

**Westdale Village BIA  
Meeting Minutes**

**Date & Time: Wednesday, December 20, 2023 @ 6:30pm**

**Location:** Dragon Court

**Present:** Anita Shilliday (AlternA Savings), Paul Milki (Westdale Cupcakes), Robert Crockford (Westdale Theatre), David Simpson (Westdale Law), Councillor Maureen Wilson, Jordan Geertsma (Snooty Fox), Tracy (Executive Director – recording)

**Regrets:** Ron Gabor (HPL), Biyao Hu (Second Cup Westdale), Ilona Santa (Casual Gourmet)

**Guests: from Second Cup**

Before meeting started, two staff from Second Cup Westdale wanted to let the Board know about a couple of incidents involving a person who took the tips jar off the counter at Second Cup twice, and tried it unsuccessfully at Next Door Café. It was recommended that they make sure it has been reported and share any info with the BIA.

1. **Call to order.** Meeting called to order at 7:02pm with David as Chair.
2. **Approval of Agenda.**  
*Motion to approve the agenda. Moved by Robert, seconded by Jordan. Approved.*
3. **Declarations of Interest**
4. **Approval of Minutes of Previous Meeting.**
  - *Motion to approve the minutes of October 20, 2023. Moved by Robert, seconded by Paul. Carried.*
5. **Delegations** None.
6. **Consent items** None.
7. **Presentations** None.
8. **Discussion Items:**
  - A: City of Hamilton: Councillor Maureen Wilson (regrets from Councillor Wilson and S. Hilson)**
    - Development updates:
      - 90 Carling St (backs on King property near Food Basics)
      - McMaster residence. Demolition complete. Residence expected to be completed for September 2025. Project started.
      - 804-816 King St W (@ Paradise) 6-storey.
    - Westdale construction 2023:
      - Marion Ave S - DONE!
      - Possibility for milling the intersection and pave at King and Marion - DONE!
      - 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 – bagged up right now, issues with station
    - Looked at Defibrillator to be installed, trying for a pilot project
    - Support for streetscape a possibility – meeting with Councillor to discuss 2024
    - 2 way Main Street and King Street update – Council DEC 4<sup>th</sup>
  - B: Financial Update (Anita, Tracy):**
    - Bank Balances as of November 31, 2023 are: CIBC is \$15760.11 and AlternA is \$46977.28
    - Keeping CIBC account open until finished with cheques and all loose ends then will close and transfer funds over to AlternA.
    - Funds to come: \$4520 reimbursement from City for consultant action plan and shared parking fund \$16,067.66. Other grants received.

- Accountant has connected with KPMG and 2021 audit ready to start. Everything has been submitted and accountant has everything on the cloud.
- HST filed by accountant received cheque for \$10866.52
- ***Motion to treat items under \$500 as expenses and not depreciated assets. (lights, tables, etc.) as recommended by accountant. Moved by Jordan, seconded by Paul. Carried.***
- ***Motion to receive financial update. Moved by Anita, seconded by Bob. Carried.***

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

- Special programming continues and attracting visitors.
- Issue with a movie. Tried to make everybody happy and no one was happy.
- Increase in number of people coming to Westdale for the Theatre -attendance
- Business running well in general
- 2024 mortgage renewal
- Family Movies – Westdale BIA sponsor
- Alyshia new Executive Director
- New ticketing system - will allow for more programming options. Looking at dinner and a movie/shopping to test in new year. Working together in both our favour.
- New ticketing system has new features might be able to have financial advantage with clearing house with new system.
- Valentine's Day anniversary party. Comedy and opening. Something different. 5<sup>th</sup> Anniversary
- Theatre and BIA together have done well partnership.

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

- Update on ATM issues. Having visitors at Alterna ATM sometimes.
- Crime update: 1 residential break in (close to BIA).
- Tip jar issue Next Door and Second Cup.
- Bare – garbage on fire, was to check cameras and let BIA know if issue.
- Firetrucks at Delirious Burger
- New crime manager.
- Test camera installed King @ Paisley. Funding expected grant to cover.

