

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

E. Grad
M. Anderson
K. James
C. Furtado

M. Burns
M. Carruth
D. Heddle

A. Terveld
N. Ishmail

1. Welcome and Introductions – M. Anderson

Nadia Ishmail is our newest board member as approved by City of Hamilton Council at GIC

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

MOTION to pass the minutes of July 9, 2020 board meeting.

1st M. Carruth 2nd A. Terveld Carried

3. Treasurer’s Report – M. Carruth

- a. Ottawa Street BIA \$9,4814.21 Contingency \$21,304.79
- b. Budget review for 2021 – new column for carry over from unused events funds for 2020
- c. Audit has been reviewed and wrapped up

4. Events Report – M. Burns

- a. Sidewalk Sale cancelled – hoping to shift and host an online webinar during the week leading up to sidewalk sale with information on SM marketing and a tutorial on how to host a SM Live – M. Burns to re-share business sales and promotions during that week
- b. Halloween – M. Burns to organize a pumpkin giveaway for a virtual pumpkin carving contest. The BIA will set up a tent in the Ottawa Street FM the Saturday before Halloween handing out pumpkins. Three prizes for contest winners – the prize will be candy baskets.
- c. The week leading up to Halloween scavenger hunt/bingo. The BIA will distribute Halloween images to various businesses along the street. Encourages social distancing.
- d. Christmas Shopping Event is still up in the air – we have a few ideas for how to socially distance while still being able to celebrate the holiday. An ‘Ottawa Street Winter Warmup’ soup fest, including all the restaurants on the street.

5. Marketing Report – M. Burns

- a. Continuing our partnership with Bell Media – focusing on Shop Local, Support Local
- b. Billboards with Pattison – A lot of feedback from the board to keep those ads running. The committee will have to select a couple of locations for these as placements.
- c. M. Anderson requested Main Street coming in E from the west end. M. Burns will work with the sales rep to decide on an appropriate target location.
- d. M. Burns to set up a marketing/events meeting for next week

- e. K. James would like to see a wayfinding sign on the QEW
 - f. Looking to partner with CHCH morning live for the fall and winter – M. Burns is working with the current sales rep on this
 - g. Website – sales are going well, we are looking to integrate the existing shop onto our word press site. M. Burns has looked at three different web developers to assist with this transition. Between Eb media and Sunrise Creative – both quotes came in around \$1000.
 - h. **MOTION** to spend \$1100 from our digital marketing budget to support the migration of our online store to a woo-commerce plugin on our existing word press site.
- 1st K. James 2nd A. Terveld Carried

6. Beautification – A. Terveld

- a. K. James suggests spending some of the funds from Mercury on lights for the trees. A Terveld suggests possibly different displays as opposed to lights in trees as these can become damaged by the Public Works when the city does maintenance on the trees.
- b. We need to look into getting the hydro pole fixed for the fall for the holiday snowflakes. A. Terveld will connect with M. Burns next week and we can get in contact with the city with a list of poles requiring power.
- c. A. Terveld has a meeting with Classic Displays to discuss other potential options for holiday décor.
- d. Classic Displays has produced our new banners (to replace the missing ones) and they should be installed soon. A. Terveld will provide an update to the board on this.

7. Advisory Committee

- a. By-weekly meetings will end and the official Advisory Committee meeting will begin monthly in October though the city.
- b. Disconnect with council members and BIAs city wide. Looking to focus on reconnecting with the city council. A sub-committee through the advisory committee will form to ensure there are motions being submitted to council.
- c. Focus on getting support from council and ensuring that BIAs are represented and valued.
- d. OBIAA conference is being hosted in Hamilton for 2021. The Ottawa Street BIA will sit on the conference planning sub-committee.
- e. M. Burns to share the details of the host committee meeting with the board.

8. Coordinator

- a. M. Burns to ask D. Lutrelle to add cleaning the office once a week to his list of duties to ensure the environment is clean and sanitized.
- b. Reducing the size of the board. Amendment to Procedure By-laws – changing the verbiage in section one to 9 directors as opposed to 11.

Motion to reduce the number of directors on the Ottawa Street BIA board of management

1st M. Carruth 2nd A. Terveld Carried

Dismissal

Next Meeting: Thursday, October 8, 2020