

Westdale Village BIA

Discussion Meeting Minutes

Date & Time: Wednesday, December 13th, 2017 @ 7:00pm

Location: Westdale Village BIA office – 1038 King Street West

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

Regrets: Parul, Ilona

Declared Conflicts of Interest: none

1. Call to order.
2. Approval of agenda.
3. Approval of minutes from November 2, 2017. Defer to next meeting.
4. Treasurer's Report: Anne balance of ~\$73000.00
Cheque listing as attached from Anne. More to come for Winter Wander (students, Tracy, lights, \$200 library)
Fit within an already approved budget – David & Anne to sign.
5. Winter Wander – Friday, December 1, 2017
 - Event recap: Kerry good @ Bryan Prince, Sylvia Simpson positive comments, Ice sculpturer reported best attendance ever from his multi-year experience, others liked Winter Wander, good reviews from attendees, good crowds, good weather, great Santa, live music good
 - Positive feedback from members, attendees
 - Photos with Santa at various businesses that were open. Will continue to use on FB & IN.
 - 2018 – Storytime with Santa to continue, interest to add Breakfast with Santa & Dancing Santa
6. Annual General Meeting
 - Wednesday, November 22, 2017 @ Westdale Library @ 7pm
 - Event recap – ran well, stress free
 - 2018 Budget going to Council in January 2018 with payment expected in February
7. Videos – Green Marketing
 - Bakeries and Sweets released
 - Contest on social media? (4 x \$500)
 - Shopping – video changes? Released soon. Agreement that shopping video was good.
 - Video issues to note – one member caused issues for film crew
 - Doing videos & editing for other categories in January
 - Video releases in January, February, March and April 2018
 - \$1800.00 for filming fees negotiated by Tracy received to the WBIA
 - Will try for tourism grant funding for new year for Westdale Live
8. Board Members:
 - David Carrothers (resignation letter received – Thank you David)
 - Vanessa Gilmour (need proof of attempts to contact)
 - Jodi Gaskell and Jeremy Frieberger are now unable to be on the Board
 - Westdale Theatre rep? Paisley Coffee rep? Tracy to see if they want to attend a Board meeting.
9. Streetscape:
 - Christmas Décor – trees, positives feedback, draw eyes to street level, good look for street
 - Pole electricity – identify the poles, (Peter at the City) and the clock
 - Planters for 2018 – suggestions for a new look. Agreement to try the new planters for 2018.
 - Garden beds – suggestion for long term improvement. Agreement to get quote for mulch and silk ferns, reduced water consumption, less maintenance, better appearance without weeds
 - Tracy to follow up with Lordeen and the city to confirm (cc Anne).
 - Baskets and planters to have Boston fern, Potato vine or ivy, and white flower (spider geranium)

10. BIA Excellence in Property Awards (max 2 nominations)

- **☑ Façade Improvement**

This would recognize the property/business owner for improvements (many times undertaken with funding from the Commercial Property Improvement Grant, CPIG program) to their property.

- **☑ Sparkle Award**

This would recognize the property/business owner for the ongoing maintenance of their property. Creating a clean, aesthetically pleasing environment is a vital part of a healthy business district.

- **☑ Business/Community Partnership**

This would recognize property/business owners for their involvement in the community. On an on-going basis, they are supportive of community initiatives. This may be demonstrated through their involvement with the BIA by participating in programs or events sponsored by the BIA or actively assisting with BIA/community initiatives. This nominee is recognized for their invaluable volunteer hours and commitment that is a vital and intricate component of the health and vitality of the business area.

2017 Winners: Sparkle Award - Take Note & Facade Award - Buffed Nail Bar

2016 Winners: Facade Improvement- The Casual Gourmet, 1027 King St. W, L8S 1T7, Ilona Santa & Tannis Jarvis

Business/Community Partnership- My Dog Joe, 1020 King St. W, L8S 1A1, Alice Repei

2015 Winners: Sparkle Award-Westdale Florist, 1041 King St. West &

Façade Improvement-Basilique, 1065 King Street West

Agreement for PACE and PAISLEY to be nominated.

PACE for Façade. PAISLEY for Sparkle.

\$450 cost for awards

Tracy to follow up with Carlo

11. Events 2018 – need to start thinking at schedule, “light” festivals/events, funding available

- Schedule of events 2018
- Westdale Live - music on King West
- Theatre July 2018 – rent a movie spotlight
- Matappa July 2018
- Doors open, Janes walk, arts week, music themed weekend, family literacy January, valentines, family day, Easter things each month, Harvest, Oktoberfest, November? ,
- Westdale history at the library, Cruikshank & cartright (squatters of Princess Point – before RBG & 403) and John Weaver did history on Westdale available online, check on library
- Dump near park
- Walking tour – Ken Coit, Margaret Houghton (archivist for library) – lake society & players guild, David did tours
- April to send library spring guide events

12. How to spend \$1.5 million in Ward 1

Environmental Stewardship Categories:

Access and Accessibility to Public Space – includes water, sidewalks, parks and trails

Park and Trail Enhancements – includes play structures, solar lighting, gardens

Public Building Enhancements – includes environmental upgrades to City owned buildings such as libraries and recreation centres

Beautification – graffiti (prevention and removal), litter and waste bins

Environmental Stewardship – trees, community operated gardens, enhancements to native plantings and animal habitats

Other

Idea Criteria:

Located within Ward 1 boundaries
Public benefit to the Ward
On public property
Can be completed within 1-2 years
Is a physical improvement (infrastructure)
Is a one-time investment

Agreement to submit Community gathering spaces in Westdale Village
Cement seating and games tables (similar to James N)
Garden by clock – fix up, plantings, two benches
Tracy to follow up and submit request to Aidan Johnson.

13. Breastfeeding Friendly Spaces – Tracy to send info
14. Bicycle Friendly Business – Tracy to send
15. Employer One Survey – Tracy to send
16. Radon kits – free program – Tracy to send
17. On Street patios 2018 – Tracy to send
18. City of Hamilton:
 - HABBIA Meeting – December 12th – Tracy attended
 - Cobra light to be replaced, updated LED – DEC/JAN
 - New light fixture at Newton alleyway (missing) – DEC/JAN
19. Voting matters: quorum not reached.
20. New Business:

Westdale Guide for 2018 agree to proceed for 2018
Advertising deals for The Spec and The Sil – open to options if members interested.
Light at TD Bank “DALE” is out – Tracy to contact the City
21. Next Meeting: Wednesday, January 10th @ 7pm
22. Adjournment. Discussion end at 8:51pm