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Board of Management Meeting	
Date: February 8th 2023	
Location: Zoom	
Present:	Herb Wodehouse, Maja Pravnovic-Kogut, Kristin Kusturin, Clay Burns, Peter Quaglia,
Also Present:	Susie Braithwaite, Brendan Wetton, Suzanne Lanthier
Regrets:	Jessica Maurice, Melanie Lourenco, Cameron Kroetsch
Absent:	
1.	Meeting Called to Order: 10:01 AM
2.	Changes to Agenda: None
3.	Approval of Agenda: (BURNS/PRAVNOVIC-KOGUT) CARRIED
4.	Approval of Minutes: November 16th, 2022 (PRAVNOVIC-KOGUT/BURNS) CARRIED
5.	<p>Assignment of New Executive Board of Management Positions 2023-2026:</p> <p>Motion: That the Board of Management appoint Herb Wodehouse as Chair of the Executive. (PRAVNOVIC-KOGUT/QUAGLIA) CARRIED</p> <p>Motion: That the Board of Management appoint Peter Quaglia as Vice-Chair of the Executive. (WHODEHOUSE/PRAVNOVIC-KOGUT) CARRIED</p> <p>Motion: That the Board of Management appoint Maja Pravnovic-Kogut as Secretary-Treasurer of the Executive. (WHODEHOUSE/QUAGLIA) CARRIED</p>
6.	2023 Board Meeting Dates: Susie noted Ward 2 Councillor, Cameron Kroetsch, would not be able to attend Board of Management meetings held on Wednesdays adding if meetings were held on Thursday there would be less conflicts with his schedule. The Board agreed it would be beneficial to move meeting dates to allow the Councillor to make the meetings moving forward. Susie noted meeting dates would be the following: April 13 th , June 8 th , September 14 th , and October 12 th . The date for the AGM will be determined at a later time.
7.	<p>Acceptance of Resignation – Jessica Maurice: Herb noted Jessica Maurice has sent in her resignation. Susie added Jessica was thankful and has enjoyed her time working with the Board of Management on issues affecting the area.</p> <p>Motion: That the Board of Management accept the resignation of Jessica Maurice. (QUAGLIA/KUSTURIN) CARRIED</p>
8.	<p>Motion to Approve New Procedural Bylaw Hiring Policy: Susie noted while the International Village BIA has a hiring policy, the City of Hamilton is requiring all BIAs to create an updated Hiring Policy to be attached to the Procedural Bylaw this year. Susie added Cristina has provided various templates that she was able to create a policy from.</p> <p>Motion: That the Board of Management accept the presented Procedural Bylaw Hiring Policy. (PRAVNOVIC-KOGUT/KUSTURIN) CARRIED</p>
9.	2023 Advertising Plan: Susie outlined the 2023 Advertising Plan for the International Village BIA noting the plan is very similar to the previous year. The budget for the 2023 Advertising Plan is \$40,500 and includes the social media campaigns and graphic design work to be completed by GoBIA, the annual CHCH on-location and advertisement, bus wrap, AGH advertisement, and any other incidentals like poster printing, sponsored

