

Locke Street South BIA Meeting Minutes

July 25, 2017

7:00 p.m.

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

In Attendance:

Sue Gunter, Tony Greco, Georgina Mitropoulos, Kirsten McNamee, Valerie Frajipani, Judy Marsales, Diana McClure

Call to order: Tony Greco, Chair, opened the meeting

1.0 Approval of Minutes from June 27, 2017

MOTION: to approve the minutes as presented.

Moved by: Sue Gunter Seconded by: Kirsten McNamee

APPROVED

2.0 Business Arising from Minutes

Business Arising from the Minutes was dealt with in New Business.

3.0 Financial Statement Report: – June 30, 2017

BIA is in good financial shape. There is currently a surplus of \$14,000. It is anticipated the budget will break even by year end. The current bank balance is \$70,000.

3.1 Approval of the Operating Statement – June 30, 2017

MOTION: to approve the operating statements as discussed:

Moved by Judy Marsales Seconded by: Tony Greco

APPROVED

4.0 New Business

4.1 Chair Report – Tony Greco

- Banners and poles are fixed (Classic Displays).
- Parking fees went up to \$1.50 hour across the City. City of Hamilton still has the lowest parking revenue of all municipalities.
- Tony announced that John Ellin has resigned from the Board as he has moved to Brantford.

4.2 Festival Committee Update

Merchant Walk

Judy Marsales, Kirsten McNamee and two members of the Marsales Sales Team walked the Street to promote advertising sales in the program. Detailed below are some of the comments made by the Vendors.

- There is a need for communication with vendors about Locke Street Festival. The communication should include a list with name of business, email, phone number, contact and follow up should occur. This type of communication would offer a better sense of what is going on in regards to Festival.

- Some merchants feel that Locke St. Festival should not occur on the same day as Super Crawl.
- Need confirmation from the City that a shuttle will transport individuals from Locke Street Festival to Super Crawl.
- The Locke Street Festival should thrive and not be second to James North. Super Crawl is offered great subsidies by City - Capitalize on James North.
- There should be more of focus on community, neighbourhood and children at the Festival, reach out to families to attend and participate. Show case what is unique to Locke Street not show case cheap vendors.
- In the future the Festival could examine an outside person should be hire to manage Festival.

Festival Update

Diana McClure reported that the number of outside vendors is down from the previous year, but the Festival has strong merchant support.

- Posters and programs are in production and will be distributed throughout the Street.
- The Generator will focus on promoting the Festival in August and September.
- Social media will be used to promote the events and the bands.
- An email campaign will be sent out to spark interest.
- Judy Marsales has opened up 5 minute radio slots for merchants to share and to promote their businesses on the day of the Festival.

4.3 Advertising Update

- Website and Social Media Feedback.

A discussion took place on how to improve the website and social media.

Website should be current always and not reflect old events.

New vendors should be welcomed through Social Media.

New members to Locke Street should be educated about the BIA and encouraged to attend meetings and get involved. BIA should correspond with the Generator.

Remind merchants to respond to an email from Marie Powell to be added to the email distribution list, as per CASEL.

Share the Generator's email address with the merchants.

The BIA has reserved a 13 spot ad with the Spec. to kick off before Festival through to Christmas (which is more ads than previous year). Merchants should be informed that the Generator picks up on Shop On Locke. Merchants should be aware they can communicate directly with the Generator. The coordinator's email address should be shared with merchants. Merchants should be reminded to tag Shop on Locke and Link to Locke.

5.0 Other Business

5.1 MOTION: to approve free Christmas parking from Dec. 1 to Dec. 31.
Moved by: Sue Gunter Seconded by: Kirsten McNamee **APPROVED**

5.2 It was suggested that a large Green P should be put up at the lot behind Starbucks. Tony Greco will follow-up with Carlo Gorni and Diana McClure will reach out to Councillor Aiden Johnson to ask the City to provide better parking signage for this lot.

5.3 Have a cool book mark designed with "need a place to park?" to pass out. More information in regards to kiosks and gateway locations to be reported in September. How do we put posters up? How do we use kiosks? Textures offered to be a drop off for posters and to manage kiosks.

6.0 Adjournment

Motion: to adjourn the July 25, 2017 meeting of the Locke Street South BIA.
Moved by: Tony Greco Seconded by: Judy Marsales **APPROVED**