



## **Minutes of the Ancaster BIA (ABIA) Annual General Meeting November 18, 2024 at the Ancaster Mill at 6:00 pm**

### **Board Members Present:**

Diane Price  
Jason Wynne  
Joel Newman  
Casie Fitzgibbon  
Ivana Fortino  
Ryan Macdonald  
Jennifer Mattern

### **Board Member Regrets:**

Jane Steinberg  
Chris Markou  
Patricia Macnaughton  
Milap Bedi

### **Also Present:**

Heather Peter – Executive Director  
Rena Cooper – Farmers Market Manager  
Councillor Craig Cassar  
Cristina Geissler – Hamilton Economic Development  
Carlo Gorni – Hamilton Economic Development  
Judy Marsales – Judy Marsales Real Estate Ltd.  
Rhu & Michael Sherrard – Community Members  
Vicki Weekes – Weekes Wealth  
Joe Hewitt – Community Member  
Heather & Done Kane – Community Member  
Ron Poling – Community Member  
David DiDonato – Property Owner  
Lorraine & Karl Hanley – Daru Therapy Centre  
Dorothy Hammill – Community Member

Andrea Dorman – Bodywise Health & Rehab  
David Reed – Theatre Ancaster  
Terra Nicolle – Terra Therapeutics  
Kate Babetin – Sage Insight Psychotherapy  
Dan & Rita Faulkner – Creations Art Gallery  
Doug Kloet – Glendale Motors  
Colin Lapsley – AMAC  
Bethany Bysma – AMAC  
Scott & Janet Rastin – Rastin’s Pharmacy  
Geoff Walker – Walker Real Estate  
Mary Lou Ciancone – Ancaster Mill  
Jake Nicolle – Robbio Nicolle Realty

### **1. Call to Order:**

Chair, Diane Price, called the meeting to order at 6:01pm. Land Acknowledgement.

### **2. Approval of the minutes of the Annual General Meeting held on November 20<sup>th</sup>, 2023**

Mary Lou Ciancone MOVED and Terra Nicolle SECONDED that the minutes of the Ancaster Business Improvement Area Annual General Meeting, held on November 20<sup>th</sup>, 2023, be approved as presented. All in favour. MOTION: Carried.

### **3. No Additions were made to the agenda.**

### **4. Board of Directors Introduction**

Thank you to board members and community partners. Each Board member introduced themselves and which business they represent. City of Hamilton guests introduced themselves.

### **5. Chair’s Report** – Diane Price

What is a BIA?, 2024 Year in Review, Introduction of Subcommittees, Looking for new and engaged subcommittee members and board members.

### **6. Financial Report / 2024 Budget** – Joel Newman

Joel Newman, Board Treasurer and BIA Bookkeeper presented the Financial Report for 2024, and presented the new 2025 budget as approved by the BOD.

### **7. Aesthetics / Beautification Subcommittee Updates** – Jennifer Mattern

Overview of 2024 Beautification initiatives including: flowers, benches, landscaping of weeds and garden beds, garbage can stickers, and a thank you to volunteers! Graffiti –

if you see it, please report it. Holiday season wreaths to go up soon. Twinkle light discussion – how we will move forward with the new city mandates to remove.

Colin at AMAC mentioned the potential community space out front of the Ancaster Memorial Arts Centre. More discussion to be had in a further meeting.

### **8. Marketing Subcommittee Updates – Jennifer Mattern**

Discussion of 2024 initiatives for marketing: CHCH commercials and 2 remotes with CHCH was a large focus, radio ads, print ads, Instagram has a strong following, BIA magazine with 20,000 magazines coming up soon. Social media with a focus on tracking KPIs and ROIs. Holiday gift ideas posted on social media over the next month.

Discussion around promotion of services and how they can utilize the marketing.

### **9. Events Subcommittee Updates – Diane Price**

Discussion of 2024 events – overview of all the events run by the BIA and sponsored by the BIA, and a discussion for the plan for 2025.

### **10. Parking Subcommittee Updates – Diane Price**

City is working with the Parking subcommittee to try to solve some of our parking issues.

### **11. Farmers Market Updates - Renae Cooper, Market Manager**

Success with AMAC location – locked in for 4 more years. Canada Summer Jobs has been crucial to success. 2024 vendor updates. Thank you to volunteers. Update on 2025 plans and updates.

### **12. Report from Cristina Geissler – BIA Officer, Hamilton Economic Development**

Provided Hamilton Economic Development updates including details about: Hanging baskets remaining for 2025, Holiday 2 hour parking, BIA spotlights on Hamilton Ec Dev social media, 2.0 BIA toolkit coming in 2025, BIA Awards of Excellence returning 2025, Commercial Market Assessment – Ancaster is due for an update.

### **13. Report from Carlo Gorni – Coordinator, Urban Renewal Incentives, Hamilton Economic Development**

Provided information regarding grants and contributions available through the City of Hamilton. BIA Members welcome to connect with Heather for Carlo's presentation or more information.

### **14. Councillors Remarks**

Councillor Craig Cassar provided updates on property development on Wilson Street. Discussed closure on Old Dundas Road experiment. Questions posed regarding Ancaster infrastructure, traffic, developments and vacant lands.

## **15. Other Business**

No other business.

## **16. Adjournment**

Karl Hanley MOVED to adjourn the meeting at 7:47pm and David Reed SECONDED. All in favour. Approved. Meeting adjourned.