

Westdale BIA
Board of Management Meeting
Wednesday, June 8th, 6:30pm
1038 King St. W, Suite 1

Present: *Jenney Gates, Suzanne Repei, Trevor Cameron, David Simpson, David Carrothers, Ilona Santa, April Windus (arrived 6:45pm), Parul Ferrie (arrived 8pm) Kerry Cranston-Reiner (merchant)*

Please note, for this meeting quorum was attained at 8pm with the arrival of Parul Ferrie. No voting or motions took place prior to that time. This meeting had originally been scheduled for 6pm and was set later due to scheduling conflicts. April Windus has been motioned to become a Board member, however does not have a vote until her nomination is approved for City council (June 22nd, 2016).

Absent: *Vanessa Gilmour, Ben Greco, Anne Campagne (with regrets)*

Declared Conflicts of Interest: N/A

Call to Order: 6:40pm

- 1) Approval of Agenda: *Ilona motioned, Trevor seconded. Carried.*
- 2) Approval of Minutes: *Parul motioned, Trevor seconded. Carried.*
- 3) Sgt. Amandeep Gill – Crime Manager, Division 1 (West Town)

Sgt Gill was unable to make the meeting at 6:30pm as it had originally been scheduled earlier. Sgt Gill met prior to the meeting with Jenney, Suzanne and Trevor. Sgt Gill is the Crime Manager for Ward 1 as of January 2016. She will be providing some package information via email including the Safe Streets Act, safety initiatives and other info pertinent to the Westdale BIA

Discussion items included:

Lock It or Lose It Campaign – This campaign is designed to raise awareness in the importance of locking your car doors and not leaving valuables in sight. HPS have seen a significant decrease in incidents since this initiative

Safety Audits: Sgt Gill will provide info on a service that is available by the HPS for business and for residential to make improvements on safety and security

Most importantly, Sgt Gill stressed the importance of filing and making the calls to the Police services. For incidents such as break ins, theft/scams, aggressive panhandling.

Community Police: 905-546-4771

Sgt Gill 905-540-6074

Emergency/Dispatch Services/for Immediate assistance, call 911

4) Treasurer's Report: David Simpson

- *Anne (treasurer) was unable to attend to present. The report was reviewed as information and accepted.*

5) Beautification

- *Mallord Farms – Bracket inspection update. Planter and basket work scheduled for the week of June 6th.*

Mallord Farms has since completed a bracket inspection on the flower baskets and replaced 3 bands due to wear and tear for a total cost of \$45.00(Previously approved at the May meeting).

David S discussed the lack of sidewalk cleaning. Previously, the City was supposed to be providing someone to come and clean the street weekly. Previous discussion included hiring an individual to come tidy the Village for up 3-10 hours a week.

Kerry suggested reaching out to hire a high school student.

The “house” which has been known to be leased by restaurant group Jack & Lois is still vacant and overgrown. Ilona said she is familiar with the owners and will reach out to them for an update and request to tidy the exterior.

Jenney will be following up with Mallord Farms this week as the planters and baskets were expected to be filled this week (June 6th) and it has yet to be completed.

6) HSR Bus #1/1A King St Rerouting Petition

Suzanne shared she has been working on a petition letter to send to the City on behalf of the merchants in Westdale Village to stop the rerouting of bus #1/1A King. She encouraged attendees to email Andy McLaughlin at the City of Hamilton sharing their concerns directly. Signatures will be collected and submitted.

7) LRT - Westdale community info session Thursday June 16th 6pm-8pm, Westdale Library

Kerry provided an update from a previous LRT meeting she had attended. She shared the zoning of Westdale Village and how it pertains to the LRT construction. She shared LRT is aiming to keep the BIA's pedestrian friendly. Discussed creating signage/gateway when construction begins on Main St. leading patrons into Westdale.

