



International Village BIA Board of Management Meeting Minutes

Date	November 13, 2025
Location	Zoom Video Conference
Present	Herb Wodehouse (Chair), Maja Prvanovic-Kogut (Treasurer/ Secretary), Kristin Kusturin (Board Member), Suzanne Lanthier (Board Member), Shelley Kuzma (Board Member), Councillor Kroetsch (Ward 2 Councillor/ Board Member), Susie Braithwaite (IV BIA Executive Director), Brendan Wetton (IV BIA Community Engagement Coordinator), Cristina Geissler (City of Hamilton)
Absent	Clay Burns (Board Member), Nygel Dorey (Board Member)

1. Call to Order: 10:02am.

2. Changes to Agenda: None.

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

4. Approval of Minutes:

- **September 18, 2025:** (PRVANOVIC-KOGUT/LANTHIER) - CARRIED
- **October 7, 2025:** (KUZMA/LANTHIER) - CARRIED

6. Business Arising from the Minutes:

A. Christmas 2025 Programming

Susie explained our BIA opted into the 2-Hour Free Holiday Parking program through the City of Hamilton which will use a portion of Parking Share Revenue (approx. \$14,000) to pay for this program. Susie added not all BIAs have chosen to opt-in, adding our BIA and the Downtown Hamilton BIA are the only BIAs to opt-in in the core. Susie noted the holiday decor has gone up. Susie noted 3 social media giveaways for prize packs of products and gift certificates to businesses in the area will be run the 3 weeks leading up to the holiday. The BIA has also hired 3 social media influencers to promote the area over the holidays. Susie added the BIA has hired off-duty officers for 3 Saturdays leading up to the holidays from 12-5pm; those days the Mounted Unit and CORE patrol will also be present in the morning.

B. 2026 Board Meeting Dates

Susie noted she will be sending Board Members a list of the 2026 Board Meeting Dates. These dates have been confirmed to work with Councillor Kroetsch’s schedule. Susie noted they will be added to the resource section of the website.

C. Community Engagement Coordinator Update

Brendan noted September 28th was Village Pride - Halloween Edition and Open Streets adding this was the most well attended Village Pride so far. Hundreds of people watched the performances and toured the market. Businesses on the street reported it was a much better turnout than the previous Open Streets. Brendan noted the BIA received great feedback from the community and the performers as it was a very positive event. Brendan noted the cornstalks went up last month, none were lost during that time. Brendan added the community did provide feedback that the fall decor continues to be a great addition. Brendan noted 20+ reports were made to the City of Hamilton and HPS; the majority focused on Ferguson Station (encampments, litter from the soup kitchen, etc.). Brendan noted a couple changes to businesses in the area: Salon on D Go opening at 203 King St. East. African Jollof & MoiMoi Delicacy opening at 287 King St. East, Una Bella Vita has opened at 15 Wellington St. North, Dodsworth and Brown Funeral Home has rebranded to Simple Choice Cremations and is having an open house on November 21st at 2pm. Vagabond Saints has moved back to the BIA at 249 King St. East, and Gourmet Street Eats opened at 212 King St. East. Brendan noted The



International Village BIA Board of Management Meeting Minutes

Full Noon Fest was at Ferguson Station every Thursday during October saying the organizers were very happy with the area and many of the businesses commented on how nice it has been to see Ferguson Station more animated. Brendan noted the latest feature with LovelyLittleLocal highlighted Studio 205, Girl on the Wing, and Una Bella Vita as a start to holiday shopping. Maja asked about the relocation of the soup kitchen on Wednesday nights. Susie noted the City of Hamilton is still working on a solution to relocate the event. Herb noted it is great to see a diverse mix of businesses opening in the area.

D. Executive Director Update

Susie noted CHCH Morning Live featured Obskurah, The King Sandwich, and Hammer Rage Room last month before Village Pride. Susie noted she delegated to the Hamilton Police Board last month in support of the CORE patrol program. From the meeting HPS has increased the number of CORE patrol to eight officers on rotating shifts. Susie explained for the holiday season the BIA will be working with 3 influencers, LovelyLittleLocal, HamOntSmallFry, and a new influencer that lives near the BIA. Susie added this seems to be the best way to spread awareness in the current market. Susie noted CHCH is a lot of money and their prices will increase in the new year so this might be a good opportunity to boost influencer marketing. Shelley noted she would be in favour of using more influencers as it brings more attention to the area from different demographics. Susie noted next year is the BIA's 50th birthday. Susie explained in the new year the BIA will start looking at unique marketing opportunities including a special run of banners for the birthday. Susie noted she attended the Mayor's Safety Summit which featured different panels talking about safety issues and solutions. Susie noted on Hamilton Day the international Village BIA partnered with the YWCA Hamilton on a women-led market. The YWCA was very happy with the event. Susie noted a motion will be going to the next Downtown Sub-Committee which will be focused on asking public works to make a plan to start repairing assets near the LRT corridor before construction begins. Susie explained the fountain on Ferguson Ave. beside Theatre Aquarius is scheduled for repair next summer. The city is planning to add a misting station that is activated by users; can be shut off if there are any issues. Susie noted the BIA is currently busy trying to wrap up for the end of the year.

E. Other Business

Suzanne noted that Handmade Hamilton will be at Theatre Aquarius again this weekend, which should be a good event to drive traffic to the area. Herb noted there was a fire at the waste bin at Main and Ferguson and at the new fence behind Shakespeare's Fine Dining. Herb added that officers were there that day asking for footage of the event from his security cameras.

7. Adjournment: 10:45am (*PRVANOVIC-KOGUT/LANTHIER*) - CARRIED

8. Next Board of Management Meeting: February 12, 2026