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	<p>social media posts, and events. Susie asked if any board members had any questions or concerns. Motion: That the Board of Management approves the 2023 Advertising Plan as presented. (BURNS/QUAGLIA)</p>	CARRIED
10.	<p>Community Engagement Coordinator Update: Brendan noted the 2023 EmployerOne survey organized by Economic Development and Workforce Planning has launched and to make sure to provide your feedback. Brendan mentioned Digital Main Street Grants applications are now open, the grant offers businesses \$2,500 to assist with the adoption of digital technologies. Applications will be accepted until September 30th or until funds are exhausted. Brendan said KiWi Condos is now open for occupancy. Brendan mentioned three new stores will be opening: Amy's Hair has moved from James St. North to 225 King St. East, Moon Beauty Co. will be moving from Ottawa St. North to 5 Spring St, and Shadow & Spark Collective will be opening at 310 King St. East. Brendan noted the City of Hamilton voted unanimously that adding land to the urban boundary and removing land from the Greenbelt is unnecessary and not supported. Brendan explained on January 25th a new vacant homes tax and bylaw to regulate short-term rental properties was approved. Brendan asked for feedback regarding keeping the marketplace in place or removing it to relaunch it closer to LRT construction as only one member is using the marketplace on a regular basis. Susie noted the website was originally created for LRT construction and was launched during COVID-19 instead; many businesses have not taken part in the project and it has been a lot of extra work on Brendan to manage. It was discussed that during the pandemic the website did serve its purpose, in the meantime removing the marketplace would be beneficial to reduce the work on staff and consider different ideas to relaunch it at a later date. Brendan noted Economic Development will be doing monthly features from the BIAs. Our BIA was chosen for February and we have created a couple of posts that will be shared over the course of the month. Brendan mentioned leading up to Valentine's Day we will be running a giveaway for 3 prize packs with 2 sets of theatre tickets and a \$100 gift certificate to a restaurant in the area. Brendan outlined the Professional Development Trip to Toronto (see attached presentation) at the end of November sharing key takeaways that were learned for LRT and the BIA.</p>	
11.	<p>Executive Director Update: Susie noted she has been appointed the Chair of the BIA Advisory Committee which is a great opportunity to bring more awareness to the business improvement areas in the city. Susie explained Nadine Ubl has been hired as the new Executive Director of the Barton Street BIA and Emily Walsh has been hired as the interim Executive Director of the Downtown Hamilton BIA. Susie added she is working to meet with many of the BIA Executive Directors in order to keep in contact and talk about advocacy regarding many of the issues that BIAs are facing. Susie noted she met with the new Ward 2 Councillor, Cameron Kroetsch, saying it will be good to have the Councillor back at the table. Susie added the Ward 2 office now has two full time staff at the same level. Communications going to the office will be assigned a ticket number in order for staff to monitor and keep on top of issues. Susie mentioned in the previous term of council funds were earmarked for graffiti removal in the BIA. Cameron will be looking into this further to see if these funds can be accessed moving forward. Susie noted the crosswalk is still on track to be implemented a weekend in May. The paint has been secured and Cameron he has agreed to cover the cost of the installation of the crosswalk. Susie added there will a small ribbon cutting ceremony. GoBIA has created a PRIDE focused design that was printed on a special bag to be given out at the launch. Susie noted the City of Hamilton will be holding Open Streets on Father's Day, June 18th, 2023. PRIDE Hamilton has approached the City of Hamilton to hold their event on this weekend as well. Susie added while it is preliminary, she has been in talks with the organizers to hold PRIDE Hamilton in the area. This might mean an additional closure on Ferguson Ave. North to King William St. or Rebecca St. on that weekend. Susie noted multiple members have reached out about garbage issues in the alleyway between Walnut St. and Mary St. adding this is an un-assumed alleyway. Cameron is looking into solutions for this block; in the meantime, Brendan will be delivering letters from the</p>	

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	City of Hamilton to the businesses and residents in that block.
11.	Other Business: It was discussed that performers do not work for all businesses on the street. Susie noted it has been challenging to plan events in the area. With lack of participation from the business and the impact that social issues have been having it is extremely challenging to plan and execute events for the BIA. Susie noted the BIA relies on grants to bring events into the area. Susie added the Downtown Hamilton BIA is having similar issues with event planning going into 2023. Susie asked Board Members to bring ideas for the April 13 th meeting to share feedback for events in the area this year. Susie noted she has heard feedback that the BIA should bring back Victorian Night in The Village; this would be dependent on securing grants and support from the businesses on the street. It was discussed that it does fall on individual businesses in the area to do more events at their businesses.
12.	Next Meeting: The next meeting of the Board of Management will be held in April 13th, 2023.
13.	Adjournment: 11:09 AM (BURNS/QUAGLIA) CARRIED

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Professional Development Trip *Toronto -November 23-25th, 2022*



Key Takeaways For LRT

- Emphasis needs to be placed on wayfinding signage, detour routes, accessibility during construction and strong advocacy from BIAs.
- The Hurontario LRT is currently under construction with 8+ kilometers of roadways under construction at the same time. Quite chaotic and not driver friendly.
- The Waterfront BIA gave us several tips including: stamped concrete would increase the long-term satisfaction of pedestrians and look better when repairs are needed compared to individual pavers. This should be a priority when choosing streetscape elements.
- Road users in North America have a more challenging time telling where different aspects of a street are without more visual/tactile delineations which needs to be taken into consideration for the International Village BIA's section specifically.
- Looking at the Hamilton LRT there is a need for the BIA to collect more data on shopping patterns, street traffic, and other data sources in order to leverage this for more support specifically before, during, and after the completion of the project.
 - This could be accomplished by street counters and consultant work to help track any changes over time to determine the extent that construction is impacting street traffic.
 - This is also important for asking for financial supports from the government for businesses negatively affected by construction.

