



hamiltoninternationalvillage.ca

Board of Management Meeting

Date: September 14th 2023

Location: Zoom

Present: Herb Wodehouse, Maja Pravnovic-Kogut, Kristin Kusturin, Peter Quaglia, Melanie Lourenco, Suzanne Lanthier

Also Present: Susie Braithwaite, Brendan Wetton, Cristina Geissler, Sgt. Cory Gurman

Regrets: Councillor Kroetsch

Absent: Clay Burns

1.	Meeting Called to Order: 10:00 AM	
2.	Changes to Agenda: Revision to agenda: B. 2022 Audit Review, C. Approval of Proposed 2024 Budget, D. 2023 Annual General Meeting, and E. Programming & Marketing	
3.	Approval of Agenda: (LANTHIER/LOURENCO)	CARRIED
4.	Approval of Minutes: June 8th, 2023 (LANTHIER/QUAGLIA)	CARRIED
5.	<p>Crime Manager Update Sgt. Cory Gurman: Cory noted there were 26 incidents including 7 assaults, 7 thefts from autos, 6 break and enters, and 1 robbery over the summer. Cory added that the robbery started outside the boundaries. Cory stated the biggest hotspot in the BIA was the new residential building at 212 King William St. as they had thefts from the parking garbage. Cory noted this only represents crime reported, the trends are lower than the previous year. Cory said the core patrol is now out on the street and there has been a good response from the community. The results of the core patrol survey will be released soon. Cory added that the HEAT enforcement team has now been added to the division to add more support in the downtown area. Cory noted the encampment at Ferguson Station has been cleared as it was not in compliance. Cory said if any members see an encampment starting at this location, they can call HPS. Susie asked if it would be possible to get the results from the survey and Cory said he would investigate this. Susie noted Denninger's continues to have issues daily and there are multiple encampments at Wellington Park. Cory noted he will get more information about where encampments can be in the city.</p>	
6.	<p>Approval of the 2022 Audit: Herb explained KPMG hired through the City of Hamilton has provided a draft of the 2022 audit. Herb added it was a clean audit, and the board members can ask any questions. Herb outlined each page of the audit and explained line by line changes to the previous year. Herb noted a couple of the line items including the My Main Street Initiative has a zero balance because we did not get those grants again.. No board members had further questions.</p> <p>MOTION: That the Board of Management approve the draft of the 2022 International Village BIA Audit. (PRAVNOVIC-KOGUT/LOURENCO)</p>	CARRIED
7.	<p>Approval of Proposed 2024 Budget: Herb outlined the proposed 2024 budget for the International Village BIA. Herb noted this year's budget features an approximate 4% increase to keep up with the rise in costs. The board works to keep the levy lower for members through a contribution from the reserve fund. Herb added this year we will still be working with funds from the Parking Revenue and Contribution to Operating Funds grant from the City of Hamilton. Maja asked for more information on the "Member Events & Contact" line item. Susie noted this line item includes printing costs, memberships, and other event collateral. Susie added if we were not able to hold events this money could go towards future programming. Susie noted if it is requested members can get a detailed budget breakdown. No board members had further questions.</p>	

