

Port Credit BIA		MINUTES
	Board Meeting Weds, Jan 26, 2022, 6:30pm Virtual Meeting	
Board Members	John Pappas, Brenda McGarrell, Ric Cooper, Councillor Stephen Dasko, Ann Ivy Male, Lucie Zima, Julia Chatterji, Wassim Al-Roz	
Staff	Natasha Mackinnon, Dianne Dela Cruz	
Guests	<p>6:30pm John Griffin, Project Leader Landscape Architect from Community Services, Parks Department. John mentioned how the project has been divided into three separate contracts:</p> <p><u>Contract 1 – Harbour Dredging</u> - Revolving around type of improvement: Dredging parts of the Harbour, in-water piece, and on-land component set to begin March and end June 2022.</p> <p><u>Contract 2 – Coastal Engineering (Riverbank Stabilization West Banks)</u> - Type of Construction expected is a combination of armor stone and sheet pile wall which cannot launch until July 2022 and move into Spring 2023. The City Department has coordinated with both the rowing club & canoe clubs up stream as to their programming. Mention that the existing boat launch will be unavailable during this construction. Signage will be installed on the site, and they are coordinating with the organizers of the Marathon for all contracts. Tree removals are required as part of this work and communication with Alectra will be conducted in summer/fall 2022 re: hydro.</p> <p><u>Contract 3 – Marina Park Landscape Construction</u> - Type of Construction is to conduct overall improvements to the park block including parking, tree planting, pathways, etc. The department is working on finalizing the design package and the project will launch late summer/fall 2022. The Construction is to be staggered from Contract 2.</p> <p>Discussion from the Port Credit Board of Directors John Pappas raised concerns about EV parking stations. John Griffin believed 2 will be installed, with room to grow the system in the underground infrastructure. Public Art will go through a public art process, through the Culture team and there is a future project called the culture walk coming down the pipeline, and public art in Marina Park will be implemented as part of that project.</p>	
Minutes by	Natasha Mackinnon	
Item #	Item Description	
1	Call to Order at 6:50pm	
2	Declaration of any Conflict of Interest	
3	Additions to and approval of Agenda Moved by Ric Cooper; Second by Ann Ivy Male.	
4	Discussion and/or acceptance of Minutes from the Board Meeting held November 16, 2021 <p style="text-align: right;">Moved by Wassim Al-Roz; Second by Ann Ivy Male</p> Discussion and/or acceptance of Minutes from AGM held on Tuesday, Nov 23, 2021 Discussion	

	<p>Councillor Dasko commented that draft minutes of the AGM can be posted on the website, but the PCBIA cannot post formal minutes until the next AGM held November 2022.</p> <p>Brenda and Dianne advised that they work together to firm up the minutes offline prior to posting.</p> <p>Discussions around lawsuits being a matter of privacy act and areas under this category cannot be discussed during the AGM.</p> <p>Carried.</p> <p style="text-align: right;">Moved by Julia Chatterji; Second by Wassim Al-Roz</p>
<p style="text-align: center;">5</p>	<p>Councillor’s Report – Stephen Dasko</p> <p>Updates that the Councillor is working collectively with City staff on the snowfall issue stating that Port Credit BIA needs to be positioned as a priority. Councillor advised that Snow Clearing & Garbage employees are 5% down due to Covid. A motion was passed through Council to obtain more resources regarding snow clearing on Port Credit streets, Lakeshore Rd., Elizabeth St., High St., and Park St. in particular. An update on the Brightwater temporary closure of the Waterfront Trail from Cranberry Cove to the Heritage District was provided by the Councillor. A sign with a QR code linking back to the website providing an explanation of why the closure is in place is positioned at all necessary entry ways. These signs are geared towards pedestrians and cyclists. Reports that this is an on-going project with community liaison committee were given.</p> <p>Traffic lights at Front St. & Lakeshore Rd. are under construction and will be ready by Spring 2022.</p> <p>The City of Mississauga is working on a BIA guidebook that will outline who to contact when certain measures need to be put into place. Councillor during the meeting with all Mississauga Ward Councillors and the City Liaison gave the explain of all the road blocks the PCBIA encountered during the Mega Muskoka Chair project in 2021. The proposal presented to the BIA in 2021 demonstrated a lot of restrictions for the BIA which would change the process on how BIAs act with the City and both the BIAs and Councillors were not interested in moving forward with the new restrictions. A new guidebook is to come out shortly.</p> <p>Updates were shared on the new historical plaques positioned South of Snug Harbour and Stone Hooker Brewery.</p> <p>Recommendations given for the PCBIA bars and restaurants to submit their noise control applications to the City of Mississauga as things are beginning to open up. Performances and music are allowed once again.</p> <p>Action</p> <p>Cody to share Public Art historical pieces on social media.</p> <p>Dianne to communicate with businesses re: Noise Control applications.</p>
<p style="text-align: center;">6</p>	<p>Chair’s Report – John Pappas</p> <p>Discussions around Red Tape continue between John Pappas and key officials. Hopes to have a live in person Board Meeting in the PCBIA office either February or March.</p> <p>Discussions around difficult time for our businesses with restaurants and gym closures once again.</p>

