

Locke St BIA Meeting Minutes: Oct 24, 2017

Attendees:

- Frank Torelli (acted as Chair in absence of Tony Greco), Diana McClure, Sue Gunter, Janne Hackl, Robyn Allan, Tamara Mikak, Heidi Vanderkwaak, Kyle Forth, Jaime Anderson, Susan Gregor, Kirsten McNamee, Brandon Stanicak, Natalie Sexton, Ian Ross

Regrets:

- Tony Greco

1.0 Guest Presentations

1.1 Suzanne Zandbergen – The Generator Social Media

- Reviewed tips in the “Social Media for the Locke Street Shops” document sent out to all BIA members. Some key tips from that document:
 - Always include an image with all posts – draws more attention
 - Always tag @LockeStShops when you post on Facebook, Twitter, or Instagram
 - Notifies the Generator that you’ve posted so they can interact and share
 - Interact with your fellow merchants and with @LockeStShops – follow other shops, comment on photos, and generate online conversation – this draws attention
 - If you aren’t familiar with social media, you can always email Suzanne content (photos, info about new arrivals, upcoming events, etc) directly and they will share on your behalf (suzanne@thegenerator.ca)
- Suzanne also has slide deck with additional social media tips – she will forward so that it can be shared via BIA listserv
- Questions raised about suggested frequency of social media postings. Suzanne’s advice:
 - Facebook – since business pages are now a paid platform, consider fewer postings (eg 2 – 3 per week) but ensure they are higher quality. Use these to highlight the ongoing strengths of your business or more substantial events, rather than for short-term offerings such as daily specials.
 - Note that you can pay extra to have your Facebook posts “boosted” in your target audience’s feeds (allows you to pick your target audience - location, age demographics, etc)
 - Paid via credit card to Facebook
 - Twitter/Instagram – Better for more frequent (daily) posts and for more immediate, short-term offerings (daily specials, etc)
 - Question about whether there is an ideal time of day to post:
 - Twitter: Mon – Fri, 9 am – 5 pm

- Instagram – If you set up your account as a business page, then you can access a demographics option (under settings) which tells you peak times that your followers are active
- Questions again raised about Thomas who works for The Generator and is assigned to Locke St. There is some concern that very few merchants have ever met Thomas in person. It would be nice to have an introduction and know when he is stopping by one's business so that posts can be more personalized and pertinent info shared (upcoming events, new stock, etc)
 - Suzanne a bit concerned about work load and time management for Thomas if everyone starts contacting him directly and individually.
 - Instead, Tamara Mikak will create a shared internal events calendar (google calendar) into which all Locke St merchants can upload upcoming events. This monthly calendar can then be shared with Thomas so that posts are more meaningful
 - Can also email Suzanne directly regarding upcoming events and she will ensure Thomas is made aware.
- There was discussion about increasing the budget for Facebook boosting of @LockeStShops postings for 6 weeks leading up to Christmas. Frank Torelli will work directly with The Generator and see what can be done with the advertising budget.

2.0 Approval of Minutes for September 26, 2017

- Not done

3.0 Business Arising from Previous Minutes

- There was discussion confirming that Alectra Utilities will begin process of switching hydro poles from wooden poles to large concrete poles in Jan 2018
 - Definitely moving forward with cement poles (not burying lines)
 - All poles will be wired at no extra cost
 - After hydro poles replaced, reconstruction of streets and sidewalks will occur (likely spring 2019)
 - Brandon Stanicak asked if there is a committee. Diana McClure indicates there is a preliminary committee (Jamie & Doug) but no formal meetings have been arranged – Brandon indicated interest in joining this committee.

4.0 Financial Statement Report

4.1 Approval of Audited Statements – Dec 31, 2016

- Diana McClure reviewed “Financial Statements of Locke Street BIA Year ended December 31, 2016”
 - Statement of Financial Position as of Dec 31, 2016:
 - Financial Assets (cash, accounts receivable, HST receivable, etc) = \$55,285
 - Financial Liabilities (accounts payable, due to City of Hamilton, deferred revenue, etc) = \$14,580

- Net Financial Assets (Assets – Liabilities) = \$40,705
 - Non-Financial Assets (tangible assets such as banners, prepaid expenses, etc) = \$32,577
 - Total Accumulated Surplus (Net Financial Assets + Non-Financial Assets) = \$73,282
- Statement of 2016 Operations:
 - 2016 Revenue = \$86,629
 - 2016 Expenses = \$81,703
 - Annual Surplus (Revenue – Expenses) = \$4,926
- Motion to approve 2016 Audited Statements.
Moved by Susan Gregor, seconded by Kirsten McNamee. Approved.

4.2 Approval of Operating Statements – September 2017

- Diana McClure also reported that so far in 2017, revenue is approximately \$64,000, and expenses approximately \$62,000. Therefore, there is currently a surplus of approximately \$2,000
 - This doesn't reflect parking revenues nor Locke St Festival (break even/small loss for festival: there was increased sponsorship revenue, however, decreased merchant revenue)
- Motion to approve the Operating Statements.
Moved by Susan Gregor, seconded by Kirsten McNamee. Approved.

