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## BOARD OF MANAGEMENT MEETING

**Date:** November 1, 2022

**Location:** Zoom

**Present:** Herb Wodehouse (Whitley Wodehouse CPA), Maja Pravnovic-Kogut (Zoran Designs), Melanie Lourenco (Circle Studios), Peter Quaglia (Dodsworth & Brown Funeral Home), Kristin Kusturin (Seasoned Restaurant), Cristina Geissler (City of Hamilton), Judy Lam (City of Hamilton), Norm Schleeahn (City of Hamilton), Susie Braithwaite (Executive Director), Brendan Wetton (Community Engagement Coordinator), Melissa Bennett (Project Consultant)

**Regrets:** Jessica Maurice (Community Member)

**Absent:** Jason Farr, Cory Gurman (Hamilton Police Services)

**1. Meeting Called to Order:** 10:00 AM

**2. Changes to Agenda:** None.

**3. Approval of Agenda:** (QUAGLIA/PRAVNOVIC-KOGUT)

**CARRIED**

**4. Introduction of 2022 Board of Management:**  
Herb introduced each of the 2022 Board of Directors.

**5. Nominations 2022-2026 Board of Management:**

Herb outlined the nominations received from the International Village BIA's Nomination Committee:

- Herb Wodehouse Whitley Wodehouse CPA – 195 Main St. East
- Maja Pravnovic-Kogut Zoran Designs Jewellery – 285 King St. East
- Peter Quaglia Dodsworth & Brown Funeral Home – 15 West Ave. North
- Jessica Maurice Community Member
- Melanie Lourenco Circle Studios Yoga + Art – 12 Ferguson Ave. North
- Clayton Burns Studio 205 – 205 King St. East
- Kristin Kusturin Seasoned Restaurant – 162 King William St.

Herb called for any other nominations for the 2022-2026 Board of Management from the floor. Once, twice, three times.

**Motion:** That the Board of Management receive the nominations for the 2022-2026 Board of Management.  
(QUAGLIA/PRAVNOVIC-KOGUT)

**CARRIED**

**6. Year in Review – Herb Wodehouse, Chair:**

See attached document below “Year in Review – Herb Wodehouse, Chair”.

**7. Presentation of 2022 International Village BIA Proposed Budget:**

Herb outlined the proposed 2023 International Village BIA budget. Herb noted there is an increase compared to last year's budget and asked if anyone had any questions about the proposed budget. Peter asked what the difference was from the previous years. Susie explained that while there is an increase in this budget with contributions from the reserve funds this translates to a 10% increase for members. Herb noted that any more of an increase would be challenging for members at this time. The International Village BIA board of management passed the proposed budget at that September 14<sup>th</sup> board meeting and it will now be submitted to council.

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8.	<b>Crime Manager Sgt. Dave Wright; Hamilton Police Service:</b> N/A
9.	<p><b>Cristina Geissler – Business Development &amp; BIA Officer– City of Hamilton:</b>  Cristina thanked Susie and Brendan for their hard work for the BIA. Cristina noted that the City of Hamilton’s Economic Development Department has a number of initiatives in the works to help support businesses. Cristina added there will be a marketing campaign focused on the #SpendItHere brand for the holiday season. Cristina explained that the BIA Awards of Excellence will be coming back for 2023. Cristina added they were stopped the last 2 years due to COVID-19 and that these will be a great opportunity to celebrate and showcase members. Cristina said that the City of Hamilton is working on a spotlight campaign for next year that will feature a different BIA each month. Cristina added that NOSH week will be held again in 2023, with more details about this to be released in the future. Cristina noted they will be working with the City of Hamilton’s Clerks Office to hold a compliance training session for new board members to attend. Cristina explained that the Economic Development team will continue to work on new projects to help support businesses and any feedback or suggestions that you want to relay through Susie is appreciated.</p>
10.	<b>Other Business:</b> None.
11.	<b>Adjournment:</b> 10.26 AM (LOURENCO/KUSTURIN) <span style="float: right;"><b>CARRIED</b></span>

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## **Attachment: Year in Review – Herb Wodehouse, Chair**