John advised that he is always easily reachable and that his cell phone is always available to answer calls from members. He is willing to listen and oversee all ideas from our membership to continue with a collaborative approach to key issues. John mentioned that the Lighting of the Lighthouse event was a huge success and that it was the best attendance to date with hundreds of people gathering to countdown. It was also well attended by politicians, and we had all political parties show up. John stated that the Waterfront Festival in the park was fantastic and wanted the office to reach out to the organizers to inquire if they will light up Memorial Park again in 2022. John gave thanks to Brenda for a job well-done re: 2021 Audit along with Natasha, Dianne, and Melanie. John mentioned that he currently sits on the PCCF Board of Directors, Mississauga Tourism Board of Directors and Save The Port Committee to help our local neighbourhood.

Action

Natasha to reach out to Patty Anderson re: Lights & Ice event in December 2022.

7

Committee Reports

Financials – Brenda McGarrell

Written report provided.

The Port Credit BIA is in good financial standing.

Mention for the office to continue writing grants for our Decorative Light pole replacement project to support the infrastructure, this cannot only be funded from the levy. A request for all hands-on deck from grants and sponsorships.

Beautification – Natasha Mackinnon

Written report provided.

Marketing - Ann Ivy Male | Dianne Dela Cruz

Written report provided.

Newsletter circulated to members discussing Love from The Port campaign. The PCBIA Board and staff visited majority of Port Credit businesses to hang posters, discuss the initiative and take photos with business owners and their storefronts. A newsletter went out to seek business involvement and share ideas around the concept as well. The office has a good collection of photos to use as content and for other projects as well. The feedback has been positive from the members voicing out that we care about our businesses and Port Credit community.

Cody’s Corner a new interactive piece to engage with the community more is set to launch this Spring.

The PCBIA office noticed a lot of engagement on Facebook groups and will have Cody overlook those pages on behalf of the PCBIA.

Advocacy - John Pappas | Natasha MacKinnon

Written report provided.

Discussions on both letters sent to Provincial & Federal Government.

John pushing on changing the narrative on business closures every time Covid-19 numbers increase and closing gyms and restaurants that make a small percentage of the marketplace – It is not an effect. John pleading to change the messaging to the medical community. Now that vaccines have been rolled out, business owners and

people should be responsibility safe.

Sponsorship – Natasha Mackinnon
Written report provided.

Safety & Security - John Pappas
No Report.

Policies and procedures– Brenda McGarrell | Dianne Dela Cruz
Brenda discusses protocols and procedures set to launch in 2022 as Management will have help in office soon.

Hiring Committee - Lucie Zima | Dianne Dela Cruz
Dianne mentioned that two rounds of hiring were held for the Admin & Communications Coordinator role at the end of November with 130 applications received and the office narrowed them down to 9 following 3 interviews. A reference check for the top candidate was held and discrepancies in employment history were noticed. The applicant then pulled out their resume from the process. An ad was posted again at the end of December and closed the first week of January 2022. Another 130 applications received and were noticeably really strong. Phone interviews were held and narrowed down to 6 in person/zoom interviews. The office successfully landed on a candidate and is currently in the reviewal of the contract phase. The candidate is to start February 7, 2022. Brenda voiced out that she is looking forward to working with the new hire.

Business Recruitment - Dianne Dela Cruz
John mentioned that new businesses can be part of Cody's Corner and Wassim stated that unfortunately Dough Boys is leaving the community as the business is not working out for them. They are looking to sell everything in there as is.

8

Staff Report

Natasha Mackinnon

Operations

PCBIA proposed license agreement to include Seasonal Décor on Queen Bea's Lookout.

Updated the by-law 0002-2022 with the City of Mississauga's Corporate Services Department to record new appointed board members.

Coordinated with Councillor Dasko to execute a better plan re: the partnership with Mississauga BIAs and the City of Mississauga re: Improvement, Beautification and Maintenance.

Worked with Peel Police and Councillor Dasko's office to report the concern of X Rated littering throughout our BIA.

- Peel Police stated they are familiar with the individual responsible for the offensive content and images however no criminality can be ruled out

- Mississauga By-Law in relation to littering and/or Circulars and Advertisements (Parks By-Law #0197-2020) is to move forward with this concern.