info@hamiltoninternationalvillage.ca • (905) 522-1778

f @internationalvillage.bia t @HamIntVillage i @internationalvillagebia



hamiltoninternationalvillage.ca

	<p>MOTION: That the Board of Management approve the 2024 International Village BIA Proposed Operating Budget. (PRAVNOVIC-KOGUT/LANTHIER)</p> <p style="text-align: right;">CARRIED</p>
8.	<p>2023 Annual General Meeting: Susie noted to get funding for next year in a timely manner and to allow Councillor Kroetsch to attend, the 2023 Annual General Meeting would need to be held on October 10th. Susie added notices for the property owners will be mailed out on September 25th, sent in the newsletter and posted to the website. The Board agreed to hold the annual general meeting on October 10th at 10am over Zoom.</p>
9.	<p>Programming & Marketing: Susie noted the first CHCH segments aired on July 10th, featuring Joy Day Spa, Brothers Grimm, Seasoned Restaurant, and Wink by OOTP and added another CHCH segment will be filmed on October 18th and feature Shakespeare's, Fit Barre, Omnes, and Theater Aquarius. Susie noted work continues on the fall-winter coupon sheet and we are looking at doing a mail out for this round. Susie noted for the mail out there are two options the lower end would be about \$5000 with the higher end being about \$8000. Susie added she would prefer to do the lower option as a pilot to see if this type of advertising would work. Maya agreed that that would be a great pilot to see if that would work. It was discussed that this would be good for this round of coupon sheets. Susie noted the new campaign with GoBIA will be starting shortly. Susie said Clay will be planning a Halloween block party and more information about this will be provided in the coming weeks. Susie added Hamilton Day will also be held this year on November 4th. Susie is working with Emily from the Downtown Hamilton BIA to see if there is some sort of cross promotion that can be done that day. Susie provided feedback to the Hamilton Chamber of Commerce that it would be good if Hamilton day was held after Remembrance Day when people are in a holiday shopping mood or at a slower time in the year like February. Susie noted Grey Cup is being held on November 19th this year and added the BIA will be running a giveaway with the Downtown Hamilton BIA for Grey Cup tickets purchased by both BIAs. Susie explained we are looking at doing some fall decor on some of the decorative poles featuring corn stalks and a bow to add a bit of a fall vibe to the area. Susie added this is a pilot to see if this will last and if members enjoy it. The overall cost would be about \$1700 for 24 poles. It was discussed that it has been challenging to plan for holiday events this year and that it might be better to focus on contesting and marketing. Susie noted if any board members have any ideas about holiday planning, please let her know. The board discussed ideas. Maja asked if we could do more holiday decorations on the poles like the fall decorations. Susie noted the fall decorations will be a pilot to see if they would and if they do there is an opportunity for holiday decorations. Suzanne noted the handmade in Hamilton will be at Theater Aquarius from November 25th-26th again this year.</p>
10.	<p>Parking Share Revenue Plan: Susie noted Hamilton Parking has come to the table with a new plan for revenue sharing and parking in participating BIAs. Susie noted the third option presented would be the preference as it would be a base rate of \$7500 per BIA plus 10% of the revenue of the on-street parking meters in the BIA. In the immediate future this would mean a rise in the parking share revenue for the BIA. Susie added in the long term this would allow for a base income whether parking meters are removed for LRT construction or Main Street two-way conversion. Susie noted that this year the Free Holiday Parking will remain the same, the following year it will be reduced to two weeks with BIAs given the option to use some of the revenue from the parking meters to purchase additional weeks. Susie noted she will be sending in feedback on this plan around some of the issues including that parking wants people to use the app only to access the free parking. Susie added that if there is free parking it should be across the board as many people do not use the app yet. Cristina noted during this time parking will still provide these stickers for the meters that BIAs can put on the meters for the holiday season. Maja asked if the second option provides 5% of revenue for meters across the city or in the BIA. Cristina noted that it would be 5% across the entire city, however that</p>

info@hamiltoninternationalvillage.ca • (905) 522-1778

f @internationalvillage.bia t @HamIntlVillage i @internationalvillagebia



hamiltoninternationalvillage.ca

	option considers operating and revenue. As Hamilton Parking is net zero to the taxpayer, they must pay for taxes and maintenance on their parking lots which is factored into this option. A base rate revenue sharing plan would provide BIA with a base income. Susie mentioned that the BIA is losing a lot of on-street parking. Cristina noted City of Hamilton is aware of this and looking at other options in the future like adding more parking to side streets.
11.	Downtown Core Patrol: Susie noted that the new Core Patrol is a great start, there needs to be more discussion moving forward. Most of the businesses have been able to meet with them and have positive feedback. The main feedback that we've heard as a negative has been that they wish they were seeing them more, however, it is understandable given that the core patrol has such a large area. Susie noted we are continuing to fight for more patrol in the area and that the BIA did send out a survey for members to answer questions about the new core patrol. Kristen noted she has not seen the Core Patrol yet and tried to put this in the survey, but it was not possible given the Questions that they ask. Maja noted her feedback in the survey was that she has not seen the Core Patrol either. Susie will provide this feedback at the Superintendents Sub-Committee Meeting next week.
12	Ferguson Station: Susie noted over the summer we have heard from a lot of businesses about some of the issues that they have been facing related to encampments at Ferguson Station. Susie noted it has been extremely challenging to handle these complaints over the summer. Susie added Ferguson station needs a lot of remediation work from the graffiti on the fences and public assets as well as the graffiti on the mural that will need to be repainted. Susie noted the soup kitchen still operates out of the site and that the City of Hamilton and the Councillor's office have been in contact with the pastor of the church. The pastor explained many of the problems were from other organizations attending and that they are working to not cause any more issues
13.	Community Engagement Coordinator Update: Brendan noted we were invited to the launch of the Grey Cup at the AGH, the 110th Grey Cup will be held on Sunday, November 19 th with Fan Central on James St. N. which will shut down the street between York Blvd and Barton St. Brendan noted as part of the crosswalk project we completed a page on the website called My Village to highlight some of the projects in the area. Brendan noted over the summer we completed an asset inventory of the area including benches garbage bins, and bike racks and a vacancy survey of the properties in the area where there was not much of a change since the previous audit. Brendan noted the Ontario BIA Association, the Ontario Chamber and the Hamilton Chamber of Commerce continue to fight for the extension of the CEBA loans as the loan forgiveness portion deadline will be payable in the coming weeks. Brendan mentioned concrete Canvas and the City of Hamilton completed a new mural on the side of the Hertz Building at 190 Main St. East the mural features multiple artists and it is a great addition to the area. Brendan noted the fountain on Ferguson Street has been brought to the attention of the city as it is a tripping hazard and Public Works investigated who owns the fountain, which is Parks, and is continuing to get more information about their plans. Brendan noted the new McMaster Graduate Student Residence is now open and the BIA provided promotional bookmarks to McMaster University to put in a welcome bag. Brendan explained dumped garbage continues to be an issue. Many of the businesses and residents along the alleyways from Wellington to Mary have had letters shared with them about this issue from the City of Hamilton. Collection in those areas has been better, however, we are still working on reporting any dumped garbage that we see daily. Brendan took a tour of the new Mission Service building and spoke to the manager Tiffany who understands the concerns of the community and has provided her contact information if any of the members want to speak to her. Brendan noted the building at 164-168 King St. East that burned down last

