

## Locke Street South BIA Meeting Minutes

August 22, 2017

7:00 p.m.

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

### In Attendance:

Paul Furlong, Tony Greco, Georgina Mitropoulos, Brandon Stanicak, Ian Ross, Natalie Sexton, Jaime Anderson, Diana McClure, Frank Torelli

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

#### 1.0 Approval of Minutes from July 25, 2017

**MOTION:** to approve the minutes as presented.

Moved by: Ian Ross

Seconded by: Frank Torelli

**APPROVED**

#### 2.0 Business Arising from Minutes

Business Arising was dealt with under New Business.

#### 3.0 Financial Statement Report: – July 31, 2017

Currently in positive financial position. The current bank balance is \$90,000, however, Festival expenses will be deducted.

##### 3.1 Approval of the Operating Statement – July 31, 2017

**MOTION:** to approve the operating statements as discussed:

Moved by Tony Greco

Seconded by: Ian Ross

**APPROVED**

#### 4.0 New Business

##### 4.1 Chair Report – Tony Greco

- Tony will meet with Julia from City of Hamilton to discuss potential street landscaping.
- Tony met with Mark Jakubowski from Horizon Utilities, to discuss whether wiring could go underground. Tony will invite Mark to a future BIA meeting.

##### 4.2 Festival Committee Update

###### Vendors & Pitches

- 39 BIA Pitches
- 15 Pitches
- 77 Pitches – Outside Vendors
- 131 – Pitches in Total

###### Festival Update

- Merchants now have their full pitches
- Everything is set and ready to go
- Festival should be about the same size as in previous years

- Less Income from Booth Sales due to merchant pricing

#### 4.3 Advertising Update

- Festival Update

Full focus of Social Media for 2 weeks prior to the Festival, August Ads in The Spectator and Bay Observer.

As a media sponsor The Spectator is providing three free Ads for the Festival.

- Social Media

A meeting with Suzanne or Thomas from the Generator was suggested to describe how they are making Locke Street social media work and to show that they have active interest in all businesses on Locke Street. It was suggested that the Generator regularly attend BIA meetings.

It was suggested that the BIA get a primer or "Coles Notes" from the Generator with a description of how merchants can promote their business on the social media platforms so all can have equal representation on social media.

Our social media needs to be unified; it would be great to have a sub-committee stay on top of social media.

It was noted that some merchants from Locke Street already use the Generator.

The BIA and Merchants need a better and more interactive relationship with the Generator.

Suggested meeting with the Generator in October or November.

All businesses make a point to attend.

Suzanne from the Generator should be invited to our Special Events to promote them.

BIA merchants need to know how to connect with the Generator to promote their offerings, special events, etc.

#### 5.0 Other Business

##### 5.1 New to Locke Street

- Donut Monster and Delirious Burgers will be setting up business on Locke Street.
- Jaime Anderson and Georgina Mitropoulos will be coordinating the Christmas Events for 2017. A tentative budget has been set at 2,500. A report will be prepared and circulated. Volunteers are welcome. (Attached)

#### 6.0 Adjournment

**Motion:** to adjourn the August 22, 2017 meeting of the Locke Street South BIA.

Moved by: Brandon Stanicak      Seconded by: Natalie Sexton      **APPROVED**

## Locke St Christmas Events 2017

### 1. **Event:** Window Wonderland

**Proposed Date and Time:** Friday, November 24<sup>th</sup>, 6 – 9 pm

**Location:** Throughout Locke St. South

**Description:** An evening to kick off the holiday season on Locke St! Shops 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, all shops unveil their windows at 6 pm and the Christmas tree is lit. Shops stay open late for Christmas shopping and serve hot chocolate, mulled cider/wine, cookies, etc. There will be an MC/DJ and/or children's choir present to lead a community Christmas carol sing-along. Depending on finances, potentially also horse-drawn carriage rides. Kids can also write and send their letters to Santa!