Assisted Dianne and Hiring Committee with hiring two 2 rounds of hiring for an Admin & Communications Coordinator

Coordinated with John, Mississauga BIAs and OBIAA to executive 2 separate Advocacy letters to the Provincial and Federal government:

- Managed the communication with each BIA to review letters, sign off on them and email them to each political party
- Created a SM campaign with Cody's assistance

Communicated with the City of Mississauga's Snow Clearing Operations Department and 311 to report snow removal on Port Credit Main Street's laneway lots on behalf of our members.

Organized PCBIA Brainstorming session to discuss current lockdown and launched Love from The Port

Organized Holiday Board & Staff gathering

Reports: November 2021 and January 2022 Agenda, October and November 2021 Board Meeting Minutes, Committee Members + Chair Document, Committee Reports: Beautification and Sponsorship.

On-going tasks to set up the new hires IT and security logins.

Beautification

Conducted a site-visit within the BIA boundary to service Main Street Decorative Poles. 18 poles reported to Alectra for services and reports that crew members will be out over the next 3 weeks to service all poles and power back unlit Main Street trees.

Indwell Mural Project – Attend and provided feedback to the committee meetings with Councillor Dasko, MAC, Karen Priest and the Indwell team to executive a mural piece on the Indwell Development in 2022.

Love from The Port Campaign – I <3 P.C. sign and installation set up on Queen Bea's Landing. Worked collectively with Marketing Committee to execute design for campaign. Coordinated with Cody to print posters, distribute amongst Board Members and visit Main Street Businesses. Continue strategizing a Social Media plan with Cody & Dianne.

Symphony Lumen Pulse Lighthouse remote access quote received and finalized. PCCF to split over all cost with PCBIA.

Presented the plan the execution of all 2022 Beautification initiatives was shared with the Committee.

On-going tasks include paperwork for the permanent location of Mega Muskoka Chair. Coordinate Fire Hydrant documentation with the Region of Peel and Suregreen Landscaping. Service call for Lighthouse light program.

Sponsorships

In the process of updating the Sponsorship application for community event partners. Successfully wrote and designed presentations to community partners and obtained a \$30k sponsorship for WinterIN The Port from Brightwater, Suregreen, Edenshaw and PCCF.

On-going tasks - send out new PCBIA sponsorship applications and schedule a committee meeting to review and allocate funding to community partners.

Financials

Coordinated with Scotiabank to remove Jake & Nina as signing authorities and replaced with John & Ann. Finalize 2021-year end books with Melanie including

supplier invoices, STP inventory and visa statements. Assisted Melanie with 2021 Audit. Coordinated with our Scotiabank Small Business rep re: the renewal of our GIC certification.

- Signed off by John and Brenda

Marketing

Introduced Cody to PCBIA members for socials in 2021.

Presented Tourism Mississauga with a year end marketing package in 2021.

Coordinating with Dianne and Karen Cecy to executive Winter IN The Port's Frosty Finale on the new scheduled date: March, 26 2022

On-going task – report due to MBOT re: the Shop Local Campaign on how funding was allocated.

Events

Produced & attended Lighting of the Lighthouse event.

Assisted Karen, Dianne & Cody with Cram the Ram

Attended Lights & Ice Winterfest opening ceremony as a PCBIA representative.

OBIAA

Attended weekly best practice calls and biweekly OBIAA Advocacy meetings. Meetings Arranged meeting with Kay Matthews, Dianne, and Ex. Board to discuss AGM prep in 2021. Attended Tourism Mississauga Destination Next, MBOT Shop Local Campaign with Mississauga BIAs, Night Market TO to discuss Winter décor, Suregreen Landscaping to discuss Main Street décor, WinterIN The Port meetings with Karen Cecy to execute campaign on Main Street, weekly manager plus social media meetings, and Creo meetings with Dianne to discuss Main Street installations in the Spring & Fall to gain more foot traffic for our members. Meetings held with Dianne to discuss dates for 2022 PCBIA event calendar.

