

Locke Street South BIA Meeting Minutes

May 23, 2017

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

In Attendance:

Georgina Mitropoulos, Aidan Johnson, Susan Gregor, Kirsten McNamee, Sue Gunter, Ian Ross, Diana McClure, Frank Torelli, Tony Greco

1.0 Councillor Report

Aidan Johnson noted that the City is not responsible for alley care such as ice removal and pot holes, and there is no intention to assume responsibility in the future.

That being said the alley way behind Starbucks is being treated as an exception and the City has filled in pot holes.

In response to a question about putting up a street sign for the parking lot behind Starbucks, Councillor Aidan Johnson noted that if it was determined that it would be useful and beneficial if the parking lot behind Starbucks was clearly marked with a street sign indicating parking, it may occur on city property.

A formal request by the BIA will be forwarded to Councillor Aidan Johnson.

2.0 Approval of Minutes from April 25, 2017

MOTION: to approve the minutes as presented.

Moved by: Frank Torelli Seconded by: Ian Ross

APPROVED

3.0 Business Arising from Minutes

3.1 Flower baskets will go up on May 30, 2017. The flowers will be red and white with trailing vines.

3.2 Some people on the email mailing list did not receive past minutes. Diana McClure will confirm with Marie Powell that emails are being sent to everyone on list.

4.0 Financial Statement Report: Diana McClure

Diana McClure reported that the BIA has a \$14,000 surplus. Currently most of the revenue is being spent on social media and advertising.

4.1 Approval of the Operating Statement – March 31, 2017 and April 30, 2017

MOTION: to approve the operating statements as discussed:

Moved by Tony Greco Seconded by: Sue Gregor **APPROVED**

5.0 New Business

5.1 Chair Report – Tony Greco

- Website is out of date and should be current. Should reflect up-coming events not past ones.
- Website needs a direct link to The Generator.
- Monster Donuts, new business on Locke.

5.2 Festival Committee Update – Diana McClure for John Ellin

- Not a lot of merchants signed up. A third mailing will be sent out.
- Entertainment-Niagara inflatables is confirmed.
- This year there will be three (3) music stages and one (1) Children's stage.
- Selling of the Program advertising has started.
- Selling of sponsorship has also started.

5.3 Advertising Update – Frank Torelli

- Beneficial to have a printed Spectator ad along-side with social media.
- Meeting with Corina from The Spectator to discuss branding packages.
- The BIA will have an ad in the Spectator's 150th celebration of Canada.

Social Media Report:

Facebook 2707 Reach 5884

Twitter 8081 Reach 10800

Instagram 8140 Reach 20206

Generator, responsible for postings for BIA. A better and clearer communication/relationship should be created with merchants and The Generator and merchants and BIA.

6.0 Other Business

6.1 Road Works

There are story boards with pictures of upcoming road works. They have been mounted and displayed as pictograms for merchants and for general public to view. Judy Marsales has offered to allow the post boards to be displayed.

6.2 Questions for Aiden,

- When will road works begin?
- When will building of Condos recommence?
- There is parking money that the City collects to build a parking lot that rightfully belongs to the merchants of Locke Street. When and how will this money be reinvested in Locke Street? What is the exact amount of this money?

7.0 Adjournment

Motion: to adjourn the May 23, 2017 meeting of the Locke Street South BIA at 8:03 PM.

Moved by: Ian Ross Seconded by: Diana McClure **APPROVED**