- It's been an extremely challenging year for everybody this year and especially for the BIA staff Susie and Brendan who have had to shift their operations to mitigating daily challenges within the BIA.
- Our Executive Director Susie has been busy behind the scenes advocating hard with City of Hamilton staff and Hamilton Police Services for more supports and systems to help with the ongoing challenges our BIA is currently facing. Susie has been an outspoken voice in trying to get more supports for our businesses to weather this storm especially after 2 years of on and off again lock downs. As always the board of management meets to discuss these hurdles and works with BIA partners to keep everybody apprised of the issues we are facing.
- Both Susie and our Community Engagement Coordinator Brendan have been very busy this year not only trying to manage these daily challenges, but in keeping promotions, programming and a positive image of our BIA moving forward. Through our relationship with some very creative partners such as GoBIA, we have been able to increase our social media marketing and this only helps with our overall messaging and image.
- This year our Executive Director Susie was able to attain through grant applications, almost \$80,000 to fund two projects within the BIA.
- One of those projects that we are very proud to announce, is the most recent addition to our BIA, a mural project called 'A World of Welcome' that the BIA commissioned through the Government of Canada's 'Canada Healthy Communities Initiative' and additional funding from the City of Hamilton in an effort to transform public spaces in response to Covid-19. This project pays tribute to the diverse experiences of women of colour who call Hamilton home. A large proportion of the International Village BIA's customers identify as women and this community is home to a growing population of newcomers. By recognizing and celebrating the unique cultural identities of women who frequent the BIA, this project supports the ongoing efforts to cultivate an inviting public space that encourages diverse women to enjoy all the BIA has to offer. The locations of the murals are 245 King St. E., 190 King William St., 197 King William St, (rear of building) and 215 King St. E. (rear of building). The BIA would like to thank consultant Stephanie Vegh who was contracted by the BIA to help us implement this project. For a list of the amazing artists who contributed to this project and the background behind each piece, refer to our website [hamiltoninternationalvillage.ca](http://hamiltoninternationalvillage.ca) under news & events.
- The BIA is also currently working on the second grant-funded project through the My Main Streets grant that will be unveiled in Spring of 2023. Stay tuned.

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- As always, the BIA is busy using our networks to attract people to the BIA. In the spring we hosted our annual Spring up in the Village contest and this Christmas we will be hosting Jingle all the Way to the Village contest. We also hosted a Shop the Village event both this spring and fall and on November 5<sup>th</sup> (this Saturday) along with several other small business areas in Hamilton, through the Chamber of Commerce, we will be hosing the 2<sup>nd</sup> Annual Hamilton Day where we will be giving out bags supplied by the Chamber for Hamilton Day with hidden gift certificates inside of them. This is another opportunity for businesses to get creative and highlight what they have to offer to the community.
- On December 3<sup>rd</sup>, the BIA will be hosting our final Shop the Village event where we will once again see our special canvas bags given out at select businesses. These bags have become a huge hit in our community and it's great to see them being used often. We will also have special appearances from the Grinch and Santa and you might just see the Grinch lurking around our BIA on Saturdays leading up to Christmas. You will receive more information from Brendan about these dates etc.
- This year our Executive Director Susie celebrated 12 years in her position and as usual has been fighting hard for our BIA on all issues facing the BIA. She has taken the lead on implementing several new projects this year and has made media appearances on radio, news and television. Susie is the longest standing BIA executive director in Hamilton and sits on several committees to help keep the BIA in the forefront of everybody's minds. Although her role has become more 'behind the scenes' in recent years, she is always available to our membership for help and assistance in any BIA related issues and is a proud mama bear of International Village and all it has to offer.
- Our Community Engagement Coordinator Brendan Wetton that most of you know is busy communicating to and from the businesses directly and helping Susie with the day to day management and promotion of the BIA. Brendan is celebrating his 4<sup>th</sup> year with us this month. We are lucky to have Brendan's smiling face with us each day and Susie and Brendan make a wonderful team.
- As this year draws to an end, we are getting ready to shift into LRT mode. Over the coming years, the BIA will be focussed on LRT and creating programming around this billion dollar investment in our city. Keep an eye on our bi-weekly newsletters and our comprehensive website for up-to-date information on LRT. As more information becomes available, we will update our membership. And similar to this year, we will be hosting virtual meetings with Metrolinx open to our membership as well as walkabouts of the BIA pertaining to LRT.
- I'd like to personally thank our board of management for their volunteer hours on the board. We have a great mix of BIA members on this board and we believe in keeping it a grass-roots board of management to represent International Village. This year the

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board took part in LGBT+ training with Chris Farias and both Susie and Brendan achieved certificates in the University of Alberta's Indigenous Canada program.

- Before I end, I'd like to pay acknowledgement to Frank Lauinger who until this day was our longest standing board member. Frank served over 30 years on our board and sadly passed away last month. Frank was an important part of this BIA and will be remembered fondly.
- As always, feel free to reach out to our staff, myself or the board members anytime. Thank you.

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