



International Village BIA Board of Management Meeting Minutes

Date	February 13, 2025
Location	Zoom Video Conference
Present	Herb Wodehouse (Chair), Maja Prvanovic-Kogut (Treasurer/ Secretary), Clay Burns (Board Member), Kristin Kusturin (Board Member), Suzanne Lanthier (Board Member), Councillor Kroetsch (Board Member), Shelley Kuzma (Goodwill Amity), Susie Braithwaite (IV BIA Executive Director), Brendan Wetton (IV BIA Community Engagement Coordinator), Cristina Geissler (City of Hamilton)
Absent	Peter Quaglia (Vice Chair)

1. Call to Order: 10:04am.

2. Changes to Agenda: Remove Item "A".

3. Approval of Agenda: (PRVANOVIC-KOGUT/KUSTURIN) - CARRIED

4. Approval of Minutes - November 7, 2024: (KUSTURIN/BURNS) - CARRIED

6. Business Arising from the Minutes:

A. Crime Manager Sgt. Cory Gurman, Hamilton Police Services Update

Item removed; Crime Manager Sgt. Cory Gurman not in attendance.

B. Approval of Advice Given Policy

It was discussed the policy is a recommendation by the City of Hamilton crafted from a document received by OBIAA. It is a legal disclaimer to protect the BIA and staff, requiring members to seek professional advice when needed. No discussion heard.

Motion: Accept the "Advice Given Policy" as presented.

(PRVANOVIC-KOGUT/LANTHIER) - CARRIED

C. Approval of New Board Member Shelley Kuzma

Herb explained Shelley Kuzma the Director, Community Engagement and Partnerships at Goodwill Amity has expressed an interest in joining the Board. Herb asked Shelley to leave the meeting for further discussion. No discussion heard.

Motion: Approve the appointment of Shelley Kuzma to the Board of Management.

(LANTHIER/KUSTURIN) - CARRIED

D. Acceptance of Peter Quaglia's Resignation from the Board of Management

Herb explained Peter Quaglia has submitted his resignation from the Board adding Peter has been a dedicated member of the community since he was Chair of the BIA. Susie noted if circumstances change in the future Peter would be interested in serving on the Board again.

MOTION: Approve the resignation of Peter Quaglia the Board of Management.

(PRVANOVIC-KOGUT/LANTHIER) - CARRIED

E. Approval of 2025 Programming Plan

Susie outlined the 2025 Programming Plan:

Feb. Valentine's Day Giveaway	Mar.-Aug. Spring/Summer Metal Pole Decor	Apr. Easter Giveaway	Apr.-May Pole Wraps	May Mother's Day Giveaway
June Open Streets and Village Pride	July-Aug. Weekly Salsa Nights	Sept. Open Streets, Village Pride, and Block Party	Nov. Hamilton Day (Melanin Market Activation)	Dec. Holiday Event and Paid Duties on Saturdays



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Susie noted the pole wraps would be impactful with a design making it clear the BIA is welcoming to the 2SLGBTQIA+ community. It was discussed for both Open Streets Hamilton events, the BIA will run a Pride event. The BIA will work with SalsaSoul to create weekly salsa events in the summer and Melanin Market/YWCA for an activation on Hamilton Day. Susie noted the plan falls within the approved budget adding additional funding sources have been secured from Economic Development and Placemaking. It was discussed the budget for events is not sustainable. An increase will need to be discussed by the Board next year. No discussion heard.

Motion: Approve the 2025 Programming Plan as presented allowing the Executive Director to amend the plan as situations arise.

(LANTHIER/PRVANOVIC-KOGUT) - CARRIED

F. Approval of Promotions and Marketing Plan 2025

Susie outlined the 2025 Promotions and Marketing Plan. which includes an ad with the AGH, HSR bus wrap, online advertising (social media), Theatre Aquarius ad, seasonal decor (Spring/Summer, Fall, Holiday) and sponsorships with PRIDE Hamilton and Fringe. No discussion heard.

Motion: Approve the 2025 Promotions and Marketing Plan as presented.

(KUSTURIN/PRVANOVIC-KOGUT) - CARRIED

G. Proposed Parking Changes

Susie outlined proposed changes to Parking. It was discussed major draws to the area rely on parking that is accessible and that until a final report is presented no action needs to be taken. The Board would help provide business stats, survey customers, and delegate to Council if needed. Susie noted of businesses surveyed, 70% of customers rely on parking. Cristina explained Economic Development is working with Parking to make changes to the recommendations. Councillor Kroetsch asked to be updated on any changes that come from the BIA Sub-Committee.

H. Copp Block Heritage Designation

Susie explained the City of Hamilton is working to designate the Copp Block (Walnut to Mary on the Northside) heritage. The BIA advised that city staff should reach out to property owners directly to provide them with information.

I. Twitter/X Discussion

Susie explained that discourse has changed considerably on Twitter/X and many organizations have chosen to leave the platform. Susie noted as the platform does not stand for inclusivity and comments have become increasingly negative, she suggests the BIA does not use X. The Board discussed a variety of options including turning off comments or removing the platform.

Action: The BIA will pin a post on Twitter/X directing followers to other platforms and turn off comments/tags/mentions to keep the platform active in case of future changes.

Action: Staff will look into alternative platforms including Bluesky and LinkedIn.

J. International Downtowns Association Membership and Conference

Susie explained the City of Hamilton has asked her to attend the International Downtown Association conference in September as Chair of the BIA Sub-Committee. Susie noted the BIA is now a member of the IDA which gives access to a variety of resources.

K. Community Engagement Coordinator Update

Brendan noted the BIA has applied for a Marketing Award from OBIAA for last year's 'What's A BIA' GoBIA campaign. Brendan explained updates have been made to the website (gallery, about BIA,



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member resources, and page header), board member package, and welcome package. Brendan noted the new CityHousing building at 257 King William St. is now open. Brendan noted the BIA was approached to participate in a new program at McMaster University called MindSumo. Brendan noted the BIA has started to record reports to the City of Hamilton and HPS; since the last meeting 43 issues have been reported. Brendan noted new businesses opened: Hero Tea, Obskura, Standard Dance, and The King Sandwich. It was discussed that a new business is opening 287 King St. East.

L. Executive Director Update

Susie noted the property manager for 323 King St. East has reached out with a plan to reduce the main floor commercial from 4000 sq. ft. to 2000 sq. ft. Susie provided feedback that losing commercial space would not be preferable. If they are able to fill the space quicker with small units that would be beneficial for the BIA. Susie noted the 2024 audit information has been collected and sent to the City of Hamilton. Susie mentioned the BIA awards will be held on Wednesday, March 26th which will honour Dodsworth & Brown Funeral Home and Fit Barre. Susie noted the BIA will be switching over the email system from Webmail to Gmail in the coming weeks.

M. Other Business

Councillor Kroetsch noted the Cleanliness and Security in the Downtown Core Sub-Committee will be looking to add new members. Councillor Kroetsch explained he is still working on materializing the requests of both the Downtown Hamilton BIA and International Village BIA. Councillor Kroetsch noted the City of Hamilton is close to a solution to move the Wednesday night soup kitchen to the Ontario Works building parking lot at the corner of Wellington St. North and Jackson St. Brendan noted business owners have had complaints of snow on sidewalks. Cristina explained the City of Hamilton is continuing to work on clearing snow and reminds businesses that it is still their responsibility to clear snow from sidewalks within 24 hours.

7. Adjournment: 11:34am (*PRVANOVIC-KOGUT/KUSTURIN*) - *CARRIED*

8. Next Board of Management Meeting: April 17, 2025