

Locke Street South BIA Meeting Minutes

March 28, 2017 7:00 PM

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

In Attendance:

Margo Foreman, Matt Madigan, Diana McClure, Frank Torelli, Brandon Stanicak, Ian Ross, Megan Ceciliani and Natalie Sexton

Diana McClure welcomed all for Chairman Tony Greco

1.0 Approval of Minutes from February 28, 2017

MOTION: to approve the minutes as presented.

Moved by: Frank Torelli Seconded by: Ian Ross **APPROVED**

2.0 Business Arising from Minutes

None

3.0 Financial Statement Report: Diana McClure

Diana stated that expenditures this month have increased by \$1,000. She stated we have not received payment from Niagara Inflatables for the Festival. Margo indicated that a cheque is on the way and Niagara Inflatables apologized for the oversight.

Diana stated the 2016 books are off to the auditors and will see them next January 2018 for final approval.

3.1 Approval of the Operating Statement – January 31, 2017 and February 28, 2017

MOTION: to approve the January 31, 2017 and February 28, 2017 operating statements as discussed.

Moved by: Ian Ross Seconded by: Frank Torelli **APPROVED**

4.0 New Business

4.1 Chair Report – Diana McClure

Megan and Natalie described their new business “Sexton in the City”. Sexton is a specialty shop for beauty and women. They provide makeup services, lash extension, aesthetics and ‘naps’ for those getting pampered. Sexton has been very active on social media and will continue to be so. Diana invited them to send their information to update the lockestreetshops website.

Diana noted that The Beverley opened and is serving breakfast and brunch and closing at 4:00 pm. It was noted that The Beverly was very active on social media.

Diana reported that according to Tony Greco the new restaurant (located in the old cheese shop) is getting closer to opening.

Diana reported that based on the recommendation of Georgina Mitropoulos at the last meeting an “Access & Parking” tab has been set up on the website for transportation and parking options.

4.2 Special Events Committee Update – Margo Foreman

Margo stated that there is still no Events Committee. She suggested an event for the first on Locke to be a kickoff to the LSF. She suggested her daughter Jenna could make a poster would have an historic black and white picture on one side and colour of the same building on the other and be cut into two triangles. Then have the carriage and horses come in June and give out the ‘website’ on the poster for ‘LINK WITH LOCKE’ to get all the remembrances for posters, banners etc. for September.

Ian Ross suggested that there be a calendar of events on the website that the public could become accustomed to and plan for. A discussion ensued and the conclusion was that there could be:

1. Events to be planned for the 2nd Saturday of the month so that this corresponds with the LSF.
2. Use of the ART ALLEY so that there might be an event every 2nd Saturday with some vendors, a food event, a small stage.
3. Use of the alley behind might be a way to encourage customers to think ‘access behind the shops’ using the alleys - for when the road is under construction in 2018.
4. The monthly event might be called SHOP & TASTE.

Diana suggested interested members come up with a budget and working group, and get back to the committee.

4.3 Festival Committee Update – Brandon Stanicak

Brandon reported that the meetings are the first Monday of every month in the boardroom of The WestTown and all are welcome. He stated that there will be 3 stages as usual. He stated that there is going to be a 4th small stage (one pitch) for free family entertainment such as juggler, magician, streetwalker, etc. Margo stated that she wants the ‘lawn’ entertainment for the LSF, and has emailed them, but no reply.

4.4 Advertising Update – Frank Torelli

Frank reported that The Generator has been hired to provide social media support. The account rep is Thomas Allen and he is adding ‘value added’ posts to encourage more traffic. Some of the media coverage includes ‘International Women’s Day’, the openings of Sexton in the City, The Beverley, and the Canoe sale.

5.0 Other Business

5.1 Margo reported back that the TOD signs are still unavailable to the BIAs. Ian Ross wanted to look deeper into what we needed to be able to have a sign, so Margo is passing this task to Ian.

6.0 Adjournment

Motion: to adjourn the March 28, 2017 meeting of the Locke Street South BIA at 8:03 PM.

Moved by: Ian Ross Seconded by: Brandon Stanicak **APPROVED**