

**Stoney Creek BIA
Meeting Minutes**

Date & Time: Wednesday, March 15, 2023 @ 6:30pm

Location: via ZOOM and at CNAF office 39A King Street East

Join Zoom Meeting

<https://us02web.zoom.us/j/83385313839?pwd=L2ZrR1VSbXBUViNXU3JaZjJueTljQT09>

Meeting ID: 833 8531 3839

Passcode: inthecreek

Directors Present: Tina Fougere (CNAF), Susanne Glinka (The Lucky Gem), Sean Kosak (Hudson Integrative Health), Paolo Rispoli (Comic 1 Books), Sandy Pavao (Cake Empire), Daniel Trombetta (Titan Mortgage), Councillor Matt Francis (City of Hamilton), Executive Director: Tracy MacKinnon (recording)

Guests: Marwan (The Lucky Gem). Peter (RC Legion #622)

Regrets: Matthew Trombetta (Simnat Consulting), Mary Terziev-Clifford (The Village), Natashi Guidi (Trinity Natural Health)

1. **Call to order.** Meeting called to order at 6:37pm with Sean as Chair.
2. **Approval of Agenda.**
Motion to approve the agenda, moved by Daniel, seconded by Tina. Carried.
3. **Declarations of Interest** None.
4. **Approval of Minutes of Previous Meeting.**
Motion to approve minutes of February 15, 2023. Moved by Tina, seconded by Councillor Francis. Carried.
5. **Delegations**
 - Marwan (The Lucky Gem) on item 8G
Concerns about attracting people to Stoney Creek, social media and businesses, lack of funds to market Stoney Creek, advertising
Concerns about new development site – getting it covered up
 - Peter (RC Legion #622) on item 8G
Happy to work with BIA on events, promoting and working with community
New president from select individuals to committees
Not a member, but want to be involved
6. **Consent items** None.
7. **Presentations** None.
8. **Discussion Items:**
 - A: Paid Parking:**
 - Councillor Francis speaking with City of Hamilton Parking. Agreement from Community and Councillor Francis for no paid parking.
Hamilton Parking bringing up repairs, but not urgent.
Councillor Francis looking at other options.
 - B: City of Hamilton: Councillor Matt Francis**
 - Thank you Councillor Francis for \$2000 support for extra Christmas lights.
 - update Britannia Cleaners site – meeting in next couple of weeks. Site not looking good, need to discuss and need fencing to be looked at. Initial plan being submitted

has come in within allowable so not required to have a public meeting. Councillor Francis to send plans to BIA. BIA to draft 10 bullet points/request for owner.

- update on the KSE/Second Street condo - nothing
- update RL Heslop school site by the city – on pace for demo in 2-3mos. Then looking at parkland then discuss with community. Some artifacts given to SC historical
- update on the Stoney Creek Arena - Stoney Creek Arena will operate as an ice surface this winter season while options continue to be explored. Larger conversation with rec master plan. Bigger discussion needs to happen with everybody, no change.
- Electrical funding for street poles. Electrician (who did previous installation work during construction) work order quote to be sent to Councillor Francis soon. Quote to Councillor when ready
- Re-Enactment of the Battle of Stoney Creek 1813: June 3-4, 2023. Staff working on it, solving parking. King & centennial development. Space secured for reenactors, will clear brush and weeds, with Serbian church also a parking site. Councillor look at Winona to get people out to event
- Date at OLT ~ April 25th for their appeal 18-20 storey appeal. Out of city hands, now provincial.
- Truck Master Plan complete – previous council
- Other

C: Financial Update (Paolo, Tracy):

- February 28, 2023 - Account balance \$58989.46
- Cash flow, trial balance and income statement from February 28th is attached.
- Accruals to be added (some revenue and payables)
- Revenues to come: ~\$6000 banners and installation, \$2000 Christmas lights sponsor, ~\$10000 HST, \$4520 reimbursement for consultant.
- Accounting: Paolo and Tracy working on new accounting system to be up to date and get audit info completed. All audit info submitted.
- BIA \$s make it a good place to do business
- Action: Daniel & Tracy to discuss funding
- Action: Daniel, Sean, Paolo need to visit TD to update signing on bank
- *Motion to approve/receive financial update. Councillor Francis, Tina. carried.*

D. Safety and Security:

- Police patrols – increased in BIA area since 2020 pandemic
- Battlefield Park – no known issues.
- Crime update – no crime reported.

