planning can happen among the committee however dates should not be released to the public until further notice.
- d. Event – Selfies with Santa at Earls Court Gallery – Santa set up in the window at Earls Court with a two-way mic and speaker system. Andrea and Bob would plan the event but would appreciate some support from the BIA if possible. This wouldn't be a largely publicized event and would be more of a pop-up to avoid drawing crowds. Pre booking is also an option. M Burns to look into insurance for feedback on the event and paying for Santa.

e. Committee Updates – M. Burns

Advertising and Marketing

- f. Advertising campaigns are wrapping up as per end of year – getting a lot of positive feedback on our CHCH campaign.

- g. 12 Days of Giveaways Marketing Campaign – so great to see how many businesses got involved and participated by donating their gift cards.
- h. Maggie suggests working with Josh Tiller to build a marketing campaign for 2021 of a series of 6 promotional videos that we can use for advertising and on social media – Maggie will schedule a meeting with him prior to our Jan board meeting.
- i. **MOTION** to utilize digital advertising funds to schedule a marketing campaign/series of videos with CT media for 2021 for up to \$2,500.
1st M. Carruth 2nd A. Terveld Carried
- j. Tree for Parkette – M Burns has been looking for a tree, in the past we have had some disappointing trees (small, location hidden, not impactful). This location was supposed to be temporary a few years ago, but the plan was always to move it.
- k. We still have \$5,500 allocated for our Christmas Shopping Day event. M Burns proposes we use these funds towards the purchase of a pre-lit illuminated tree.
- l. To utilize the space in the front of the parkette so it's visible from the street. This is a good long-term plan
- m. M Burns also suggests that this purchase will go towards our Christmas Grant application for the \$1,000 reimbursement. We typically submit our expenses for our Christmas event, since there are no expenses for this year, we can utilize this purchase for the grant meaning we will get the \$1,000 back in 2021.

5. Beautification Update – A. Terveld

- a. M Burns to look into storage contract fees with additional contract service providers other than Classic Displays
- b. A Terveld would like to get back to Mallord regarding the Spring basket foliage
- c. There are many decorative pole lights out as well as our Snow Flake LED lights. We have been talking to Dan for a few months and he has been very supportive. When Public Works did do the repairs on some of our pole lights the bulbs were larger when installed and they had to remove some of our banner hardware as well as the banners, we weren't informed about the banners being removed so M Burns is just following up with Dan public works to find these.
- d. Some of the lights are lit, but only have lit. Dan will send a crew to the street to do an evaluation of the lights to note which poles are out. We have been working on this with the public works department for almost a year.
- e. A Terveld will reach out to our Councillor for some support on the issue

BIA Advisory Committee – M. Burns

- f. The City of Hamilton has approved a motion submitted by Councillor Nann's office to provide more funding to Hamilton BIA's for 2021. This was approved at the Tuesday GIC meeting and will be \$10,000 per BIA.

BIA Coordinator – M. Burns

- g. M. Burns commends all the businesses for their hard work in implementing new regulations for the Red Control Zone including screening at the door. This information was released by the municipality on a Friday and expected to be implemented by the following day. It's amazing to see how much effort the businesses on Ottawa Street have put in to ensuring community safety.

- h.** Emily Burton to start back on Jan 25th and M Burns last day will be Feb 1st. Emily will be working remotely for the duration of her year contract, she will move to coming into the office one day a week in the spring/summer.
- i.** Michael Vickers has put together some suggestions for positive development for Ottawa Street for 2021, he has put these ideas into a spreadsheet and will send that to the board for review. Creative space making, updated marketing and advertising initiatives, better use of budget. M Vickers would like to join the board as a community member. Is there proper member engagement, representation? These are all topics that should be discussed when looking at a 2021 review.
- j.** M Burns to get letter of resignation from Bill and Helena.

Dismissal

Next Meeting: Thursday, January 14, 2021