

Locke Street South BIA Meeting Minutes

February 28, 2017 7:00 PM

Meeting Location: Melrose United Church, 86 Homewood Ave., Hamilton

In Attendance:

Margo Foreman, Tony Greco, Diana McClure, Frank Torelli, Susan Gregor, Georgina Mitropoulos, Aiden Johnson, Ian Ross, Kevin Turbitt, Kirsten McNamee, Paul Furlong

Chairman Tony Greco welcomed all to the meeting.

1.0 Approval of Minutes from January 24, 2017

MOTION: To approve the minutes as presented.

Moved by: Susan Gregor Seconded by: Kevin Turbitt **APPROVED**

2.0 Business Arising from Minutes

2.1 Councillor Johnson

Councillor Johnson stated that the planning council approved temporary patio permits throughout the city. This will take needed parking spaces on Locke. The individual BIAs can opt out. The policy is going for further approval up the chain.

A suggestion was made to have our BIA meetings start at 6:30 p.m. so Councillor Johnson could attend for longer, as he has another meeting at 7:30 p.m. However, as the Chair and other members could not make it in time for 6:30 p.m., the time was kept at 7:00 p.m.

2.2 Flower Baskets

There was a discussion on the flower baskets for the summer. Two quotes were obtained for the flower baskets, from the City of Hamilton and Mallard Farms. The City's quote was chosen as it was less. Initially, the BIA thought the colours might be limited, due to the late placement, however, the City was able to get red and white baskets, (Canada's 150th), trailing ivy and dragon begonias. The City will water the plants. The BIA has a history with the City providing the flowers.

All the baskets have been taken from Mallard Farms to the greenhouses at Gage Park for the City.

3.0 Financial Statement Report: Diana McClure

3.1 Approval of the Operating Statement – January 31, 2017

MOTION: to approve the January 31, 2017 operating statement. **Deferred**

4.0 New Business

4.1 Chair Report – Tony Greco

Tony stated that Al Ginnattasio - property owner – is interested in being part of the BIA board and will be asked by Tony to attend meetings.

Tony stated Textures won the ‘sparkling windows’ award and Ronn from Mattson and Company won the business improvement award for the Locke BIA. There is a ceremony on the mountain on March 28th. They will get a picture of their business signed by the mayor and can attend the Chamber of Commerce dinner that night also. Margo stated she will attend the announcement, but will be available to do the minutes of the BIA meeting that night.

4.2 Special Events Committee Update – Margo Foreman

Margo stated that Toni has retired from SC and she is unsure if Toni will continue to be a merchant ambassador with her. She has been in discussion with Georgina about a food event in the spring on Locke.

Georgina asked if Margo could send her the names and emails of all the ‘foody’ places on Locke and this will be done. She suggested that a ‘progressive’ dinner event might be possible with a \$5 tasting available at a few restaurants with each course. She suggested that food people are very good at organizing food events and she will work with the Farmer’s Market people. She thought initially that July 1st might be nice, but with discussion of other members, thought the 2nd or 3rd week of June might be best. She will talk to Brandon initially.

4.3 Festival Committee Update – Frank Torelli

Frank stated that the sponsorship documentation has been prepared and will be reviewed at the next LSF meeting. He expects to be negotiating with Corrine again (The Spec) re advertising \$\$ and community event coverage as before.

4.4 Advertising Update – Frank Torelli

Frank indicated that there had been a contract in place with The Generator for the last months of 2016. On negotiation Frank indicated that the BIA had a budget of \$800 a month for social media and the Generator adjusted the agreement to work within the 2017 budget starting March 1st. The membership thanked Frank for his work. Frank indicated that he would continue to review other sources of advertising to try to keep Locke Street uppermost in people's minds monthly. (Bay Observer, Street signs, billboards etc.)

Ian of Ten Thousand Villages stated that the street traffic is down for 2017 and he suggested that more and constant social media advertising is important to keep the traffic up. He wanted the budget for advertising increased because this year did not include the monies spent on BRANDING last year. A motion was made.

MOTION: To increase the ADVERTISING budget to \$21,000 for the year 2017.

Moved by: Ian Ross Seconded by: Susan Gregor **APPROVED**

The WestTown and Judy Marsales Realty were featured in a glossy magazine 'THE BEST of HAMILTON', published by the Bay Observer. Locke Street was given full page coverage.

5.0 Other Business

- 5.1** It was suggested that Margo look into the availability of the TOD signs – has been two years since last report. It was suggested that Margo and Toni as the merchant ambassadors review the 'leasing land' policy of the City for Dundas parking and see if they have any contract that could be used with the parking lots of the churches/schools/parks in the area. Margo will follow-up. It was suggested that churches need the financial increase a contract could afford them.

6.0 Adjournment

Motion: to adjourn the February 28, 2017 meeting of the Locke Street South BIA at 8:08 PM.

Moved by: Paul Furlong Seconded by: Kirsten McNamee
APPROVED