



HAMILTON BUSINESS
IMPROVEMENT AREA

Board of Management
Tuesday, February 13, 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, Una Gibbons, Councillor Cameron Kroetsch, A/Sgt. Kevin Jones (HPS), Emily Walsh, Emily Gilruth

Regrets: Lisa LaRocca, Francis Zanetti

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 by S. Bonazza, Seconded by A. Mantecon CARRIED**
4. Approval of Minutes – **MOTION:** That the minutes of January 9th, 2024 be approved as presented. **Moved by J. Morse, Seconded by C. Pshyk CARRIED**
5. Hamilton Police Services Update - Sgt. Cory Gurman – A/Sgt. Kevin James attended in the place of Sgt. Cory Gurman. Indicated that there was no major change in the trajectory of the crime trends. Then spoke about the core patrol, and indicated that the officers’ schedule would be changing. Explained that during every third week the officers would now be working Wednesday to Saturday, adding new coverage to Saturdays that had not previously been included in their schedule.
6. Financials - **MOTION:** That the financials for November and December 2023 be approved as presented. **Moved by J. Morse, Seconded by U. Gibbons CARRIED**
7. Discussion - Final Selection of Banner Design – Emily Walsh showed the Board of Management the five possible options for the final banner designs, and then opened up the floor for discussions. The Board of Management shared their opinions, and the consensus was that designs with higher contrast were necessary and preferred, especially regarding colour, text, and background design. Enjoyed the abstract and simplistic designs of the initial options, as they are easy to read and comprehend.

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.

Indicated that they wanted changes to the text to make it easier to read while still standing out from the rest of the banner's design.

8. Discussion - Summer Promenade 2024 – Emily Walsh then opened the floor for discussion about the Summer Promenade and ideas for the 2024 iteration. Began the discussion by discussing details about last year's event, including the format, cost, and the successes and struggles that BIA staff experienced. After a discussion, the Board of Management was in agreement that the event would benefit from large-scale changes to attract more people. They want this event to be a larger draw, both in terms of what is offered and the audience members that it attracts. Discussed sound concerns for those who were socializing in the park and the neighboring buildings, and indicated that the event would benefit from toning down the audio setup for a more relaxed atmosphere. Indicated that the layout of the event should be changed, as this would not only increase pedestrianization during the event but also reduce noise disruption to the neighboring buildings.
9. Other Items - BIA Staff Update – Emily Walsh spoke about initiatives relevant to the Downtown Hamilton BIA, including NOSH running during February, the return of Open Streets later in the year, and the return of the Downtown Hamilton Clean and Safe task force. The Board of Management then returned to the idea of a speaker series that was introduced at the last meeting and indicated that they would like to begin working towards implementing these talks. ACTION: Create an agenda point during March's board meeting to discuss the Speaker Series, potential topics, and venues.
10. Adjournment – 10:16 AM

Dates to Note:

Next Board Meeting

- March 12th 2024