

Westdale Village BIA Meeting Minutes

Date & Time: Wednesday, May 9, 2018 @ 7:00pm

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

Present: David, Anne, Tracy (recording)

Guests: Donna (Pure Realty Brokerage), Robert (Westdale Cinema Group), Gail (Clazzique Touch Silk Floral Design & Décor), Marcia (The Dessert Room)

Regrets: April, Parul, Sabrina (Basilique), Ilona (was available by telephone, but could not make quorum)

Declared Conflicts of Interest:

1. Call to order. Quorum not reached so a discussion meeting was held with David Simpson as Chair.
2. Approval of agenda.
3. Approval of minutes from April 4, 2018. Defer.
4. Treasurer's Report: Anne
 - Current Bank Balance and Cheques attached
5. Survey – members and residents

Review of residents of survey - Most respondents living in Westdale >20 years (consistent with Market analysis); visit multiple times per week; shop weekly; dine monthly; like to see bookstore, hardware store, food store

Review of merchants survey – most use Instagram and Facebook; posting multiple times per week

Westdale Village concerns:

Parking; City – reduce student housing so go back to families; Condos desired – now height restriction 3 floors; City needs to assess housing and possibly offer owner occupied interest free loans; City licensing student housing? Alleyways and issue.

Marketing desired for more social media:

Extend marketing and create a buzz, 80% of one business clients are 25-34 from Hamilton – consistent high quality posts.

Would like to see 1-2 posts per day – want stories. Short snap video 5 seconds. Suggested by location. Good quality. Super consistent. Would like a professional social person to do. Tracy to get quotes.
6. Streetscape:
 - Tree bases – covering & clean up – request with City
 - Student cleaner started – couple of days a week, cleaning up garbage, spring street clean done
 - Multi season spring planters – installed and receiving great responses (95% +)
 - Full cost of design, product, installation ~\$22000-\$25000. Cost to WBIA ~\$6500
 - Thank you to Gail (Clazzique Touch Silk Floral Design & Décor) for donation of time, design costs, installation, product pricing and more
 - Thank you to Hunter (Pure Realty Brokerage) for time, installation, "muscle", truck & trailer
 - Garden Beds – proposal for consideration:
 - Clean up of beds with black rubber mulch and landscape paper (attached)
 - Installation of multi-season "everlast" greens (attached)
 - Agreement on style, direction and look for Westdale
 - Agreement to proceed since spring season is here. Cost ~\$15000 for product. Design and installation donated. Actual value cost of project would be ~\$50 000. Savings for WBIA thanks to Gail @ Clazzique Touch.

- Cost ~\$4400 for landscaper to clean up the gardens and install landscape fabric along with black shredded mulch. Other quote more than double.
- Fall Seasonal and Winter Planters – proposal for consideration
 - Installation of multi-season “everlast” greens in planters (attached)
 - Agreement needed on style, direction and look for Westdale
 - Will discuss at next meeting.

Ideas for new garden beds:

- Market as environmental friendly
- Rebranding of Westdale
- Progressive and cost effectiveness
- The first - Not done other BIAs
- #itsgreentobefake #itsgoodtobefake
- Good pulse – engage customers
- Only issue is spending money for this year then not again
- Agreement to have an email for on doing the garden beds as proposed.
- Tracy to follow up with email vote

7. Advertising:

- Digital Marketing
 - Proposals attached for social media, video, digital advertising
 - Survey response from members
 - Agreement of direction for WBIA
- Website upgrade
 - Templates for consideration
 - Social Media – Tracy to follow up more with proposals
 - Be consistent
 - Branding
 - Social media
 - Meeting Monday @ 9:30 – Marcia to come – The Generator
 - Oneplusonedesign.ca – Tracy to follow up

8. Voting Matters:

Motion to approve all of the items listed below: deferred to next meeting – no quorum

- ***Approval of minutes of April 2018.***
- ***Receipt of Treasurer’s Report above.***
- ***Approval of Streetscape expenditures for garden beds.***
- ***Approval of Streetscape expenditures for fall & winter planters.***
- ***Approval of digital marketing proposals***

9. Westdale Theatre (report from Bob Crockford):

- Update on restoration
- Working on social media strategy, would like to collaborate
- No \$\$ provincial liberals
- Fed libs – cultural spaces and legacy program, but don’t qualify for both
- Might be able to work with cultural spaces
- Need ~\$1.4 million, more money from City, need more \$\$
- Need \$\$ first before can start work
- Naming rights program
- Probably summer 2019
- Pro hospitality – like Elora Mill

10. Business Changes:

- Shawarma – new owner

- Burnt Tongue coming in 2018 – not announced yet
- Charlie’s Chopsticks coming to Westdale

11. On Street patios 2018:

- Paisley Coffeehouse, Snooty Fox, Express Restaurant, Shawarma all applied for patios
- BIA provided the required letter of support for each request

12. New Board members?

- Donna Bacher and Robert Crockford being added at next Council meeting
- Two more spots open for Board members

13. Videos – Green Marketing

- Arts video released
- Beauty Video to be approved
<https://www.youtube.com/watch?v=a3Awl5XOPAI&feature=youtu.be>
- Health and other restaurants still to be done.
- Greening Marketing can cut into shorter videos
- One plus one design.ca - Marcia

14. Market Analysis:

- Workshop April 25st, 2018 – 7pm @ Westdale Library
- Survey responses from residents
- Joh Archer will provide and updated report

15. City of Hamilton:

- Provincial funding announcement – division not yet decided, first step to Council
- BIAAC Meeting May 8th – Graffiti reporting – Public space – City to handle, Private space business/property owner responsible.

16. McMaster University

- PACCR meeting April 17th – Tracy attended
- Homecoming September 15, 2018 – working with McMaster
- McMaster Athletics – proposal coming, want to work with the WBIA

17. New Business:

18. Next Meeting: Wednesday, June 13th @ 7pm (second Wednesday of the month) @ Pure Realty

19. Adjournment. Discussion meeting adjourned at 8:45pm.