Attended Port Credit West Village meetings:

- Traffic Control Plan affecting Mississauga Rd. and Lakeshore Rd. (in phase 4)
- Community Liaison Committee Meeting - Stormwater Construction + Temp Trail Closure along lakefront. No Main Street Road closures

Insauga meeting with Dianne to discuss existing 2022 package and review proposed package extensions from August 2022 to December 2022

Dianne Dela Cruz

Annual General Meeting November 2021

Managing event registration and validating eligible voters

Event communications: flyers, website, socials

Creating annual reports including marketing, beautification and operations report

Website maintenance: posting board meeting minutes, annual reports and financials

Creating AGM presentation

Moderating AGM meeting

Reviewing and finalizing AGM meeting minutes: currently under review by Exec Board

Winter IN the Port

Provided on-site support for all Winter IN The Port events

Contacted businesses on Elizabeth St S, requesting their participation in our Frosty Finale street event (TBD)

Planned and curated Insauga Article “5 big things Mississauga’s Port Credit is doing to celebrate the holidays”

Planned and curated Insauga Video “Exciting Things To Do In Port Credit This Winter”

Hiring Round 1: November/ December

Reviewed over 130 applications

Narrowed it down to top 9 for preliminary phone interview

Held in-person interviews with top 3 candidates

Decided on a final candidate but when we completed reference checks, we found discrepancies in her employment history, and ultimately she revoked her application

Training Cody

Continue to meet with Cody on a weekly basis for social media and marketing planning, as well as to review and approve her work

Just held our annual planning meeting and have outlined a few projects for her to complete this year including launching the series Cody’s Corner, creating a branding guide and marketing kit for the office, and creating swag for events

Goals for this year include increasing our following to 7000 followers on IG by end of year, increasing community engagement and growing the use of our Port Credit hashtags

New Business Welcome

Have been conducting welcome meetings with new businesses in our BIA

- Blyth Academy
- Pizza e Dolci
- Vito’s Wings and Pizza
- Azul Education

Streamlined the welcome process which includes an in-store or zoom meeting to share membership information, information on how to get involved, and information about the BIA and our mandate. From the meeting, they are then connected with Cody for a “Welcome to the neighborhood” social post feature and invited to share any current specials and promotions.

Next, they are then sent an email with a link to an e-form which collects all the necessary information to add them to our e-newsletter mailing lists, as well as have their business listing added to the website. They are also directed to our website to view our policies, minutes and important documents.

Businesses are listed/introduced in our new newsletter section called “New Businesses IN The Port” sent to both members (bi-weekly) and the community (monthly).

Website Maintenance

Continuing to add new business listings, event blogs and community updates

Have been reaching out to businesses that are not listed and requesting information

Coming Soon: Improvements to the Members Section including an up to date business resources section which includes information on available grants and programs, important deadlines and government announcements, as well as a contact list for relevant services

Hiring Round 2 December/January

Started the second hiring attempt mid-December

Reviewed over 130 applications

Narrowed it down to top 9 for preliminary phone interview

Held in-person interviews with top 6 candidates

	<p>Decided on a final candidate and completed successful reference checks Drafted up a contract which is currently under review by the candidate Start date: February 7th <u>Orientation for New Admin + Communications Coordinator</u> Planning new employee orientation with Natasha Purchased a new desk + chair for this role Meeting next week to outline all the projects and tasks this role will be completing and will build a work plan for the new employee to follow for 2022 <u>Reconnect Ontario 2022 Grant</u> Currently working on this grant to help fund our Winter IN The Port 2022 event Eligible to apply for up to a maximum of 50% of total eligible expenses, to a maximum funding request of \$250,000 <u>My Main Street: Community Activator Grant</u> Currently working on this grant to help fund our Spring IN The Port 2022 event Eligible to apply for funding between \$25,000 and \$250,000 Grant <u>Spring IN The Port</u> Started planning for our Spring IN The Port event and have been meeting with suppliers for quotes on interactive installations. We are currently seeking bright, fun and interactive installations to draw tourists down on foot and encourage them to get outside and explore the port Working with Natasha to pinpoint potential sites around main street to host installs <u>Farmers Market 2022</u> Starting to plan for the 2022 market, have been discussing logistics with Vince. Will be moving forward with traditional market planning as all outdoor restrictions are expected to be lifted by March 14th Vendor applications will be made available February</p>
9	<p>Other Business 2022 Event & Campaign Calendar was shared with the Port Credit BIA Board. Love from The Port campaign in process.</p> <p>New Board Members John advised that new members to join the Board of Directors needs to be considered. He would like to have two more join, bringing it up to at least nine. Ric mentioned that we can make it up to ten if needed with a process of attending 3 consecutive meetings in a row and an informal meet and greet with the Executive Board first. The BIA should strategically appoint members and lawyer would be a plus to sit on the board. There should be a balance between retail, business sector, real estate agent, mortgage, etc. A diverse Board is key with representation from all sectors. Councillor Dasko advised that he knows a lawyer in the BIA who has shown interested and will send John Pappas her contact information. Brenda mentioned that interested members should give a bio of who they are, what their business entails, what experience and qualifications they will bring.</p>
10	<p>Adjournment 8:30pm Moved by Ric Cooper; Second by: Brenda McGarrell</p>
Dates	<p>Valentines Day: Feb 14th Frosty Finale: March 26th *tentative* Next Board Meeting: Weds, Feb 23rd</p> 

From: Brenda L. McGarrell

Date: January 26, 2022

Subject: Treasurer Report to December 31, 2021

Attached:

December, 2021

Budget VS Actuals – 4 pages – with additional Notes

Balance sheet – 2 Pages

YTD January to December – 4 Pages – with additional Notes

Also Note:

January – December YTD pg. 4/4

Highlighted line item at bottom of page...

