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Board of Management Meeting

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| Date: February 8 th , 2024 | |
| Location: Zoom | |
| Present: | Herb Wodehouse, Maja Pravnovic-Kogut, Kristin Kusturin, Peter Quaglia, Suzanne Lanthier, Clay Burns |
| Also Present: | Susie Braithwaite, Brendan Wetton, Sgt. Cory Gurman |
| Regrets: | Councillor Kroetsch, Melanie Lourenco |
| Absent: | |

1. Meeting Called to Order: 10:03 AM

2. Changes to Agenda: None.

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

4. Approval of Minutes: **CARRIED**
CARRIED

- September 14th, 2023 (QUAGLIA/LANTHIER)
- AGM - October 10th, 2023 (KUSTURIN/QUAGLIA)

5. Crime Manager Update Sgt. Cory Gurman:
 Cory outlined the stats for the start of the year: 1 assault, 1 theft from auto, 2 break and enters, 1 theft over \$5000. Thefts from auto have decreased significantly from last year. Cory added the suspect for the business smash and grabs across the city was found. Cory noted the schedule for the Core Patrol has been adjusted to allow for them to be on the street every third Saturday so there is weekend coverage. Cory added this is a pilot, in the future, he would want to see them on the street regularly from Monday to Saturday. Cory noted the results of the Core Patrol survey will be released shortly and he will forward this on to the BIA. Cory explained most calls within the downtown core are trespass calls, other calls include suspicious vehicles or persons. Cory added these calls take a lot of time and resources to investigate. Susie expressed concerns about the need for more support during the spring and summer months. Cory noted they are aware of the concerns and will keep an eye on any issues arising including any from encampments during those months. Cory explained they will continue to work on helping and providing support with issues they are able to address. Susie noted she has been voted in as the vice-chair of the Cleanliness and Security in the Downtown Core Task Force. Herb asked Cory if there is someone in the budget talks that would be able to stress the importance of not cutting needed supports downtown. Cory explained HPS analysts are part of the budget and have access to all the all the statistical information and thinks that savings in the budget will not affect any officers in the core. Susie asked if staffing is an issue. Cory said that it is a challenge right now and staffing needs to consider vacations and sick leave. Cory added in the future his ideal plan for the Core Patrol would see a minimum of 5 officers which would be able to provide better coverage across the downtown core.

6. Programming Plan 2024:
 Susie explained the BIA will be focusing on adding joy to the are this year. Last year there was a focus on advocacy, this year we need to focus on things that the BIA can control. Susie noted the BIA is taking part in the City of Hamilton lead NOSH 2024. Normally NOSH was held in October. When asked for feedback the BIAs agreed that it would be better to hold it in a month where restaurants do not do as well traditionally to give them a boost during that time. Susie explained customers can enter the giveaway by taking a picture of their meal and posting it to Instagram. Susie added the giveaway portion was originally planned to be run by the City of Hamilton and then at the last minute was delegated to the BIAs to run individual giveaways themselves. Brendan noted there are nine businesses participating in the area including Black Forest Inn, Brothers Grimm

