

Westdale Village BIA Meeting Minutes

Date & Time: Wednesday, October 4, 2017 @ 7:00pm

Location: Westdale Village BIA office – 1038 King Street West

Present: David, Anne, April, Parul, Jodi, Tracy (recording)

Regrets: Ilona

Declared Conflicts of Interest:

1. Call to order. Meeting Called to order at 7pm.
2. Approval of agenda. Approval of Agenda. Moved by Parul, seconded by April.
3. Approval of minutes from April 25, 2017 and May 24, 2017, August 2, 2017 and September 13.

Motion to approve April approved, May approved. Moved by Parul, seconded by Anne

Motion to approve August notes/minutes received for information. Moved by April, seconded by Anne.

September minutes deferred.

4. Treasurer's Report: Anne \$85563.06 + 16 cheques.
565 – Emma Sardo \$88
Lindi Abrams \$88
567 & 572 \$480.25
MMC 3x \$904.00 571 + \$361.60
574 \$46.90
73.34 cogeco
The spec ads 540.14
OctoberWest Benny \$500, \$847.50, Sharon \$400, Klaus \$300, Oscar \$600
16 cheques
Two cheques from Good Witch + City funding
Motion: accept report Moved by Anne, Parul.
Motion: pay the bills. Moved by Anne, April
5. West Fest – debrief
 - Events seems to cater to the students that come for one hour in the evening
 - Should focus on events that are good for the businesses
 - Maybe it is time for a change, new event, new timing
6. Voting matters:
 - Christmas Lighting.
Motion to approve expenditure for Classic Display snowflake and tree lights in the parkette for an amount of \$5415.13.
Same as 2016. Ws and snowflakes
Moved by April, seconded by Parul. Carried.
 - Christmas greens.
Motion to approve expenditure for Mallord farms Christmas decorating for the village for an amount of \$9795.90.

41 containers, 20 trees, 36 swags, clock tree, lighting at clock tower
Same as 2016

Moved by Parul, seconded by April. Carried.

- Winter Wander – Friday, December 1st
Motion to approve expenditure for Winter Wander activities to include Santa, bands, buskers, craft materials, library rental, two tents for hot chocolate, hot chocolate give-away, horse & carriage, promo materials, etc.
Budget up to \$12000.
Moved by Anne, seconded by Parul.
- Utilize City funding.
Motion to utilize the above qualified funding for the Christmas Grant, Operating Budget, Parking Funds, and Neighbourhood Engagement Fund for the above.
Moved by April, seconded
- Two new Board Members.
Motion to replace the two Board members that have relocated with two new Board members: Jodi from Sticky's Candy and Jeff from Paisley Coffeehouse.
Motion to remove Dave Carruthers and Vanessa Gilmour and replace with Jodi Gaskell and Jeff from Paisley.
Moved by Anne and April. Carried.
Names to be sent to the City/Carlo for approval then can be replacements.
- 2018 Budget.
Motion to approve the 2018, which is similar to 2017 budget, and prepare for members at the AGM on November 22, 2017.
Similar to 2016. Budget will be more with grants and
Moved by Anne. Seconded by Parul. Carried.
- Commercial Market Value Assessment ~\$3 500 – approval required
Agreement in principle at August meeting.
MOTION to spend \$3500 on Market Assessment as per request from City
Subsidized by the City.
Market analysis, compile and present a report to WBIA.
Moved by Parul, seconded by April. Carried.

7. Guest: Kerry Cranston-Reimer from Bryan Prince Bookseller.

- Fall Festival and company handling music for that event.
- Kerry owner. Working in the village for 25 years.
- Like new things being tried, new energy.
- Came before Board a couple of years ago. Since
- Not working for most of the merchants, by pjs come in most biz closed, tents in front of biz who pay all year.
- Would like a different direction.
- Just music getting lost. Need something different. Propose shift in mid July when Columbia College comes to town. Partnering with the world music festival.
- Metappa. Tried Gage park, tried Lincoln Alexander, need a new home.
- Interesting for Westdale, history of first planned community
- Know Matappa – would like to meet with them. Helps build an identity, world restaurants, invite mac to be involved. Westdale, pjs popcorn movie.
- McMaster partnership had pros and cons

- Columbia College – same weekend
- Matappa has web site. Have done things in clubs, summer festival, different styles, international music
- Kerry to connect Tracy with groups.
- Some events need to be inside and some need to be outside.
- Maybe add Ramadan, Columbia College
- **Motion to approve Tracy to proceed with exploring new partnership with Matappa. Moved by Parul, seconded by April. Carried**

8. Winter Wander – Friday, December 1, 2017

- Entertainment and bands?
- Emailing pics – library have green screen
- Two tents with hot chocolate
- Library with vendors? – Bake Sale with Churches and community groups
- Horse & Carriage – continue in December? Banks to sponsor a weekend?

9. Videos – Green Marketing

- Filming in the works for “Bakeries and Sweets”
- First video to be out in November
- Event Filming at OktoberWest and Winter Wander

10. Street and Alleyways – weeds and maintenance

- Photos taken and submitted request to City for maintenance with City crews to be out to clean up during their maintenance
- Email from citizen about sweeping the street and keeping it clean
- Ashtray one in front of Sticky’s
- Ask City to sweep streets
- Maybe we need someone, Tracy follow up with Jodi or a student.

11. Annual General Meeting

- Wednesday, November 22, 2017 @ Westdale Library @ 7pm
- Budget for 2018, Agenda and notice to go to business & property owners
- Tracy to send out notice of meeting

12. Grants and other funds available:

- City Enrichment Fund – due November 2nd - not >30% of budget
- Neighbourhood Engagement Matching Grant Program – max \$1000
- RTO 3 matching funding for 2018 events – “WE LOVE THE ARTS”
- Celebrate Ontario Grant – due November 9th – tourism events
- Celebrate Canada Grant – due January 2018 – June 24, July 1 2018
- Canada Works grants – summer student
- Literary nights – Bryan Prince and library (writer ~ \$250)
- West Italia – September is Fest Italia in Hamilton, authors on the street – year round programming, do a lot at Carmen’s, want to do more authors, could tie in again, could look at doing again

13. OktoberWest – Saturday, October 7, 2017

- Cornstalks up – lots of positive feedback
- Bands entertainment

14. Events 2018 – need to start thinking at schedule, “light” festivals/events, funding available
Tracy put together
15. Banner Replacement – last done in 2012, need to be updated, replace damaged ones
Westdale BIA – “corner of history and innovation”
16. City of Hamilton:
 - HABBIA Meeting – October 10th – Tracy to attend
 - Westdale BIA to have summer flowers approve utilizing City funding
17. New Business:
Letter for Westdale Theatre – Tracy to do letter and send to Anne and David for approval.
New work at restaurant beside Bumblebean
NOSH at library – Saturday, October 21st – Tracy to send email
18. Next Meeting: Wednesday, November 1st @ 7pm
19. Adjournment. Moved by April. Adjourned at 8:34pm