AND

December – Budget vs Actuals pg. 4/4

Highlighted line item at bottom of page...

Numbers have been adjusted based on conversations with KPMG on accounting using the Transfer from Reserves. 130K

Moving forward, to show a 'transfer' as a Budget item to illustrate how to account for a reduced levy amount, and as we dip into reserves will show as a negative net income as shows on the December reports. It throws the numbers out, but KPMG advised is how the accounting transpires.

***to emphasize the ongoing importance of Grant Wiring to continue for Light Pole replacement(s) In phases.

We have a small increase to Levy for 2022, however, larger increases to pre-pandemic levels and more will be required in years ahead (or hard decisions/cuts) to support infrastructure upgrades.

Reviewing Bank Statements – We are in Good Financial standing.

After reviewing the Financial Statements, if any questions, kindly advise. I will have reviewed and return answers.

Thank you,



Brenda L. McGarrell

**Port Credit Business Improvement Association
Budget vs. Actuals: 2021 - FY21 P&L**

January - December 2021

YTD - Dec. /21
1/4

	Actual	Budget	Total over Budget	% of Budget
Income				
30000 Municipal Levy	801,000.00	801,000.00	0.00	100.00%
30010 Under levy repayment	-40,000.00	-36,044.63	-3,955.37	110.97%
Total 30000 Municipal Levy	\$ 761,000.00	\$ 764,955.37	-\$ 3,955.37	99.48%
30020 Student Grant		7,000.00	-7,000.00	0.00%
30030 Sponsorship and Grants		13,000.00	-13,000.00	0.00%
30037 Arts at the Port	7,500.00	10,000.00	-2,500.00	75.00%
30038 WinterIN the Port		20,000.00	-20,000.00	0.00%
Total 30030 Sponsorship and Grants	\$ 7,500.00	\$ 43,000.00	-\$ 35,500.00	17.44%
30040 Grants			0.00	
30041 City of Mississauga Grant	1,000.00		1,000.00	
Total 30040 Grants	\$ 1,000.00	\$ 0.00	\$ 1,000.00	
30050 Membership Dues		800.00	-800.00	0.00%
30060 Vendor Fees	17,105.00	15,000.00	2,105.00	114.03%
30080 Transfer from Reserves	0.00	130,000.00	-130,000.00	0.00%
80000 Interest Income	1,611.06	1,000.00	611.06	161.11%
Fundraising and Other			0.00	
3006 Miscellaneous BIA Income	1,122.44	1,000.00	122.44	112.24%
3013 Project Sponsorship			0.00	
3014 Sponsorship	12,500.00	15,000.00	-2,500.00	83.33%
3017 Miscellaneous	4,395.00	10,000.00	-5,605.00	43.95%
Total 3013 Project Sponsorship	\$ 16,895.00	\$ 25,000.00	-\$ 8,105.00	67.58%
Total Fundraising and Other	\$ 18,017.44	\$ 26,000.00	-\$ 7,982.56	69.30%
Misc Event Income	1,260.00		1,260.00	
Support the Port	6,360.00		6,360.00	
Total Income	\$ 813,853.50	\$ 987,755.37	-\$ 173,901.87	82.39%
Gross Profit	\$ 813,853.50	\$ 987,755.37	-\$ 173,901.87	82.39%
Expenses				

\$3,955.39 i
Diff. BIA Est
& Actual
under levy.

Star Banner donation
from City.

Donation LS
Productions Co.