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Bistro, Café Oranje, Cherry Birch General, Denninger's, Gastro Market, Dim Sum House, Seasoned, and Stairways. Susie explained the BIA provided table cards with information about NOSH 2024 and holders for the businesses to place on the tables for the entire month to share the event. This is a pilot this year, we are waiting to see the impact that this event has on the restaurants in the BIA. Susie noted the BIA focused more on Fall/Winter décor last year by purchasing metal snowmen to be used year-over-year and that for 2024 we would look at doing more of this kind of activation. Susie added for Spring/Summer we would look at adding metal cutouts of birds, bees, and flowers with some of the being painted in rainbow patterns. The cost for these would be a one-time cost of \$8000 plus \$1400 for the installation and take down each year. In the Fall the cornstalks would be put up again for a cost of \$1800 and the holiday décor would be installed for a cost of \$4200. Susie explained that the metal décor pieces would last up to 10 years and would require an initial investment with install and maintenance as a year-over-year. Susie added going forward the BIA may need to increase the Beatification and Maintenance budget for the installations. Susie noted funding could be possible through grants. Susie explained the City of Hamilton is tentatively holding two Open Streets this year in May and June. Open Streets drew thousands of visitors to the area on that Sunday so if these were to happen the BIA would look at hiring a band to play at Ferguson Station in May and look at doing a drag show, pride market, and have a DJ playing music at Ferguson Station in June. Susie noted the coupon sheet will be planned again for September to December of this year, explaining that the mailout did not have the impact that we thought it would and it would give a chance to have a bit of a break better the next round. Susie noted the Block Party will be planned again for October 19th this year. Susie said Hamilton Day will be on November 2nd this year and the BIA will be looking to partner in the same way as last year again. Susie added the holiday season will be very similar to last year with the holiday décor and giveaways. Susie added the My Main Streets grant is accepting applications again soon and that she will apply for funding for the Pride event and possibly some rainbow benches and banners to add to the area. Kristin said that she likes the décor, the plan looks good, and she likes the idea of the drag show and DJ at Ferguson Station for Open Streets. Kristin added they did well on the Block Party and Hamilton Day and wanted to share an idea of a fundraiser to be incorporated into the events in the later part of the year. Suzanne agreed with Kristin about the programming plan and said Susie did a great job planning with the limited resources of the BIA. Clay noted the programming plan is what we need right now. Clay added a drag show would be fun and that he loves this plan. Clay asked if Susie has thought more about a head-hunter for the area. Susie replied that this is on her radar for the year if some grants free up some resources for that. Clay noted he loved the idea of a fundraiser for the Block Party event and will investigate how this can be incorporated. Maja agreed the programming plan was good for the area to add a bit of colour and given the budget. Peter agrees this was a good plan. Herb mentioned it seems that everyone is on the same page and that events are difficult so let's try other ways to spruce up the area. Susie noted the plan will ebb and flow throughout the year.

7. Advertising/Marketing Plan 2024:

Susie noted that GoBIA has started working on the spring campaign. Susie added the campaigns usually have 7 to 9 posts and that this time the BIA will be using a couple posts from each campaign throughout the year as an education piece about what a BIA is. Susie noted this year we will be scaling back a bit on CHCH on locations. Susie added they have been a great tool in the past to bring more awareness of the area however demographics for the area have shifted to a younger audience that does not necessarily view CHCH anymore. It might be best to do one on location this year before the Block Party or Hamilton Day. Susie noted the BIA will continue the bus wrap advertisement. Susie added that the bus wrap was updated last year so no adjustments will have to be made this year to the content. Susie noted the BIA will continue with online advertising through boosting of posts on social media. Susie added beyond this we will likely be advertising with the AGH again this

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year. Susie noted this would leave approximately \$12,000 in the budget for other opportunities and partnerships including the Hamilton Fringe Festival. Maja agreed that scaling back on CHCH is good for this year. Clay suggested the BIA look at doing some sponsored posts from Urbanicity. Kristin agreed it might be a good idea to use urbanicity for a video to promote the area. Susie added many BIAs are also looking into providing gift card programs for their members. These can also be used for giveaways which would make it easier in the future. Maya said that this might be good for LRT.

MOTION: That the Board of Management approves the 2024 Advertising Plan as presented.
(BURNS/QUAGLIA)

CARRIED

8. NOSH 2024:

Susie noted NOSH 2024 runs for the entire month of February and is a pilot this year. Kristin said she appreciates the program add the table carts to the BIA created however thinks that the number of steps involved to enter is a barrier for many customers. Susie explained that our feedback is very similar. Susie added we will be sending this feedback to the city of Hamilton as next year this could be something that the BIAs can run entirely themselves.

