

Westdale Village BIA Meeting Minutes

Date & Time: Wednesday, March 14th, 2018 @ 7:00pm

Location: Pure Realty – 1047 King Street West

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

Regrets: Ilona

Declared Conflicts of Interest: none

1. Call to order. Meeting called to order at 7:15pm.
2. Approval of Agenda.
Motion to approve Agenda, with item 8 moved up for discussion. Moved by April, seconded by Parul. Carried.
3. Approval of minutes from January 10, 2018 and February 21, 2018 Meeting Notes.
Motion to approve minutes of January 10, 2018 and February 21, 2018 with typo change. Moved by April, seconded by Anne. Carried.
4. Treasurer's Report: Anne. Expenses outlined.
Bumblebean; The Spec; MMC Dec 30 –Feb 22; Chamber of Commerce; Cogeco; Horizons Attachment for cheques issued.
Motion to receive report and pay the bills. Moved by Parul, seconded by April. Carried.
5. BIA office – Tracy moving stuff next couple of weeks.
Will arrange for files to go to David's office
Will arrange to move items and bins to library
6. Robberies at Big Bee and Shopper's Drug Mart
Big Bee- Suspect apprehended. Tracked the cell phone. Arrested in Scarborough.
Cameras at some businesses. Big concerns with armed robberies. What to do?
More security was requested at BIAAC – asked for more police and satellite offices
Police audit could be done at each store. Safety audit was included in e-newsletter.
St. Patrick's Day coming up – concern to avoid issues, will be police presence
What reduces the amount of crime? Not policing, but having an active street, as per studies.
7. Streetscape
Tracy to find out if can do a planter in front of businesses.
Discussion around removal of winter flower pots and empty containers until June when summer flowers come
Silk greenery as a base was agreed upon as the best route to cover at a reduced cost from WBIA member Clazziq Touch Silk Floral Design & Décor.
Motion to move forward with silk flowers with Clazziq to a max of \$2500 for April – June Moved by April, seconded by Parul. Carried.
Tracy to work with Gail to resolve for April and update Board. Tracy will try for water conservation grant too.
8. Westdale Theatre – Agreement to support the Theatre with Committee of Adjustment request. Board agreed to provide a letter of support, but the Theatre advised us that it was not needed.
Update on theatre restoration project: Construction to start; Expected to be completed in fall 2018; Fundraising underway ~\$500 000 needed; Exterior is complete; Interior cleaned out; Have three RFPs for new web and branding;
BIA offered assistance with grants, but the theatre advised they are taking the route of one large grant.
9. On street Patios. BIA Board supports on street patio program for BIA businesses. Interest from Express Eatery, Snooty Fox, Paisley Coffeehouse. Letter of support is needed from the BIA with each application.
Board decided not to proceed with extra general patios at ends of street.

10. New Board members. Interest from
Motion the Donna Bacher and Robert Crockford replace Vanessa Gilmour and Ben Greco. Moved by Anne, seconded by Parul. Carried
Tracy to follow up with City.
11. Videos – Green Marketing
 - “Quick & Delicious” released
 - Working on “Beauty” and “Arts”
 - March and April 2018
12. Market Analysis:
 - Workshop April 25st, 2018 – 7pm @ Westdale Library
 - Recommendation – Website upgrade and redo
 - Consideration/approval for website. Will review at next meeting
13. Parking:
 - Free parking Saturdays? Not easy to do. Last reviewed about 30 years ago.
 - “Courtesy of BIA” option. Would cost the BIA about \$1000 per day. BIA will not do that.
 - City looking to increase parking revenues in general – something to watch out for.
14. Holiday exemption – tourist district working on process
15. BIA Excellence in Property Awards – Westdale winners: Pace Credit Union, Paisley Coffeehouse
 - March 20th from 4-5pm @ Best Western C Hotel
 - Hamilton Chamber of Commerce’s Outstanding Business Achievement Awards (OBAA) following beside @ Carmen’s (\$50 pp with BIA discount)
16. E- newsletter – readership just under 50% steady each week. Members are reacting positively.
17. 2018 Festivals & Events
 - Event planning moving forward
 - Arts Week: June 2-8 - Westdale Museum pop-up @ library, art on display, Sylvia Simpson
18. Westdale Brochure 2018
 - \$1000 grant received from City for brochure, moving forward
19. City of Hamilton:
 - BIAAC Meeting – March 13th – Tracy attended;
 - Next BIAAC Meeting March 13th – Tracy to attend
 - Auditors review underway
 - New light fixture at Newton alleyway (missing) – awaiting installation
20. McMaster University
 - PACCR meeting April 17th – Tracy to attend
 - Homecoming September 15, 2018 – will go back to MSU to discuss.
 - Sponsorship request – CLAY. Request denied.
21. New Business: None.
22. Next Meeting: Wednesday, April 4th @ 7pm @ Pure Realty
(agreement to move from second Wednesday of the month because of multiple conflicts)
23. Adjournment. ***Motion to Adjourn. Moved by Parul. Carried.*** Adjourned at 8:59pm.