5.0 New Business

5.1 Chair Report – Tony Greco

- Not done as Tony Greco not able to attend meeting

5.2 Special Events Update – Christmas

- Jaime Anderson provided an update on the proposed 2017 Locke St. Christmas events:
 - **Event:** Window Wonderland
Proposed Date and Time: Friday, November 24th, 6:30 – 9:30 pm
Location: Throughout Locke St. South
Description:
 - An evening to kick off the holiday season on Locke Street!
 - Initially, the plan had been for shops to cover their front display windows (with brown kraft paper, etc) for a couple days prior to this event and build their Christmas window displays. On the day of the event, shops would unveil their windows at 6:30 pm.
 - However, several shops have indicated that their Christmas window displays will already be completed prior to Nov 24th. Therefore, we've decided that if merchants prefer to have window displays done prior to Nov 24th, we can still advertise the evening as a fun night to come and stroll along Locke St to admire the windows (ie there will be no "blacking out" of

windows, nor official unveiling, but merchants will have a Christmas window display completed by Nov 24th).

- The Locke St Christmas tree will be lit at 7 pm (in the lot beside the West Town).
- The tree lighting will be followed by a 30 – 45 minute community Christmas carol sing-along led by the St. Joseph’s Catholic Elementary School Choir.
- Ideally, merchants will stay open until 9:30 pm that evening to accommodate patrons who want to get a head start on their Christmas shopping.
- Shops are encouraged to contribute to the festive mood by offering free hot chocolate, mulled cider/wine, cookies, etc.
- **In order to start advertising for this event, we need merchants to please confirm AS SOON AS POSSIBLE:
 - Whether you’ll be creating a Christmas window display (the more merchants that participate, the better the street will look!) that will be complete by Nov 24th
 - Whether you’re willing to stay open until approximately 9:30 pm on Nov 24th
 - Please confirm ASAP with either Jaime Anderson (anderson.jaime0@gmail.com) or Georgina Mitropoulos (georginamitropoulos@gmail.com)
 - Shops confirmed to date: Textures Craftworks, Canoe, Ten Thousand Villages, Citizen Kid, Olive’s Oddments, Quills, Franjipani, J Taylor Antiques, West Town, Brux House Craft Beer & Kitchen
- **Event: Lights of Locke Street**
 - Proposed Date and Time:** Saturday, December 2nd, all day
 - Locations:** Throughout Locke St South
 - Description:**
 - A day filled with family-friendly Christmas activities!
 - Family Christmas story-time for ages 0 – 6 years at the Hamilton Public Library Locke St branch from 10:30 – 11:15 am
 - Christmas crafts for all ages at Stanley Avenue Baptist Church from 10 am – 4 pm with the Kirkendall Neighbourhood Association
 - Visits with Santa Claus (at the Locke St Christmas tree, in the lot beside the West Town) from 12:45 and 2:45 pm
 - Little Tracks Petting Zoo from 1 – 4 pm (exact location TBD)
 - Face painting and balloon twisting from 2 – 4 pm (exact location TBD)
 - Student Christmas music recital, local musicians, and demonstrations at Picks & Sticks is between 10 am – 4 pm
 - Letters to Santa at Quills (exact time TBD)

- If there are other special events that you'd like to coordinate through your business on this day, please let either Jaime Anderson or Georgina Mitropoulos know!
- **Saturday, Dec 9th**: 4 costumed carolers have been booked to stroll along Locke St singing Christmas carols from 1 – 4 pm
- **Event: Family Christmas Movie Night**
Proposed Date and Time: Friday, December 8th, 7 – 9 pm
Location: Stanley Avenue Baptist Church
Description:
 - All welcome for a screening of a classic Christmas movie (likely the Polar Express).
 - Free admittance with the donation of a new, unwrapped toy for the Children's Aid Society and/or a non-perishable food item for the local food bank.
 - Popcorn, water, and hot chocolate will be sold, with all proceeds benefitting the CAS/food bank.
- **Event: Pancakes & PJs with Santa**
Proposed Date and Time: Sunday, December 17th, exact time TBD
Location: Brux House Craft Beer & Kitchen
Description:
 - Wear your favourite cozy pajamas and join Santa for breakfast!
 - Pancakes, bacon, toast, orange juice, coffee/tea, etc will be served.
 - We are inviting any Locke St restaurants who would like to participate to contact either Jaime Anderson (anderson.jaime0@gmail.com) or Georgina Mitropoulos (georginamitropoulos@gmail.com) to coordinate
 - Meal is free with a donation of a new, unwrapped toy for the CAS and/or a non-perishable food item for the local food bank.
 - Patrons will be asked to reserve their spot in advance to ensure adequate seating and avoid disappointment.
 - Each table will be given a chance at some point throughout their seating to visit with Santa.
- It was also decided that this year merchants will have choice between a Christmas tree or garland to help decorate their business
 - Please let either Jaime Anderson or Georgina Mitropoulos know if you would like either a tree or garland for your business
 - Trees will likely be available for pick-up on Saturday, Nov 18th
 - Delivery date of garlands TBD

6.0 Other Business

- Welcome to new BIA members Heidi Vanderkwaak from Donut Monster and Robyn Allan from Nest!

7.0 Adjournment

- Next meeting November 28, 2017