E. Business updates:

- Renovations almost done Titan Mortgage. start moving in office
- Old Queenston Stationary space for lease. Interested, committed to a restaurant, talking to some parties. 13ft ceilings, rooftop patio. Need to fire rate it
- Space for lease at medical office (they moved upstairs)
- Building sold at 2 King St E (King @ Lake) Trinity Natural Health to relocate in April
- Powerhouse building for sale
- Former Tim Horton's space is available.
- Action: Daniel and Tracy to discuss promotions

F. Streetscape:

- Shamrocks for March
- Yellow flower theme for April/May – will need to purchase more yellow forsythia
- Extra banners and arms to come – covered under gateway signage, waiting for items
- Electrical outlets in gardens beside Legion. Confirming install, Legion ok.
- Street poles electrical work – hoping to get done in spring, when funding approved.
- Two huts at Legion west side for market equipment, lights, some décor – doing ok
- Extra planters to hug around poles – coming soon, taking time
- Utility boxes – unique Downtown Stoney Creek historic images up BIA design
- Planters with greenery along street, hope grasses survive
- A few banners ripped – will need replacements put up, will do when electrical being done, have a few banners to replace.
- Will watch weather for when can remove greenery and replace with yellow flowers, will need to purchase some more this year. Snow still here!
- Daniel and Tracy to chat about flowers

G. Strategy:

- Lockdown/2023 strategy - fluid/flexible/adapting to regulations/allowed. moving ahead with events with less activity, items shared, etc.
- Masks, regulate, onus – fully open in 2023
- “festival light” continuous events 2023 schedule of events
 - April 7-9 – Easter Weekend
 - April 29 – Autism event
 - May 14- Mother’s Day
 - June 15 – October 5 Market in the Creek
 - June 16 & 17 – Strawberry Folk Fest
 - Jazz in the Creek – July 21, August 18, September 15
 - Applefest – September 16
 - October 14 - PumpkinFest 11am-5pm
 - November 4 - Hamilton Day
 - December 1 – Stoney Creek Sparkles
 - December 2 – Stoney Creek Santa Claus Parade (BIA is a sponsor)
request to have a float for our contribution to give to CNAF
 - Kringle in the Creek –December 3/4, 10/11, 17/18 FRI 4-8pm + SAT 12-4pm
- Marketing - signage, postcards, brochure
 - Focus on “local tourism”, promotions, shop local, eat local, support local
 - Sign at Battlefield Park
 - Support local small business
 - Postcards for events and market, some home delivery
 - Looking at late spring brochure promoting Downtown Stoney Creek
- Streetscape – make downtown look beautiful with seasonal themes, lighting, colour, gardens, planting – clean & green and outdoor fresh
- Suggestion to expand boundaries
 - asking City to pay for planter purchases
 - looking at moving process forward
 - general agreement from multi-property landlord in that area

- Consultant Report
 - Stoney Creek BIA Action Plan complete
- Social Media Policy guideline/strategy:
 - Promotion of local shopping, dining, services, experiences, events, activations
 - Support local small business (shop, dine, service, etc)
 - Not the job of the BIA social media to act as an advertiser of any business, rather to give a flavour of the area and promote events
 - Engagement priority
 - Increase followers priority
 - Like/share SBIA business postings
 - Like other BIAs and BIA business postings
 - No political/issues statements or positions
 - Open invitation for businesses to send info
 - Photos/video created by BIA used
 - Community wishes for general statutory holidays
 - Agreement to confirm social media policy above.
- Social media Contests – grow and tag two friends and all be followers, like and share and tag 1 friend, each tag one entry, all must be following sc page and cake empire. Everybody likes to get something. Agreement to start.
- Tracy and Daniel to meet to discuss sponsors and social media advertising
- Daniel, Tracy, Tina – media/social media plan
- Downtownstoneycreek.ca updated – check info is correct on website

H. Community:

- CNAF window decals for autism support – Strawberry, Apple, Pumpkin, Family Fun Day autism event April 29th
- RC Legion – discussions of partnerships and more connections with events, new.
- Streetscape – joy with streetscape
- Battlefield Re-enactment trying to connect village to event/site

Motion to receive items above. Moved by Tina, seconded by Daniel. Carried.

I. Notice of Motions None.

J. Motions None.

K. General Information/Other Business

L. Adjournment.

- Next Meeting Wednesday, April 19th at 6:30pm. Hybrid @ CNAF and zoom
- BIA meetings held the 3rd WED of the month at 630pm
- ***Motion to adjourn. Moved by Tina. Carried.*** Meeting adjourned at 8:06pm