40000 Salaries and Benefits			0.00	
40001 Salaries	165,763.33	181,000.00	-15,236.67	91.58%
40002 Additional Wages	23,220.00	27,000.00	-3,780.00	86.00%
40003 Benefits	3,099.95	5,000.00	-1,900.05	62.00%
40004 Payroll Deductions	11,658.59	14,000.00	-2,341.41	83.28%
40005 WSIB	931.58	1,000.00	-68.42	93.16%
Total 40000 Salaries and Benefits	\$ 204,673.45	\$ 228,000.00	-\$ 23,326.55	89.77%
41000 Office and General Expenses			0.00	
41001 Rent	14,748.49	15,000.00	-251.51	98.32%
41002 Phones, Fax, Mobile, Internet	5,091.99	7,500.00	-2,408.01	67.89%
41003 Insurance	9,059.14	11,000.00	-1,940.86	82.36%
41004 Repair, Maintenance	382.39	8,000.00	-7,617.61	4.78%
41005 General Office Supplies	4,081.46	7,500.00	-3,418.54	54.42%
41006 Travel	342.73	500.00	-157.27	68.55%
41007 Board Meeting Expense	4,336.73	2,500.00	1,836.73	173.47%
41008 Public Relations		1,000.00	-1,000.00	0.00%
41009 Memberships	878.40	3,500.00	-2,621.60	25.10%
41011 Office Cleaning	1,896.88	3,000.00	-1,103.12	63.23%
41012 General IT Expense	15,243.72	10,000.00	5,243.72	152.44%
Total 41000 Office and General Expenses	\$ 56,061.93	\$ 69,500.00	-\$ 13,438.07	80.66%
42000 Professional Services			0.00	
42001 Professional Fees	2,936.02	7,500.00	-4,563.98	39.15%
42002 Bookkeeping Services	8,300.00	12,000.00	-3,700.00	69.17%
Total 42000 Professional Services	\$ 11,236.02	\$ 19,500.00	-\$ 8,263.98	57.62%
43000 Finance Fee			0.00	
43001 Bank Charges	1,498.89	2,000.00	-501.11	74.94%
43002 Provincial HST adjustment	8,623.30	10,000.00	-1,376.70	86.23%
Total 43000 Finance Fee	\$ 10,122.19	\$ 12,000.00	-\$ 1,877.81	84.35%
44000 Audit			0.00	
44001 Audit	5,239.96	2,700.00	2,539.96	194.07%
Total 44000 Audit	\$ 5,239.96	\$ 2,700.00	\$ 2,539.96	194.07%
45000 Beautification & Maintenance			0.00	
45001 Streetscape Maint. and Decor	35,228.68	50,000.00	-14,771.32	70.46%
45002 Landscaping	159,840.00	195,000.00	-35,160.00	81.97%

YTD Dec/21
2/4
Street Ambassadors -
misc. Small Labour
at events.

KPMG bill for
2020 came late

45004 Banners	9,715.31	10,000.00	-284.69	97.15%
45005 Other Beautification	58,281.08	40,000.00	18,281.08	145.70%
Total 45000 Beautification & Maintenance	\$ 263,065.07	\$ 295,000.00	-\$ 31,934.93	89.17%
46000 Advertising and Promotion			0.00	
46001 Media Marketing	25,769.49	45,000.00	-19,230.51	57.27%
46002 Promotional Materials	2,500.65	5,000.00	-2,499.35	50.01%
46003 Signage	7,155.00	15,000.00	-7,845.00	47.70%
46004 Website-hosting and maintance	4,337.50	3,500.00	837.50	123.93%
46005 Other Marketing (Bus Wrap)	2,895.00		2,895.00	
46006 Networking/Training/Conferences	2,573.44	3,000.00	-426.56	85.78%
4607 Events and Campaigns	8,739.25	10,000.00	-1,260.75	87.39%
Total 46000 Advertising and Promotion	\$ 53,970.33	\$ 81,500.00	-\$ 27,529.67	66.22%
47000 Project Expenses			0.00	
4626 Security			0.00	
4626-2 Duty Police	33,502.76	35,000.00	-1,497.24	95.72%
Total 4626 Security	\$ 33,502.76	\$ 35,000.00	-\$ 1,497.24	95.72%
47001 Farmers Market	30,375.82	20,000.00	10,375.82	151.88%
47002 WinterIN the Port	25,395.31	30,000.00	-4,604.69	84.65%
47003 Easter Fair		5,000.00	-5,000.00	0.00%
47004 Arts at the Port	1,183.92	5,000.00	-3,816.08	23.68%
Classic Cars	9,604.69	10,000.00	-395.31	96.05%
Total 47004 Arts at the Port	\$ 10,788.61	\$ 15,000.00	-\$ 4,211.39	71.92%
47006 Tricks and treats		5,000.00	-5,000.00	0.00%
47008 Walk of Fame.	-158.20		-158.20	
Misc. X-Mas		6,500.00	-6,500.00	0.00%
Support the Port	3,726.18	10,000.00	-6,273.82	37.26%
Total 47000 Project Expenses	\$ 103,630.48	\$ 126,500.00	-\$ 22,869.52	81.92%
48000 Sponsorships			0.00	
48001 Busker Fest		17,500.00	-17,500.00	0.00%
48003 Mississauga Waterfront Festival	17,500.00	17,500.00	0.00	100.00%
48004 Canada Day - PTR	17,500.00	17,500.00	0.00	100.00%
48006 Southside Shuffle	17,500.00	17,500.00	0.00	100.00%
48007 Mississauga Marathon	2,000.00	2,000.00	0.00	100.00%
Misc	3,500.00	3,000.00	500.00	116.67%

YTD DEC/21
3/4 damages.
Install of more
XMAS Lights.