8) Westdale Village Map Update

Suzanne shared an update on the illustrative map that was approved at the last meeting with <http://www.deucedesign.com/>

- *Approved May 4th 2016*

9) Seasonal Patio – Update

Feedback requested by the City for the proposed On-Street Patio Pilot Program, drafted floor plan, and request form

Discussion took place around the City's proposal Patio Project that uses parking spaces

fitted for a patio space from July-October. Jenney explained the draft provided by the city. April stated that the Library had previously mentioned they could act as a storage space if needed. A concern brought up was because this is a pilot project, how do you choose who gets the space in front of which business if there is a lot of interest? David C suggested doing a draw of the merchants who are interest (example: going forward in coming years, merchants who have had it before cannot enter the draw again). Question brought up about how it affects parking revenue and how much would an individual spot typically contribute to parking share? John Marino is the contact at the City for this project.

10) Upcoming Events

- *Ride Don't Hide - Jenney and Suzanne discussed the idea of purchasing items for a gift basket draw in support of the RDH event*
- *NOSH – Celebration of Hamilton culinary scene to take place Oct 17-23. Information/ideas to be submitted by June 15th Discussion took place around The City of Hamilton's First NOSH Celebration. April discussed the library's participation for this event to act as an event space (sampling, testing). Positive feedback from the board in regards to Suzanne and Jenney reaching out to merchants for participation.*

11) West Fest – Update

- *SEAT application complete. Facility and entertainment quotes are being worked on. Meeting will be booked with SEAT committee for early July.*

Kerry discussed getting involvement from other areas in Westdale such as Columbia College, Westdale Aviary, Mac Outdoor Club.

Discussion took place around Westdale and West Fest's identity and branding or the "lack there of". Moving into 2017, branding of Westdale and its identity will be evaluated.

12) Young Lion's Music Club proposed budget. **Vote required**

- *Bobby and Lucas to attend meeting at a 7:00 PM to discuss budget.*

Bobby and Lucas presented why they feel they should get the \$20K investment from the Westdale BIA, explaining the bulk of the budget will be used for entertainment and booking bands. They say that investing in headlining acts will create a larger draw for attendees and will attract sponsorship dollars in the future.

David S not pleased with spending \$10K on a headlining band, stating that YLMC doesn't necessarily have a proven track record.

Examples of headlining bands at \$10K included Hollerado, Said the Whale, Wintersleep, USS etc. YLMC is open to suggestions for booking bands and sourcing the cost of booking.

Trev motioned, Ilona seconded. Passed.

13) Food Trucks – **Vote required**

- Decision on securing approximately 4 food trucks that will not be in competition with Westdale food merchants

Ilona motioned, David C seconded. Carried

14) Classic Displays – **Vote required.**

- Services for removal and storage of current tree lights. Fall contract for full tree light maintenance, Christmas banners, snowflake installation.

The vote that took place was only for services pertaining to the lights on the 11 trees in the parkettes (other services were not addressed at this time). Previously this service was provided by Mallord Farms but we have chosen to move forward with Classic Displays because of lower cost, customer service and efficiency with already servicing Snowflakes and W's. Cost for services was motioned up to \$800 total. As per Classic Display's quote for the 2016 season, each set will be removed and stored at a cost of \$15 per set (tree). A new contract for 2017 would include installation, removal and storage for \$35 per set. David C motioned, Parul seconded. Carried.

15) The Spec – ad discussion and Discover Hamilton Magazine ad **Vote required**

- Feedback on current ad running
- Discover Magazine 100,000 copies \$699+HST, to print June 24th
- 120 pg full gloss

Parul motioned, David C seconded. Carried.

16) CHCH 2016 Proposal – **Vote required**

- Best Wishes Sponsor Segment \$8,250
- \$10K investment – 100 spots, 2 commercials for 15 week schedule
- Pre-Taped On Location Remotes – 12 minutes total air time, \$5K
- In Studio Community Interviews - \$2K

As per the CHCH proposal, the Board has selected to move forward with the \$10K investment. Parul motioned, Ilona seconded. Carried.

17) New Business

18) Adjournment: 8:40pm *David S motioned, Parul seconded. Carried.*