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

- Businesses for sale: Pizza Nova, Cinnaholic, Bean Bar
- Commercial for lease: Grass Hut, Cuppa Tea,
- Residential: limited quantity, limited sales

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

- General – all ok
- Many locals and students using the library

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

- Matamak back open at UPS building.
- Beside Dragon Court – Next Door Café open, other business to open soon
- Retail artists shop to open sometime after renos at 948 King St
- Former Pete and Kay location - not yet listed for lease
- QR Vape opened at Modella – received emails of concern. Suggested response was that BIA does not select the tenants, it is up to the landlord

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

- McMaster PACCR – next meeting in spring

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

- Fall décor up and down – well received
- Some streetscape items not yet bolted back to ground by City - requested
- Patios getting good use, day and night – allowed until NOV 20<sup>th</sup> with Grey Cup – used right up until pack up NOV 20<sup>th</sup>.
- Garbage from businesses an issue. Received emails of concern. Send another email
- Ws and Snowflakes: set up and trees on poles. Some more lights added. All Ws working, new local company set up and money saved.
- Some electrical work needed to be done to get all outlets working
- Christmas trees – a bit more expensive, got from Cannon Nurseries, one per pole. Add more lights same as centre? \$128 x 20. Agreement to keep what have.

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

- Tourism: hiking, canoeing, kayaking, connection to hotels and visitors.
- Outdoor fresh, safe – shop local, eat local, support local
- Experiences in Westdale: dining, experiences, hiking, coffee shops, art, lighting
- Hotel Room Key program: need more businesses involved. Working on it. Plan for JAN with another new hotel just down the street (King @ Queen)
- Westdale gift card – minimal cost, 5% for merchant. Works like a regular MC. Ok to proceed? Tie in to tourism, February food month Westdaleliscious
- EVENTS  
Fall/winter events complete  
WinterFest FEB 2-19, 2024 – thoughts? Lights, theatre, food, working on Westdaleliscious  
NOSH month of February.

***Motion to approve and receive discussion items. Moved by Paul, seconded by Anita. Carried.***

### **9. Awards of Excellence.**

The Awards of Excellence Program has been developed to honour individual Business Improvement Area (BIA) members for the vital contribution they make to our community. The contribution can be through the beautification and continual upkeep of their properties or through their community partnership. Their commitment to excellence creates an impetus for investment for other property and business owners within the BIAs and the community at large. The standard they have set improves the environment in which we all live, work and play.

The participating BIAs in the Awards Program nominate two (2) properties within their boundaries. Three categories have been created for the nominations. The BIA would determine which category they will submit nominations for.

#### **Façade Improvement**

This would recognize the property/business owner for improvements (many times undertaken with funding from the Commercial Property Improvement Grant, CPIG program) to their property.

#### **Sparkle Award**

This would recognize the property/business owner for the ongoing maintenance of their property. Creating a clean, aesthetically pleasing environment is a vital part of a healthy business district.

#### **Business/Community Partnership**

This would recognize property/business owners for their involvement in the community. On an on-going basis, they are supportive of community initiatives. This may be demonstrated through their involvement with the

BIA by participating in programs or events sponsored by the BIA or actively assisting with BIA/community initiatives. This nominee is recognized for their invaluable volunteer hours and commitment that is a vital and intricate component of the health and vitality of the business area.

The two nominees from each BIA will be presented a plaque of recognition at an Awards reception which will be held on Thursday March 28, 2024.

Agreement to submit the two nominations for Westdale Village BIA  
Alterna Savings - Business/Community Partnership  
Weils of Westdale Bakery - Sparkle

**10. Notice of Motions None.**

**11. Motions None.**

**12. General Information/Other Business.**

- **Need farmers for farmers market**

**13. Adjournment.**

Next Meeting WED 10 January 630pm 2024 (2<sup>nd</sup> Wednesday of the month).

- 2024 schedule: all meetings at 630pm. Keep virtual for now?  
If want in person then can use Alterna Savings Board room.  
Agreement to keep meetings virtual and 2<sup>nd</sup> Wednesday of the month at 630pm.  
***Motion to adjourn. Moved by Jordan. Carried.***  
Meeting adjourned at 820pm.

Thank you to all Board members for their contributions to Westdale Village.  
Enjoy the holidays!