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Board of Management Meeting	
Date: April 4 th , 2024	
Location: Zoom	
Present:	Herb Wodehouse, Maja Pravnovic-Kogut, Kristin Kusturin, Peter Quaglia, Suzanne Lanthier, Councillor Kroetsch
Also Present:	Susie Braithwaite, Brendan Wetton, Sgt. Cory Gurman, Sarah Emke (City of Hamilton), Peter Fortune (City of Hamilton), Cristina Geissler (City of Hamilton)
Regrets:	Melanie Lourenco, Clay Burns
Absent:	

1.	Meeting Called to Order: 10:01 AM	
2.	Changes to Agenda: None.	
3.	Approval of Agenda: (QUAGLIA/PRAVNOVIC-KOGUT)	CARRIED
4.	Approval of Minutes: February 8th, 2024 (LANTHIER/KUSTURIN)	CARRIED
5.	<p>Crime Manager Update Sgt. Cory Gurman: Cory outlined crime stats for February and March in the International Village BIA. Cory noted stealing of air conditioner components including copper has been on the rise adding they are aware of the issue and continue to monitor the situation. Cory noted thefts from autos have reduced from the previous year. Cory explained there have also been multiple instances of phone theft in the core, in these instances an individual will be on a bike and take the phone directly from someone on the sidewalk if it is out in the open. Cory asked if the Board had any questions or concerns, they would like to share. Susie noted the internet to the BIA office has been cut multiple times in the last couple of weeks. Brendan added that Rock N Tees also had a similar issue. Maja noted a beer bottle was thrown at their door and was reported by the condo manager. Cory mentioned this might have been reported as a mischief crime. Herb noted that Denniger's has been having many issues recently. Peter explained that there was a stabbing behind their building recently. Cory explained that some of these incidents would be reported as a mischief crime and would report back with those numbers for the area.</p>	
6.	<p>Ferguson Station Activations: Sarah noted placemaking is a shared love of outdoor spaces that create a community adding their department deals with creative placemaking using projects to bring more attention to a space or drive commercial traffic. Sarah noted downtown Hamilton has been identified as a priority for the year through the Office Vacancy Report that was approved by Council last year. The plans will focus on the commercial corridors and not residential areas. Sarah added they are looking at outdoor spaces and working to have community collaboration to bring more diverse ideas and perspectives. Sarah noted activations will have different lifespans and that some of the identified spaces include Ferguson Station, Wellington Park, and the alleyway on the north side of King St. East. Sarah explained that Fringe will be providing a free theatre program at various locations downtown from July 19th to 30th at three different locations including Ferguson Station. Sarah added Ferguson Station was pitched as a space for one of the upcoming dance activations like a previous event held on Concession St. last year. Sarah explained the summer concert series will be back with Ferguson Station as a location for one part of the series. Sarah noted she is working with the BIA on activations for the May 26th and June 23rd Open Streets events. Sarah noted in the winter (Feb-2025) they are looking to do a one-night art projection in various locations across downtown. Sarah explained with the support of Economic Development \$10,000 will be provided to the BIA for activations. Sarah added they are also looking at improvements to</p>	

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Ferguson Station including temporary murals on the fence, upgrades to the fence, and murals on the concrete seating, and lighting along the pathway. Sarah explained that the light would be a test project to determine the cost and resources needed for similar projects like adding lighting to the alleyways for LRT construction. It was discussed that the murals would be temporary giving more options for new artists to share their work and in case any maintenance needs to occur on the fence; the city typically puts in the artist agreement that they would own the art so it could be repurposed somewhere else. Herb said these plans for Ferguson Station are welcome and asked if the maintenance/responsibility of these projects would be the City of Hamilton and not the BIA. Sarah explained that the would be the responsibility of the city once it is built out. Peter added typically all murals are graffiti coated and agreements the city enters into account for some maintenance by the artists in case of graffiti on any of the murals. Susie noted that in the next newsletter, the BIA will put a call out for any members who would like to hold events at Ferguson Station this year. Suzanne asked if there were any requirements for where events could be held. Sarah responded that generally, they look for places that have power outlets, accommodate a 10 by 10 tent and a 40-person audience. Suzanne also asked if the free theatre was part of Fringe or a separate program. Sarah responded she was unsure of how the paid and free program would be marketed and could connect Suzanne with Christopher at the Hamilton Fringe Festival.

7. Village Pride Project:

Susie noted she has applied for the My Main Street Grant. The project would include the spring and summer décor featuring Pride elements, rainbow benches to replace some of the benches on King St. East and Ferguson Ave., banners featuring an inclusive design, and the Open Street Pride event. Susie noted the Pride event will be happening either way on the June 23rd Open Streets adding that Steven Hilliard has been hired to coordinate the event. Susie noted the Pride event will run from 10am-2pm featuring a free vendor market at Ferguson Station and live drag performances each hour focusing on a different decade of music. Susie mentioned they have reached out to Pride Hamilton to see if they would like to participate in some way. Susie noted that the event it's a great opportunity to bring more pride elements to downtown. Councillor Kroetsch noted that it is good to see that the International Village BIA is doing its own pride event, adding that if any additional funds are needed there may be opportunities to apply for the Ward 2 grant program. Councillor Kroetsch noted that there is also \$75,000 earmarked for Ferguson station and will connect with Sarah and Peter about this funding. Susie noted that she should hear back about the grant before the end of May and reminded board members to earmark Open Streets specifically the June 23rd event to be open that day.