9. Community Engagement Coordinator Update:

Brendan noted the Welcome Package has been updated for 2024 to include more information about the Hamilton LRT project and some of the BIAs special projects. It will be included in the newsletter so that all the members can access the update added to the website. Brendan mentioned the block party and the giveaway in October were very well received by the community and businesses that took part noted they did very well that day, businesses noted redemptions for the coupon sheet were good compared to the summer round., and the holiday and grey cup giveaways drew a very different crowd compared to others. Brendan added Hamilton Day did not do as well as the Block Party, however, it was still a good day, the BIA purchased balloons to have on the street which seemed to draw some attention. Brendan noted in November we attended a Hamilton LRT open house which is available to view on the Hamilton LRT project page: They have released new renderings for Wellington and Queen Street Station. More will be released this year. The Community Hub will still be opening in the Connaught and Connectors will be out on the street early this year. The construction will be two different packages. They have not put the call out yet for this. Construction will still be in phases and typically it starts around the ops centre and more challenging elements. Susie noted we have not been given any timeline on the project. Brendan noted city staff prepared a report for Council with more information about the upcoming two-way conversion of Main Street estimating construction will take place between 2026-28 with the design before this. Council sent staff back to increase the speed of the project and will report back this month. Brendan explained dumped garbage has been improved and waste has been getting to all the issues before they need to be reported by the BIA which is an amazing overall improvement. Brendan noted a new development recently went to the design review panel being planned at the corner of Ferguson Ave. and Jackson Street. The building is just outside the boundary, will be 30 storeys with 402 residential units and will have one commercial space facing onto Ferguson Ave. South. Brendan said the former Forbidden City property on the corner of Walnut St. and King St. East is now for sale.

10. Executive Director Update:

Susie noted she has been voted in as the chair of the BIA subcommittee for the City of Hamilton. Susie added that she has also been voted in as the vice chair of the Downtown Safe and clean task force. Councillor Cameron Kroetsch was voted in as chair of that committee. Susie noted that the CEO of Denninger's Foods of the World Mary A-Z has retired, and she has wished her good luck in the future. Herb mentioned he had a call with Mary A-Z before she retired, and she had nothing but good things to say about the BIA and Susie's work

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| | <p>over the years. Susie mentioned she will be meeting with Greg Dunnett from the Hamilton Chamber of Commerce and Emily Walsh from the downtown BIA to discuss some of the issues that are facing downtown. Susie mentioned the BIA awards and Hamilton Chamber of Commerce Outstanding Business Awards will be held again at carmen's this year on April 10th. Susie added the BIA has put forward Theatre Aquarius and Goodwill Amity for these awards. Susie added Greg Dunnett from the Hamilton Chamber of Commerce recently completed a delegation to council regarding the budget raising some of the concerns that they have been hearing about from businesses in the downtown core. Susie noted this year her focus is on bringing some more joy and lifting spirits on the street. Susie explained last year the day-to-day operations and the advocacy for the members took a lot of resources to accomplish and this year we will be focusing more on trying to bring some positivity and be more out on the street with the members. Herb mentioned he had a call with Mary A-Z before she retired, and she had nothing but good things to say about the BIA and Susie's work over the years.</p> |
| <p>11.</p> | <p>Other Business: Herb reminded Board Members that the deadline for the feedback on the Hamilton police budget is tonight at midnight. Maya said this is an opportunity for members of the BIA to express their concerns about what is happening in the area and the police budget. Susie noted some businesses have already reached out to the Hamilton police board with feedback on the budget. Susie added Denniger's Foods of the World and G.W. Thompson recently had a meeting with Mayor Horwath to discuss some of the issues that they are facing.</p> |
| <p>12.</p> | <p>Next Meeting: The next meeting of the Board of Management will be held on April 4th, 2024.</p> |
| <p>13.</p> | <p>Adjournment: 11:28 AM (BURNS/KUSTURIN) CARRIED</p> |

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