#### **Action Items:**

- Get buy-in from Locke St shop owners
  - Jaime to contact Deb Shortill to request photos of previous windows and sales from Village of Erin's Window Wonderland
  - Jaime to draft email to Locke St business owners to gauge interest and ensure buy-in for extended hours
  - Gina to find Locke St BIA email listserv.
  - Create kit for windows: brown kraft paper + instructions + inspiration pics?
- Order 20 ft Christmas tree
  - Jaime to contact Jim Watson
  - Gina also to inquire at Merry Tree Farm
  - Brainstorm ideas for who will light the Christmas tree
  - Ensure adequate Christmas tree lights + star
- Organize Christmas caroling
  - Brainstorm ideas for MC/DJ to lead carols/play music
  - Jaime to email Vanessa Barr (St. Joseph's Catholic) & Hamilton Children's Choir to gauge interest in caroling
  - Create program with Christmas carol lyrics
- Investigate less-expensive horse-drawn carriage options
  - Get contact info for "Ken" who was used in 2015
  - ?? Big Creek Stable
- Organize letters to Santa
  - Writing at Quills?
  - Santa mailbox set-up
- Investigate alternative funding sources to cover more expensive items, such as horse-drawn carriage rides, etc.
- Advertising

### 2. **Event:** Family Movie Night

**Proposed Date and Time:** Saturday, December 9<sup>th</sup>, 7 – 9 pm

**Location:** ? Baptist Church on Stanley

**Description:** Come out with your family and friends to enjoy a screening of a classic Christmas movie (Elf, Polar Express, Muppets' Christmas Carol, etc). Free admittance with the donation of a new, unwrapped toy for the Children's Aid Society or a non-perishable food item for the local food bank. Popcorn, water, and hot chocolate can be sold, with all proceeds benefitting the CAS.

#### **Action Items:**

- Organize venue
  - Jaime & Gina to both try and contact Baptist Church on Stanley Ave to inquire if willing to host

- Organize A/V equipment
  - Jaime & Gina to both investigate A/V company
- Organize popcorn, water bottles, hot chocolate
- Advertising

3. **Event:** “Day-time” Christmas Event

**Proposed Date and Time:** Saturday, December 16<sup>th</sup>, all day

**Locations:** Throughout Locke St South

**Description:** A day filled with Christmas activities! Visit with Santa. Christmas crafts and story-time. Petting zoo, carolers, and horse-drawn carriage rides

**Action Items:**

- Find a Santa Claus
  - Jaime to contact Lauch Harrison to gauge interest/availability (Santa Claus for 2016 Lights of Locke St Event) (lharrison30@cogeco.ca)
- Transportation for Santa
  - ? Vintage fire truck: Keith Green (keith@masterminddata.com)
- Tent and chair set-up for Santa
- Christmas crafts and story-times
  - Jaime to reach out to HPL & Epic Books
- Organize Christmas caroling
  - Pam Marques ([voicesforhire@hotmail.com](mailto:voicesforhire@hotmail.com))
    - 4 costumed carolers to stroll up and down street for 3 hours: \$350
- Investigate less-expensive horse-drawn carriage options
  - Get contact info for “Ken” who was used in 2015
  - ?? Big Creek Stable
- Organize petting zoo
  - Gina & Jaime to research
- Investigate alternative funding sources to cover more expensive items, such as horse-drawn carriage rides, etc.
- Advertising

4. **Event:** Pancakes & PJ’s with Santa

**Proposed Date and Time:** Sunday, December 17<sup>th</sup>, 9 am – 11 am & 11 am – 1 pm (2 seatings?)

**Location:** Brux House

**Description:** Wear your favourite cozy pajama’s and join us for breakfast! Pancakes, eggs, bacon, toast, orange juice, coffee/tea, etc. will be served. Other Locke St. restaurants will be invited to participate (each restaurant could be responsible for a different item, to be prepared ahead at their own establishment and brought in chaffing dishes?). Meal is free with a donation of a new, unwrapped toy for the CAS or a non-perishable donation for the local food bank. We will ask customers to reserve their spot in advance to ensure adequate seating and avoid disappointment. Santa to be set up in the private dining room upstairs. Each table will be given a chance at some point throughout their seating to visit with Santa.

**Action Items:**

- Find a Santa Claus
  - Jaime to contact Lauch Harrison to gauge interest/availability (Santa Claus for 2016 Lights of Locke St Event)
- Organize participation from other Locke St restaurants

**Prepared By:** Georgina Mitropoulos & Jaime Anderson