

Westdale Village BIA Meeting Minutes

Date & Time: Wednesday, April 4, 2018 @ 7:00pm

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

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

Guests: Donna Bacher (Pure Realty Brokerage), Gail Ramlochan (Clazzique Touch Silk Floral Design & Décor)

Regrets: Ilona Santa

Declared Conflicts of Interest:

1. Call to order. Meeting called to order at 7:18pm.
2. Approval of agenda.
3. Approval of minutes from March 14, 2018.
Motion to approve minutes of March 14, 2018. Moved by April, seconded by Anne. Carried.
4. Treasurer's Report: Anne
 - KPMG audit underway – almost done. David to complete form + one thing from Anne
 - \$91415.36 = Current Bank Balance.
 - Cheques issued: Chamber of Commerce \$113.00; Horizon Utilities \$48.51; MMC\$1130; MMC \$1130; MMC \$565; Greening Marketing; UPS \$55.03
5. Westdale Village BIA office – shut down for March 31st to become a virtual office
 - Savings for 2018 ~8000 (savings for 2019 ~\$10000)
 - Suggestion to replace spending with ~\$8000 in advertising – positive message
 - Correspondence received on office – no response required, post on website
 - Rental on library storage space is free – thank you to April for arranging. Will consider a donation to the library in appreciation.
 - Address to be used for BIA mailing will be Westdale Law – thank you to David – at no charge.
 - 983 King St W, Hamilton, ON L8S 1K9
 - Redirect mail with Canada Post not needed. Anne will redirect bills.
 - Anne will check on last month rent deposit.
 - Tracy to search for original lease to see if first & last month was given.
 - Maybe interest on last month rent. Amount should be returned.
 - Anne has phone. Good if Tracy could have to use for photos, social media and answering.
 - Anne has the old laptop. Tracy uses her own laptop.
 - BIA meetings are now in an accessible location, as required by the Municipal Act.
 - Virtual office - email, online,
6. Streetscape:
 - New cobra light installed at Newton/S. Oval and Clock repair completed
 - Tree bases – covering & clean up – request with City. Tracy to follow up.
 - Multi season spring planters – please see attached proposal for consideration.
 - 60 containers – biggest thing is getting pots ready
 - April has offered the library for space to assemble.
 - Amy offered her husband and trailer to help with placing planters.
 - Tracy could get a couple of students, along with Gail and Tracy to build
 - Aim for April 16 & 17. Tracy to check on library space. Gail to check other space.
 - Gail will donate her design fees, time to assemble, and product at costs.
 - Agreement to go ahead with spring planters
 - Library gardens and other garden beds need to be done.
 - April noted that library has received notice that their garden beds will not have a budget.

- LIBRARY – proposal for library, BIA support? Maybe will get funds from Ward 1 \$\$.
 - Library may receive some Ward 1 funds to help with gardens.
 - April will bring proposal to Amy MGR at library
 - BIA to revisit library gardens at next meeting

7. Advertising:

- Hamilton Tourism ad ~\$1900 – committed via email for print deadlines
- CHCH - Spring Special which is available through to the end of June 2018. The program can be used for 10 second Program Billboards or 15 second commercials – the investment for the Program Billboards (airtime and production is \$5,334.00) and the investment for the 15 second commercials (airtime and production is \$7,658.00). If we air the commercials that we have already produced, the \$950.00 can be converted to additional commercials.
 - Agreement for NO at this time for CHCH proposal.
- Agreement for more digital advertising, as suggested by Parul
 - Tracy to check with Greening marketing on social media advertising.
- The Hamilton Spectator – stay at level 2B or go up? Contract up beginning of May.
 1. Level 2B Program – 4x90 (eighth page) print ad per week
50,000 web ads per month
\$239/week (before HST)
 2. Level 3B Program – 5x100 (sixth page) print ad per week
75,000 web ads per month
\$361.08/week (before HST)
 3. Level 4B Program – 5x150 (quarter page) print ad per week
100,000 web ads per month
\$519.69/week (before HST)
 - Agreement to stay with the 2B program
 - Tracy to follow up with The Spec
- Website upgrade – quotes submitted. Board reviewed the quotes submitted (~\$2500 - \$15000 pricing) and decide that going with in-house with GoDaddy, using one of their templates, at a cost of ~\$500 (template, responsive, AODA) was best.
 - Tracy to follow up for set up later in May/June

8. Voting Matters:

Motion to approve all of the items listed below:

- ***Approval of minutes of March 14, 2018.***
- ***Receipt of Treasurer's Report above.***
- ***Approval of Streetscape expenditures (proposal + student help) in the amount of ~\$6500.***
- ***Approval of Advertising expenditure for Hamilton Tourism Guide in the amount of ~\$1900.***
- ***Approval of in-house website upgrade in the amount of ~ \$500.***
- ***Approval to renew The Spectator weekly ad contract in the amount of ~\$239.00/week***
Moved by April, seconded by Anne. Carried.

9. Westdale Theatre:

- Update on restoration – no report.

10. Business Changes:

- Bryan Prince Bookseller leaving, W-Pilates just opened, Sticky's sign down so possibly rented, Burnt Tongue possibly coming, Pete and Kay opening soon.
- Issues - Westdale taxes are higher. City should move to reduce. Other BIAs are cheaper. Landlords are increasing rents
- BIA has not increased tax levy for a number of years.
- Hamilton taxes are higher than surrounding areas – maybe BIA areas should have lower taxes

11. On Street patios 2018:

- Paisley Coffeeshouse, Snooty Fox, Express Restaurant – submitted applications
- Advised City that BIA supports any other applications
- Tracy worked with City to have special circumstances with angle parking acknowledged for Paisley -2 parking spaces to accommodate, Snooty – 3 parking spaces to accommodate

12. New Board members?

- Agreement last meeting to add Donna Bacher and Robert Crockford – process under way
- Ben Greco given last option to attend meeting this evening – request by City – so since he did not attend then he will be removed from the Board.

13. Videos – Green Marketing

- “Beauty” and “Arts” being put together
- Tracy to add W-Pilates for the health video

14. Market Analysis:

- Workshop April 25st, 2018 – 7pm @ Westdale Library
- Recommendation – Website upgrade and redo – agreed to above

15. Holiday exemption – tourist district working on process

- eg. Walker’s Chocolates, Modela vs. Westdale Flowers
- Tracy working on it with the City

16. BIA Excellence in Property Awards – Westdale winners: Pace Credit Union, Paisley Coffeeshouse

- Pace Credit Union, Anne, David and Tracy attended

17. 2018 Festivals & Events

- Event planning moving forward
- Arts Week: June 2-8 - Westdale Museum pop-up @ library, art on display, Sylvia Simpson
- Homecoming – ok with bands at each end

18. Westdale Brochure 2018

- \$1000 grant received from City for brochure, moving forward, awaiting info, need pictures

19. City of Hamilton:

- Awaiting for word on Provincial funding announcement
- Next BIAAC Meeting April 10th – Tracy to attend

20. McMaster University

- PACCR meeting April 17th – Tracy to attend
- Homecoming September 15, 2018 – working with McMaster

21. New Business:

22. Next Meeting: Wednesday, May 9th @ 7pm (second Wednesday of the month) @ Pure Realty

23. Adjournment. **Motion to adjourn. Moved by April. Carried.** Meeting adjourned @ 8:46pm