



HAMILTON BUSINESS
IMPROVEMENT AREA

Board of Management
Tuesday, January 9, 2024
9:00 am
Hybrid - DHBIA Office 104 - 20 Hughson St. S. and Virtual

MINUTES

Present: Evan Apostol (Chair), Jason Morse, Andrew Mantecon, Ryan Moran, Stefanie Bonazza, Mark Wu, Michelle Blanchard, Christal Pshyk, Sgt. Alex Buck (HPS), A/Sgt. Kevin Jones (HPS), Emily Walsh, Emily Gilruth

Regrets: Una Gibbons, Lisa LaRocca, Francis Zanetti, Councillor Cameron Kroetsch

1. Welcome and comments from the Chair – Evan welcomed everyone
2. Declaration of Conflicts of Interest - None
3. Agenda – **MOTION:** That the agenda be approved as presented. **Moved M. Blanchard, Seconded by C. Pshyk CARRIED**
4. Approval of Minutes – **MOTION:** That the minutes of December 12th, 2023 be approved as presented. **Moved by J. Morse, Seconded by S. Bonazza CARRIED**
5. Hamilton Police Services Update - Sgt. Alex Buck- He began by speaking about the crime statistics for 2023 and indicated that there was a downward trend in 2023 crime statistics compared to 2022, but acknowledged that these statistics do not include non-crime calls for service such as trespassing, suspicious individuals and calls for ambulances. When discussing these non-crime calls, he acknowledged that they were the highest number of service requests throughout the year. Reiterated that Jackson Square (2 King Street West) is included within these statistics even though it is not within the Downtown Hamilton BIA's boundary, with data that has a large impact on the statistics presented. Ended by reminding the Board of Management that there is a City Council GIC meeting next week to discuss the budget, and the Chief of Police will discuss more crime-related statistics during that time.
6. Discussion - Selection of Banner Design Concept and Tagline – Emily Walsh presented the Board of Management with the possible banner designs and tagline, and then opened the floor for discussion and the sharing of ideas. After multiple members shared their thoughts and ideas, a general consensus was reached that a direct and authoritative tagline was preferred, with a banner design that featured bright and graphic abstract imagery and bold text. The board also preferred a call-to-action element in the design or marketing push, one that specifically directed people to the Downtown Hamilton BIA.

Mission: The Downtown Hamilton BIA provides value to our members through advocacy, beautification, promotion, development and preservation of Downtown Hamilton.

Vision: A vital and prosperous downtown that is the focal point of Hamilton.

7. Strategic Objectives Discussion - Employer Attraction – Emily Walsh presented the Employer Attraction efforts that the Downtown Hamilton BIA has already undertaken throughout the years, including the Win this Space promotion, the parking map featured on our website, and our Hot Properties spotlight. After some discussion, the Board of Management indicated that they are interested in bringing the Win This Space promotion back in 2024. They also discussed an interest in hosting a series of speakers from outside the Downtown Hamilton BIA, and opening up these sessions to the public. The topics and speakers would vary but would serve as a way to help educate the public on a variety of topics, bring more people to the downtown core, and strengthen the community within the Downtown Hamilton BIA.
8. Other Items - BIA Staff Update – Emily Walsh discussed the upcoming Winterfest and social media campaign from the City of Hamilton’s Economic Development department which is focused on restaurants throughout Hamilton. **ACTION:** Create an agenda point during February’s board meeting to discuss the Summer Promenade.
9. Adjournment – 10:08 AM

Dates to Note:

Next Board Meeting

- February 13th 2024