info@hamiltoninternationalvillage.ca • (905) 522-1778

f @internationalvillage.bia t @HamIntlVillage i @internationalvillagebia



hamiltoninternationalvillage.ca

	has been demolished. Brendan explained the application portal for the Digital Main Street grant program will be closing soon, remaining open until September 30 th , 2023. Brendan noted the Hamilton Fringe Festival was held at Theatre Aquarius on July 19 th -30 th and the BIA sponsored the festival this year and the festival also worked with many of the businesses in the area to try to do some cross-promotions. Brendan noted Massive Web Design has now opened at 319 King St. E., Perfect Meat Bowl has now opened at 217 King St. E., California Dream Lounge has opened at 185 King St. E., and Lady Leaf Cannabis opened at 372 King St. E..
14.	Executive Director Update: Susie noted she did multiple delegations including to the Hamilton Police Service Board respecting policing in the area, the Downtown Office Vacancy Report, and the Encampment Protocol outlining some of the issues and member concerns. Susie added there has been a lot of positive feedback about the delegations from the members and that it has started more conversations about safety in the downtown core. Susie noted letters were received by members over the summer outlining some of the issues they are facing and that it has been great to have more members reach out. Susie mentioned she had a meeting with Councillor Kroetsch to talk about the issues in the area and did a walkthrough of Ferguson Station to discuss the future of the space. Susie noted the sidewalk art project will not happen this year due to requirements from the City of Hamilton and the artist not being able to complete the work at this time. Susie added there may be an opportunity project to be planned for next year. Susie noted she is continuing to work with the other executive directors in BIAs across the city which has helped to present a more unified and strong voice to the City of Hamilton. Susie noted the mural on the side of Theatre Aquarius was heaving and was repaired to prevent this issue from getting worse. Susie noted the next LRT Subcommittee will be held this month, there is not any new information from the LRT team at Metrolinx or the City of Hamilton and she will be asking for more information on timelines so that we can begin to plan for this. Susie outlined some of the enhancements approved in the Downtown Office Vacancy report including enhanced collection, a new vandalism grant offering property and business owners \$200 five times a year for any instances of vandalism and graffiti, and a new marketing campaign to focus on the downtown core. Cristina noted the new vandalism grant has started and she will provide this information to the BIA for the next newsletter. Susie noted she and Emily from the Downtown Hamilton BIA have started a new placemaking course. Susie mentioned she is continuing to push for another meeting of the Downtown Safe and Clean Taskforce as this committee has not met recently. Susie said the Ward 2 office has been extremely helpful and supportive to the BIA and members over the summer. Susie noted she did a walkthrough of the entire downtown core with Chukky Ibe from the Mayor's office and Judy Lam from Economic Development to talk about issues facing the members. Susie noted the BIA was selected to receive a \$1000 grant from the Ward 2 Grants program for the launch of the crosswalk event earlier this summer. Susie noted Goodwill, Theatre Aquarius, and Shakespeare's all celebrate their 50 th anniversary this year.
15.	Other Business: None.
16.	Next Meeting: The next meeting of the Board of Management will the Annual General Meeting held October 10th, 2023.
17.	Adjournment: 11:42 AM (PRAVNOVIC-KOGUT/LORENCO) CARRIED

info@hamiltoninternationalvillage.ca • (905) 522-1778

f @internationalvillage.bia t @HamIntlVillage i @internationalvillagebia