

**Westdale Village BIA  
Meeting Agenda**

**Date & Time:** Wednesday, April 12, 2023 @ 6:30pm

**Location:** via ZOOM

<https://us02web.zoom.us/j/81251280184?pwd=b2F2dkw1aVvV3c5LzllSEJlbW5oUT09>

**Meeting ID:** 812 5128 0184

**Passcode:** westdale

**Present:** David Simpson (Westdale Law), Anita Shilliday (Pace Credit Union), Ilona Santa (Casual Gourmet), Robert Crockford (Westdale Theatre), Biyao Hu (Second Cup Westdale), Paul Milki (Westdale Cupcakes), Isha Soni (Pizzaiolo Westdale), Jordan Geertsma (Snooty Fox), Councillor Maureen Wilson, Tracy (Executive Director – recording)

**Regrets:** Ron Gabor (HPL),

1. **Call to order.**
2. **Approval of Agenda.**
3. **Declarations of Interest**
4. **Approval of Minutes of Previous Meeting.**
  - March 8, 2023
5. **Delegations**
6. **Consent items**
7. **Presentations**
8. **Discussion Items:**

**A: City of Hamilton: Councillor Maureen Wilson**

- Patios open! Thank you to Councillor Wilson and Council for covering patio application fee.
- Development updates:
  - 90 Carling St (backs on King property near Food Basics) - Construction moving along
  - McMaster residence. Demolition complete. Residence expected to be completed for September 2025 – announced in PACCAR this week.
  - 804-816 King St W (@ Paradise) 6-storey. Approved by the City and ready to proceed.
- Westdale construction 2023:
  - Marion Ave S – resurfacing
  - Marion Ave N – full reconstruction
  - Resurfacing - Cline Ave S – King to Sterling, Whitton Rd, Oakwood Pl
  - Sterling - Sewer chamber work – between Oakwood Pl and Forsyth
  - Sterling – resurfacing King to Forsyth
- Churchill Hill Park Phase 2 construction – park being used much more
- LRT – some buildings torn down. Reminder request King 1 bus to remain through Westdale Village and request for another LRT stop needed between Longwood and Cootes.
- EV charging station – electricity installed, EV must pay for parking spot when charging
- Support for streetscape from Councillor?
- Other

**B: Financial Update (Anita, Tracy):**

- Bank Balance as of March 31, 2023 is \$78, 802.42
- A few more receivables and payables to happen in April.
- Received grant funds for 2022 expenditures \$28 000 + \$3289.63 bonus.
- Funds to come: \$4520 reimbursement from City for consultant action plan, contribution to operating fund and parking revenue amounts expected to be determined in May/June

- HST 2020 and 2021 ~\$10000 to come later in 2023
- Working to finalize things for audit and bring things up to date – a few more documents needed, auditor will use what have now from accountant
- Anita and Tracy working to get accounting up to date – new accountant with BIA expertise
- Agreement to move account to PACE Credit Union from last meeting update: Pace to changeover to Alterna so will wait until May/June to change account (their system is being changed over and updated first)
- ***Motion to receive financial update.***

**C: Westdale Theatre (Bob):**

- Attendance numbers increasing, working on other programming
- Special programming (Hamilton Originals, film talks) continues
- Private rentals bringing in revenue, focus for theatre = more than just films
- Harry Potter series – BIA is sponsor – excellent attendance
- Star Wars series starting
- New series with Grass Hut as sponsor
- Other films having very good attendance
- Increase in number of people coming to Westdale for the Theatre
- Other

**D: Safety and Security (Anita, Tracy):**

- Update on ATM issues seem to be resolved with all ATMs now being locked overnight
- Crime update: no reported in BIA area crime since last meeting. One residential burglary and motor vehicle theft well outside of BIA
- Window broken at Subway yesterday ~2am, doesn't appear to be anything taken
- Theatre – alarm set off contact ~2am, contact not found so replaced, did not break in

**E: Real Estate update (Tracy):**

- Commercial: for lease at former Cuppa Tea, beside Dragon Court
  - Residential: homes are selling in area, general lower sales for Hamilton

**F: HPL update (Ron):**

- General update – regrets from Ron, but sent an update
- Statues quo, afternoons busy, slowly gearing up for summer programming, book sale planned for one of the BIA event weekends

**G: Business updates (Tracy):**

- PATIOS OPEN!
- More renovations at UPS building – a couple more food places expected to open soon, building painted, new signs coming, Basilique being renovated
- Building where fire was beside Dragon Court - renos seem mostly complete.
- Retail artists shop to open sometime after renos at 948 King St – new front windows & doors
- Former Pete and Kay location – upstairs residential main floor expected to be a restaurant, but not yet listed for lease
- Cuppa Tea location listed for lease
- New businesses in basement of 1038 King St West - One4All First Aid & CPR Services
- Business Awards of Excellence – congratulations to winners Nannaa Eatery and Mikel Coffee

**H: Community Outreach (Tracy):**

- McMaster PACCR – meeting March 6<sup>th</sup>. Increased education move-out April 30<sup>th</sup>

### **I: Streetscape (Tracy):**

- A bit more electrical work to be completed when better weather (some outlets) – supply issue with some of the outlets needed
- Snowflakes switched up last week of March
- Snowflakes in storage. Looking at less expensive local alternatives
- Planters being moved to surround patios with pansies and curly willow in planters to cover until June. Some vine to take cool nights in planters and the reused once ferns ready for patio planters.
- Summer planters ready for early June – confirmed funding for part from City – they will pay our grower directly
- Earth Day community alleyway cleanup April 22<sup>nd</sup>, other BIA earlier in the week. Request to print and purchase picks. Ok to cover for coffee for volunteers?
- After cleanup, hostas to plant (donated by community members)

### **J: Strategy (Tracy):**

- PATIOS and outdoor fresh
- Tourism: hiking, canoeing, kayaking, connection to hotels and visitors
- Theme: Westdale Village is alive and open for business with activity to SHOP LOCAL, tourism draw with patios and live music = shop & dine
- Outdoor fresh, safe – shop local, eat local, support local
- Experiences in Westdale: dining, cooking classes, hiking, coffee shops, art, lighting
- Farmers market to run JUNE 13 – OCT 3 with option for maybe some earlier promo pop-ups for Mother's Day.
- BIA Policies: required to be brought up to date. APR meeting: discuss suggested templates
- Social media policy to consider:
  - Promotion of local shopping, dining, services, experiences, events, activations
  - Support local small business (shop, dine, service, etc)
  - Not the job of the BIA social media to act as an advertiser of any business, rather to give a flavour of the area and promote events
  - Engagement priority and a focus - rewarded with activity
  - Increase followers priority
  - Like/share Westdale BIA business postings
  - Like other BIAs and BIA business postings
  - No political/issues statements or positions
  - Open invitation for businesses to send info
  - Photos/video created by BIA used
  - Community wishes for general statutory holidays
  - Business features rotating, invitation for BIA to take interior photos
- Other

***Motion to approve and receive discussion items.***

### **9. Notice of Motions**

### **10. Motions**

### **11. General Information/Other Business**

### **12. Adjournment.**

- Next Meeting WED 10 MAY 630pm 2023 (2<sup>nd</sup> Wednesday of the month).
- 2023 schedule: all meetings at 630pm. Keep virtual for now.  
WED 10 MAY. WED 14 JUN. WED 12 JUL. no AUG meeting.  
WED 13 SEP. WED 11 OCT. WED 8 NOV (AGM). WED 13 DEC