

## Locke Street South BIA Meeting Minutes

June 27, 2017

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

### **In Attendance:**

Sue Gunter, Tony Greco, Susan Gregor, Natalie Sexton, Brandon Stanicak, Michael Fortino, Tamara McKaig, Sean McKaig, Kirsten McNamee, Frank Torelli, Councillor Aidan Johnson

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

### **1.0 Approval of Minutes from May 23, 2017**

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

Moved by: Sue Gunter Seconded by: Sean McKaig

**APPROVED**

### **2.0 Business Arising from Minutes**

**2.1** Flower baskets are up.

### **3.0 Financial Statement Report: – May 31, 2017 - Deferred**

April Financial Statement - \$13,000.00 coming from the City of Hamilton from the tax roll (levy).

### **4.0 New Business**

#### **4.1 Chair Report – Tony Greco**

- Some banners were hanging. They have now been repaired by Classic Displays and all poles and brackets inspected.
- Film crew at Bitten – The Food Network, Tony requested that the BIA have notice next time.
- The BIA received its parking allocation; \$11,557.81 down to \$10,470.57 – Parking Revenues; \$4,600.00 down \$3,184.27. Tony will send an email to the Members to ask for feedback on how to use these funds.
- Commercial property taxes were discussed; MPAC has reassessed and on the Street have increased due to market value. There are worries that this may negatively impact businesses i.e. owners may try to recoup funds from tenants and this could lead to businesses closures.

#### **Welcomed Councillor Aidan Johnson**

- Questions were “when will the road work begin”. Councillor Johnson said 2018 or 2019, unknown start time of the year.
- Tony talked about the City of Hamilton cutting our allocation and ensuring we get the same amenities as the other BIA’s. All the “BIA’s” should be equalized.
- Brandon Stanicak brought up the issue of bump out in front of Nude, lots of idling, traffic backed up because of bus.

- Councillor Johnson said 70% of Chatham residents asked for a speed hump but couldn't get hump because it is a bus route, got bump out instead.
- Kiosk was installed, nothing in it right now. Aidan will ask someone from the City of Hamilton to come to the next meeting. The other kiosk will be for posters (to try to keep poles clean).

**New Board Member – Al Giannattasio**

Moved by: Susan Gregor, Seconded by Frank Torelli **APPROVED**

**4.2 Festival Committee Update – Brandon Stanicak for John Ellin**

- Festival has 46 vendors, only 6 are from the street.
- Brandon suggests sending another email to the Merchants.
- John will go around to the food places to discuss rules, etc.
- Next Festival Meeting is July 10, 2017.

**4.3 Advertising Update – Frank Torelli**

- There will be a thirteen (13) week BIA house advertisement in the Spectator. In August it will change to LSF.
- We had an ad in 150 special edition paper for \$700.00. We also get 50,000 digital impressions with this package.
- The Generator continues to provide social media coverage for the Streets and the number of hits continues to climb.
- There is some concern over how the Generator chooses to boost some individual posts. Frank will follow-up.
- Mike Fortino suggested limiting it to two posts. i.e. one for Locke Street Shops, one for Locke Street Festival. Use 2-300 to boost those posts. He believes this is more effective than print ad. Motion for FrankTorelli and Mike Fortino to meet to discuss enhancing social media, moved by Sean McKaig and seconded by Brandon Stanicak.
- Frank Torelli will ask the Generator to stop doing sponsored ads for specific businesses and only Locke Street or the Festival, allocate some funds toward creating posters.
- Alie and DLD Group Inc. might be able to help with the creative (they help with the website).

**5.0 Other Business – None**

**6.0 Adjournment**

**Motion:** to adjourn the June 27, 2017 meeting of the Locke Street South BIA.  
 Moved by: Sean McKaig Seconded by: Brandon Stanciak **APPROVED**