



Minutes of the Ancaster Board (ABIA) Meeting September 16th, 2024 at
7:00p.m. at Hammill House.

Present: Diane Price, Jennifer Mattern, Chris Markou, Ivana Fortino, Ryan Macdonald, Casie FitzGibbon, Joel Newman, Jason Wynne

Regrets: Patricia Macnaughton, Milap Bedi, Jane Steinberg

Also present:

Councillor Craig Cassar

Executive Director - Heather Peter

Kara O'Donnell (Hamilton Kids Physio) - Guest

1. Chair, Diane Price called the meeting to order at 7:00pm.

2. Additions made to the agenda.

No additions made to the agenda.

3. Review and acceptance of the minutes from June 17th, 2024.

No changes to the minutes from the previous month. Ivana Fortino moves and Casie FitzGibbon seconds the motion. All in favour. Approved.

4. Chair's Report – Diane Price

Welcome back to the board after the Summer.

5. Executive Director's Report – Heather Peter

Funding

HST Rebate has already been allocated. Parking Grant from last year must be allocated. Contribution to Operating Budget from this year to be allocated. Parking Sharing Revenue to be verified soon.

Marketing

CHCH Remote – October 28th – BIA members have expressed interest. To be confirmed at random.

Magazine moving forward – Ads are booking up, 5 ads booked, 6 others interested. Heather will aim to book more. Ivana and Ryan would like information. Heather to do door-knocking to new BIA members and previous ads that were done.

Swag Tote bag – No re-order tote bags for giveaway. Giveaway magazine instead. Discussion around utilizing QR codes more for giveaway.

Digital Ads - \$1000 Budget pitched for digital ads. Discussion around ROI. Can we measure metrics to confirm what marketing is worthwhile before we spend the funds. Exploring Google Adwords discussed.

Discussion around using student volunteers to track numbers. Marketing consultation discussed.

Beautification

Lighting – Twinkle lights must be removed as per City bylaw. Discussion around selling / dropping price of lights? Quote is \$3926.76 to remove. Heather to get further information from Forestry. Can City assist with this? Is it city wide requirement? Is there any flexibility?

Fall Flowers – Mums to be installed week of October 7th.

Wreaths – Discussion around purchasing new wreaths with funding and grants. Heather to request storage viewing of wreaths.

Christmas Decor – Discussion of investing in more lighting.

Events

Truth and Reconciliation – Handprints to be printed and added to banner. Little Gems to work with BIA on display.

Hamilton Day – Returning November 2nd. Renewing Chamber membership (\$430) means the BIA receives \$1500 to hire 2 performers from the Hamilton Chamber of Commerce. Discussion around Hamilton Day? Yes, renew membership. Yes participate.

Pumpkin Stroll sponsorship – Discussion around sharing news about sponsorship. Not at this time. Invest more in our BIA Pumpkin Pop-Up Event on Saturday October 26th. Discussion around event ideas - decor, trick or treating, and event at Ancaster BIA property. \$1000 event, \$1000 inflatables (on sale). **Jennifer Mattern moves to spend \$2000 on the overall event. Ivana Fortino seconds the motion. All in favour. Approved**

AGM – Move forward with Ancaster Mill. \$423.75 Booking Fee plus drink tab. **Ivana Fortino MOVED the motion. Jason Wynne seconds the motion. All in favour. Approved**

Tree Lighting. Heather has meeting with Aaron organizer and will provide more details.

Governance

Milap to be leaving the board soon. New members needed for board and marketing subcommittee (can be community members). Heather to reach out to Chocolate Sensations.

City requesting Annual Report for end of year. Procurement Policy in place? Jason to provide drafts.

Vacancy Audit – Completed over the summer.

Draft Audit – Joel Newman led discussion regarding the draft audit. **Jennifer Mattern MOVED to approve the draft audit. Jason Wynne seconds the motion. All in favour. Approved**

Strategic Plan Discussion – Vision Statement and Pillars. Make sure votes always align with goals and pillars. Strategic Plan can be built upon. Marketing Assessment? Commercial Analysis discussed. Heather to find previous Commercial Analysis

Budget Discussion 2025 – Initial discussion from 2024 to 2025. Subcommittee meetings must meet to discuss. Jennifer interested in joining Marketing Subcommittee.

2024 Parking Revenue Sharing and Contribution to Operating Budget to go to *Beautification Initiatives, Holiday Decor and Maintenance*. **Motion. All in favour.**

Tourism Grant Application – Motion for Heather to sign Tourism Grant for food tours. **Ivana Fortino MOVED the motion. Casie FitzGibbon seconds the motion. All in favour. Approved**

6. Councillor's Remarks – Councillor Craig Cassar

Parking Revenue Sharing – To be approved by City tomorrow.

Parking in Ancaster discussed. Smaller changes with signage and some street spots being added. Bigger parking review budgeted for 2025.

Developments in Ancaster discussion.

Street closure discussion – Old Dundas Road. Updates to be brought when Councillor Cassar receives more information.

8. Next meeting date: November 18th, 2024 with AGM. Moved to adjourn the meeting.

9. Adjournment – Jennifer Mattern **MOVED** that the meeting be adjourned. Ryan Macdonald **SECONDED**. Meeting adjourned at 8:15pm.