FM Cost more than
expected.
Covid items
Ex: Signage, Sanitizers,
Staffing, overseeing
distancing protocols

	Actual	Budget	Over/Budget Under	% Budget
Total 48000 Sponsorships	\$ 58,000.00	\$ 75,000.00	-\$ 17,000.00	77.33%
60000 Misc out of pocket expense	158.26	500.00	-341.74	31.65%
Business Development			0.00	
6000 Business Development			0.00	
6002 Networking Meetings	995.74	2,500.00	-1,504.26	39.83%
Total 6000 Business Development	\$ 995.74	\$ 2,500.00	-\$ 1,504.26	39.83%
Total Business Development	\$ 995.74	\$ 2,500.00	-\$ 1,504.26	39.83%
Total Expenses	\$ 767,153.43	\$ 912,700.00	-\$ 145,546.57	84.05%
Net Operating Income	\$ 46,700.07	\$ 75,055.37	-\$ 28,355.30	62.22%
Other Expenses				
50000 Amortization	48,572.18	75,000.00	-26,427.82	64.76%
Total Other Expenses	\$ 48,572.18	\$ 75,000.00	-\$ 26,427.82	64.76%
Net Other Income	-\$ 48,572.18	-\$ 75,000.00	\$ 26,427.82	64.76%
Net Income	-\$ 1,872.11	\$ 55.37	-\$ 1,927.48	-3381.09%

YTD Dec /21
4/4

Used some
of surplus from
Previous years

Tuesday, Jan. 25, 2022 07:49:36 a.m. GMT-8 - Accrual Basis

Port Credit Business Improvement Association
Balance Sheet
As of December 31, 2021

1/2
Dec /21

	Total
Assets	
Current Assets	
Cash and Cash Equivalent	
1000 C.I.B.C. Current Account	0.00
10000 Scotiabank	223,478.14
10200 Petty Cash (General)	204.75
10220 Petty Cash (Farmers Market)	683.71
14990 *Undeposited Funds	0.00
Total Cash and Cash Equivalent	\$ 224,366.60
Accounts Receivable (A/R)	
12000 Accounts Receivable	20,000.00
12001 Interest Receivable	328.35
Total Accounts Receivable (A/R)	\$ 20,328.35
1010 G.I.C.	39,725.47
Cash	0.06
Total 1010 G.I.C.	\$ 39,725.53
12100 GST Receivable	0.00
17655 Other current assets	220.00
Total Current Assets	\$ 284,640.48
Non-current Assets	
Property, plant and equipment	
17500 Machine & Equipment	36,002.64
17510 Acc. Amortization Machine & Eqp	-29,999.27
17520 Accum. Amortization - Planters	-34,867.60
17530 Accumulated Amortization - Sign	-4,581.61
17540 Accum amortization - Furniture	-17,328.24
17550 Accum Amortization - Leasehold	-9,489.88
17560 Office Furniture	21,837.76
17570 Leasehold improvements-	0.00
17580 Accum Amort. - Benches	-8,934.31
17590 Accumulated Amort - Decorations	-35,431.31
17595 Accumulated Amortization Light Poles	-438.75
17600 Capital Assets - Planters	42,454.78
17650 Sign Panel	4,581.61
17660 Banners	48,147.37
17670 Lighthouse Renovation 2019	22,775.00
17680 Benches / Muskoka Chair	22,265.89
17700 Accumulated Depn - Banners	-35,258.96
17710 Decorations	132,450.00
17720 Light poles	3,510.00
Total Property, plant and equipment	\$ 157,695.10

Bal. Sheet. 2/21 Dec. 21

13000 Prepaid Expense		12,270.87
Total Non Current Assets	\$	169,965.97
Total Assets	\$	454,606.45
Liabilities and Equity		
Liabilities		
Current Liabilities		
Accounts Payable (A/P)		
20000 Accounts Payable		29,656.04
Total Accounts Payable (A/P)	\$	29,656.04
Credit Card		
20050 Scotiabank Visa		117.45
Total Credit Card	\$	117.45
20100 Accounts Payable Other		0.00
20150 Accrued Liabilities		2,620.00
20150A Step up rent liability		2,781.19
20200 Due to the City of Mississauga		40,000.00
2100 Payroll Liabilities		
2110 E.I. Payable		0.00
2120 CPP Payable		0.00
2130 Income Tax Payable		0.00
Total 2100 Payroll Liabilities	\$	0.00
22000 GST Payable		-34,386.26
Deferred Income		15,000.00
Receiver General Suspense		0.00
Total Current Liabilities	\$	55,788.42
Total Liabilities	\$	55,788.42
Equity		
24500 Opening Bal Equity		0.06
24700 Reserve		0.00
Retained Earnings		400,690.08
Profit for the year		-1,872.11
Total Equity	\$	398,818.03
Total Liabilities and Equity	\$	454,606.45

Port Credit Business Improvement Association
Budget vs. Actuals: 2021 - FY21 P&L
 December 2021

Dec. 1/4.