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Key Takeaways For The BIA

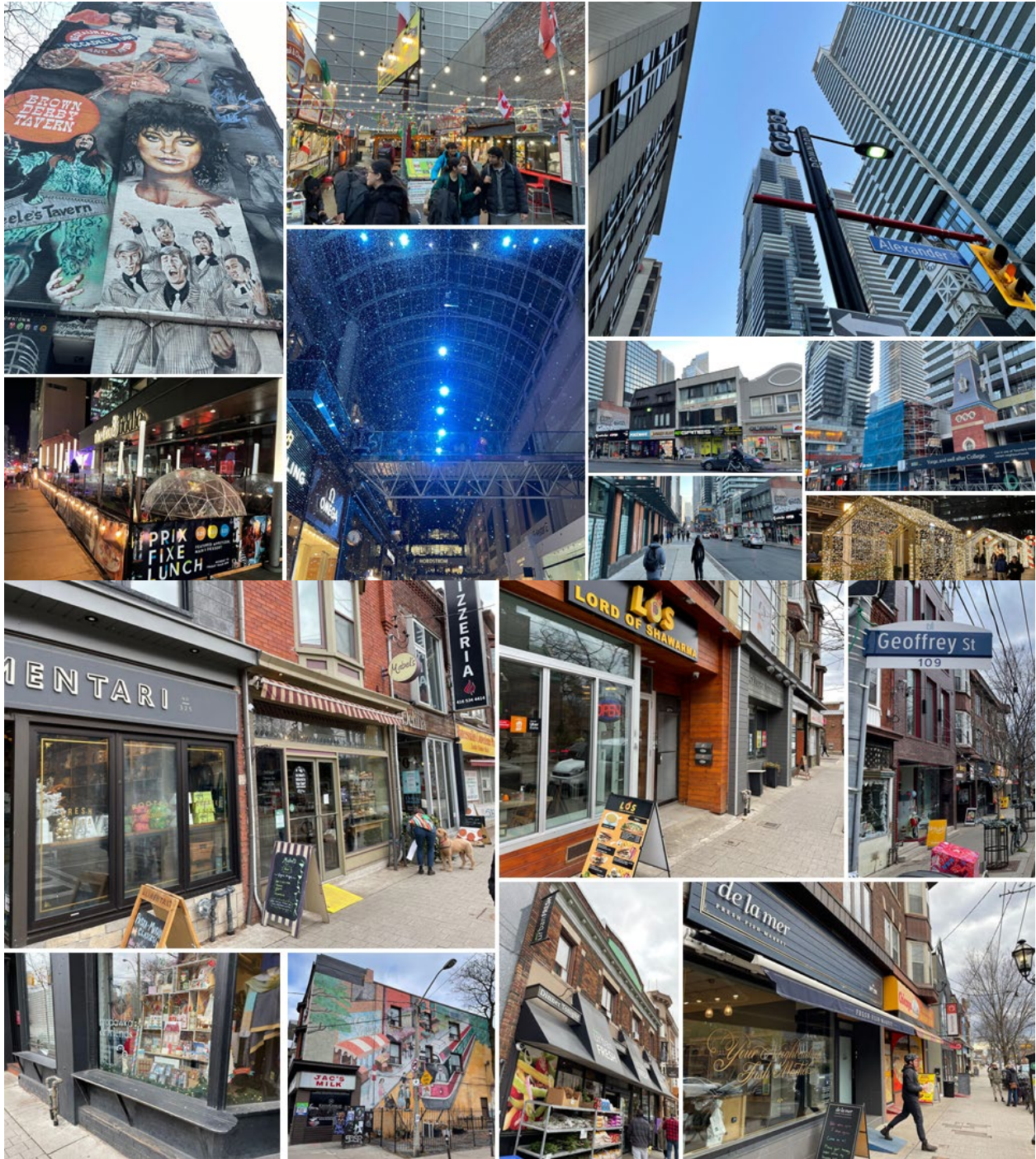
- Businesses in Toronto have made their presence known on the street.
 - A-frame signs, take-out windows, tables, and benches built right into the facade.
- These types of connections made BIAs seem more active, pedestrian friendly, and provided a community destination to keep customers engaged.
- Compared to our BIA, the branding for many areas was not as strong. Banners were not as consistently used and there was very little branding to know what BIA you are in fact visiting.
- While there were spaces for people to interact with on the street, (i.e. planters with benches) many of these spaces lacked consistent BIA branding.
- Larger BIAs had a more permanent brand (i.e. lit signs on poles) however, lacked consistent branding at a pedestrian level.
- Many BIAs seemed to focus on activations to bring street traffic to the area (i.e. holiday/vendor markets on vacant lots, holiday lighting, food courts, murals, etc.).

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