8. Community Engagement Coordinator Update:

Brendan explained that with Susie, they with Joel McCormack from the City of Hamilton's Waste Management Division to talk about some of the issues that members have been having with waste collection and alleyways adding they will be going on a walkthrough next week to address these further. Brendan mentioned NOSH saw a few entries, which was good compared to other BIAs. Participants seemed to be confused about how to enter and the feedback was there were too many steps. Susie noted she asked all the BIAs to prepare feedback and has sent this to Economic Development to adjust the program next year. Brendan noted the Easter Giveaway has concluded adding there were a little less than 50 new followers and the post reached about 1,400 people about 1/4 of our followers. Brendan explained the Hamilton Butt Blitz will be held on either Friday, April 25th or Saturday, April 26th. Last year the Butt Blitz was held on a Saturday, and we did not see anyone participate. They are still working on choosing the date to match the availability of other BIAs. Brendan noted the Spring Campaign has started, the posts are fun and creative. Brendan noted the Hamilton LRT project is working to expropriate the last properties needed for the line, the Hamilton LRT connectors were also out in the area talking to businesses along the alleyways to determine their needs going forward. Brendan noted a new Jamaican restaurant Boom Scorch will be opening at 189 King St. East, a Southeast Asian restaurant will

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also be opening in the former North Fork location at 215 King St. East. Brendan added Forbidden City is going through a rebranding and will be open for dine-in again and Rayacom has also rebranded to Pryntco. Brendan noted the morale on the street is quite low right now. Many of the businesses seem frustrated and concerned about the future of their business and the area, they are trying to stay positive. Brendan added that many long-standing businesses have openly contemplated leaving. Brendan explained that many businesses have said that since the shooting at 185 King St. East and MacNab/King, there has been less traffic on the street from people who do not have to be downtown. Brendan noted a brick was thrown through the windows of Massive Web Design and Voyage Tattoo. Brendan added there was another break-and-enter at Gastro. Brendan explained there was a shooting at 185 King St. East which closed the sidewalk for a Saturday, leaving multiple businesses affected having to close that day. Brendan also explained a couple of businesses noticed that there was a person in the alleyway on their cameras bleeding early in the morning, and emergency services were called. Herb thanked Brendan and Susie for their continued work as it can be very challenging to deal with negativity all the time.

9. Executive Director Update:

Susie noted the BIA is working on a project this year to boost morale and spread positivity. Susie added the Spring/Summer Décor of metal birds, bees, and flowers is now up on many of the decorative poles in the area saying that they are a bit smaller than anticipated, though they do still have an impact on the streetscape. Susie explained the My Main Street Grant has been submitted and that this round of the grant was a lot more work than the previous year. Susie noted the Downtown Hamilton BIA has launched a survey talking about safety and security in downtown Hamilton. Susie added she met with the executive who agreed that it would be worthwhile to partner with the Downtown Hamilton BIA on this initiative aimed at collecting data to help with our advocacy efforts. Susie mentioned she will be attending a meeting with the local MPs/MPPs to provide feedback on the My Main Street Program and to talk about some of the issues facing the area and our local businesses. Susie explained the spots for the Urbanicity video features have been filled; the BIA will be contributing \$300 to the price of the video features package for each of the businesses participating and Urbanicity will do 1-2 videos about the area. Susie added the promotion features a guaranteed number of views and this program will bring a lot more attention to the area. Susie noted the City of Hamilton is also putting a proposal through the My Main Street Program for an activation vendor market at Ferguson Station, which would have kiosks that vendors could sell from and possibly two sheds that could be used for vendors including unique food offerings. Susie added the structures could then be used by the BIA after the program is completed. Susie noted a call for members who want to do events at Ferguson Station will be included in the next newsletter. Councillor Kroetsch noted it might be a good idea to connect with the Hamilton Music Collective as they have been doing some activations in other areas. Susie will connect with them to see if there is a possibility of collaboration.

10. Other Business:

Councillor Kroetsch noted communication do not always reach the ward councillor's office, adding that there might be a way to do check-ins more often to learn more about upcoming projects. Susie explained when reaching out to City of Hamilton staff she is always making sure to mention that the projects or activations should be shared with the councillor's office.

11. Next Meeting: The next meeting of the Board of Management will be held on **July 13th, 2024.**

12. Adjournment: 11:10 AM (PRAVNOVIC-KOGUT/KUSTURIN)

CARRIED

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