

Westdale Village BIA Meeting Minutes

Date & Time: Thursday, February 22nd, 2018 @ 7:00pm

Location: PUREREALTY Brokerage 1047 King Street West ****NEW LOCATION****

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

Guests: Donna Bacher (Pure Realty Brokerage), Robert Crockford (Westdale Cinema Group)

Regrets: Parul, Ilona

Declared Conflicts of Interest:

1. Call to order. Meeting called to order at 7:15pm with David Simpson as Chair.
2. Approval of agenda.
3. Approval of minutes from January 10, 2018. Minutes approved as circulated.
4. Treasurer's Report: Anne. Spent ~\$30 000 with revenue ~62750 + \$1000 grant (list attached)
5. Cost saving? Westdale Village BIA office – 1038 King Street West
 - Given notice for the end of March
 - David has filing cabinet for all papers
 - April offered the basement of the library for storage
 - Agreement to transfer number to a cell phone
 - BIA to buy phone and then invoice
 - Tracy to arrange for bins and logistics
6. Videos – Green Marketing
 - “Quick & Delicious” approval for release
 - Working on “Beauty” next
 - Video releases continuing into February, March and April 2018
 - Donna included videos in her promotion of Westdale Village
 - Approval for Quick & Delicious – agreement to release
 - Focus on tourism for 2018
 - Tracy to follow up
7. Streetscape:
 - New cobra lights replaced now in Westdale Village – awaiting installation at Newton/S. Oval
Waiting for City to install
 - Clock repair in process
 - Pole electricity – poles are property of Alectra, as confirmed by City.
 - Planters for 2018 – approval for deposit of \$11 000.
Agreement for Anne to pay as the planter expenditure was already approved.
 - Garden beds – cost estimate for consideration
Tracy to get for next meeting and check with the city if they will pay
 - White lights on tree base and battery lights update by Tracy will continue
 - Tracy to get price for pansy baskets for March meeting, will check with wholesaler
8. Market Analysis:
 - Workshop January 31st, 2018
 - Follow up and final report and presentation to members April 25th / May 2nd?
Blogs a good reach. Bootstrap. Good coverage and updates for members

Website needs to be AODA

Tracy get another quote for website and check for other good websites.

Tracy to get the year renewed with GoDaddy

- Recommendations: update website- Quote from Rolling Thunder for consideration
- Sundays openings – comments from members
- Tourist District an option that has been brought to the BIAAC table.

9. E-Newsletter to members – increased readership and responses from members.

- Email blast make it into a blog?
- Tracy to look into with Mailchimp

10. 2018 Festivals & Events – suggested schedule of events for consideration

- Matapa Music Festival – July 20-22 in Westdale Village – plans moving forward
- Labour Day Saturday – new student/PJ Parade
- McMaster Homecoming – Saturday, September 15th
- 101 day – invite businesses to do something, pop up westdale museum
Teenage head went to westdale theatre
Blane cartoon of martin short admiring weils bakery string
Pop up museum @ 101 day at the library

Tracy ok to proceed with the \$25000 expenditure of booking and planning events.
\$30000 was already approved in budget.

- Other options for events with little to no costs:
Jane's Walk, Doors Open, Halloween in the Village, Children's literature
- Westdale Theatre update – construction and renovations taking longer
Expect to be complete by fall or Christmas 2018
Seats 340, will have bigger stage, streaming, Saturday opera, smaller film festivals

11. Westdale Brochure 2018 – \$1000 grant received from City for brochure, moving forward

12. Advertising:

- CHCH Proposal – considered
- The Spec - increase size? Interest in co-op ad buys from some members
- FB boost, McMaster, The Sil, Hotels, Tourism Guide
Hamilton Tourism too expensive
Tracy to proceed with the spec ads coop ads offered to the businesses
Tracy to proceed with The Spec two tourism ads

13. Holiday exemption – tourist district designation participation for consideration

- Tracy to follow up on opportunity for tourism designation for Westdale

14. On Street patios 2018 – working on BIA and Snooty Fox (Jordan working on agreement of neighbours)

15. BIA Excellence in Property Awards – Westdale winners: Pace Credit Union, Paisley Coffeehouse

- March 20th from 4-5pm @ Best Western C Hotel, Dolce Rooftop Lounge
1530 Stonechurch Road East, Hamilton, ON (free of charge)
- Hamilton Chamber of Commerce's Outstanding Business Achievement Awards (OBAA)
following beside @ Carmen's (\$50 pp with BIA discount)

<https://www.hamiltonchamber.ca/events-home/> Purchase a Chamber member priced ticket (\$100/ticket) and then enter the required promotional code (OBAABIA2018) for the BIA discounted cost of \$50.

16. City of Hamilton:

- HABBIA Meeting – February 13th – Tracy attended;
- Next HABBIA Meeting March 13th – Tracy to attend
- Auditors review month of March
- New light fixture at Newton alleyway (missing) – awaiting installation

17. McMaster University

- PACCR meeting February 15th – Tracy attended – next one April 17th
- Issues raised: shoveling, garbage, St. Patrick's Day, new residence
Issues with little parking for so many people in residence.
Tracy to letter concerning about parking – check with Carlo to see how could word letter. We are concerned about parking and apparent support for it from Councillor.
Treating it like other on campus residences, but this is a different on a public road. On campus they have their own road system. Serious parking concerns for Westdale Village.

18. New Business:

Parking – free December – ok

Tracy ok to check with city about free parking on Saturday, as requested by members.

19. Next Meeting: Wednesday, March 14th @ 7pm (second Wednesday of the month)

20. Adjournment. Motion to adjourn @ 9:15pm

Thank you Pure Realty. Thank you Donna and Amy.