	<u>Actual</u>	<u>Budget</u>	<u>Total over Budget</u>	<u>% of Budget</u>
Income				
30000 Municipal Levy	66,750.00	66,750.00	0.00	100.00%
30010 Under levy repayment	-6,959.11	-3,003.72	-3,955.39	231.68%
Total 30000 Municipal Levy	\$ 59,790.89	\$ 63,746.28	-\$ 3,955.39	93.80%
30020 Student Grant		0.00	0.00	
30030 Sponsorship and Grants		3,000.00	-3,000.00	0.00%
30037 Arts at the Port	7,500.00	0.00	7,500.00	
30038 WinterIN the Port		10,000.00	-10,000.00	0.00%
Total 30030 Sponsorship and Grants	\$ 7,500.00	\$ 13,000.00	-\$ 5,500.00	57.69%
30050 Membership Dues		0.00	0.00	
30060 Vendor Fees		0.00	0.00	
30080 Transfer from Reserves	-119,166.74	10,833.33	-130,000.07	-1100.00%
80000 Interest Income	96.69	83.33	13.36	116.03%
Fundraising and Other				
3006 Miscellaneous BIA Income		0.00	0.00	
3013 Project Sponsorship			0.00	
3014 Sponsorship	5,000.00	0.00	5,000.00	
3017 Miscellaneous	4,395.00	0.00	4,395.00	
Total 3013 Project Sponsorship	\$ 9,395.00	\$ 0.00	\$ 9,395.00	
Total Fundraising and Other	\$ 9,395.00	\$ 0.00	\$ 9,395.00	
Misc Event Income	1,260.00		1,260.00	
Total Income	-\$ 41,124.16	\$ 87,662.94	-\$ 128,787.10	-46.91%
Gross Profit	-\$ 41,124.16	\$ 87,662.94	-\$ 128,787.10	-46.91%
Expenses				
40000 Salaries and Benefits			0.00	
40001 Salaries	20,734.37	21,000.00	-265.63	98.74%
40002 Additional Wages	822.00	2,000.00	-1,178.00	41.10%
40003 Benefits	466.66	930.00	-463.34	50.18%

*\$3,955.39 i
Diff. of Est. of
Under Levy +
Actual.*

City Sponsorship

*Edenshaw
Banner Donation
from City*

*Donation from
LS productions*

Dec 2/4

40004 Payroll Deductions	714.10	1,277.27	-563.17	55.91%
40005 WSIB	104.60	105.77	-1.17	98.89%
Total 40000 Salaries and Benefits	\$ 22,841.73	\$ 25,313.04	-\$ 2,471.31	90.24%
41000 Office and General Expenses			0.00	
41001 Rent	1,250.28	1,270.00	-19.72	98.45%
41002 Phones, Fax, Mobile, Internet	642.50	665.90	-23.40	96.49%
41003 Insurance	533.93	916.67	-382.74	58.25%
41004 Repair, Maintenance	327.43	1,000.00	-672.57	32.74%
41005 General Office Supplies	40.92	906.25	-865.33	4.52%
41006 Travel	279.08	0.00	279.08	
41007 Board Meeting Expense	3,089.57	900.00	2,189.57	343.29%
41008 Public Relations		250.00	-250.00	0.00%
41009 Memberships		300.00	-300.00	0.00%
41011 Office Cleaning	100.00	290.00	-190.00	34.48%
41012 General IT Expense	1,420.20	300.00	1,120.20	473.40%
Total 41000 Office and General Expenses	\$ 7,683.91	\$ 6,798.82	\$ 885.09	113.02%
42000 Professional Services			0.00	
42001 Professional Fees	-142.88	500.00	-642.88	-28.58%
42002 Bookkeeping Services	700.00	1,000.00	-300.00	70.00%
Total 42000 Professional Services	\$ 557.12	\$ 1,500.00	-\$ 942.88	37.14%
43000 Finance Fee			0.00	
43001 Bank Charges	76.25	166.67	-90.42	45.75%
43002 Provincial HST adjustment	5,673.91	5,000.00	673.91	113.48%
Total 43000 Finance Fee	\$ 5,750.16	\$ 5,166.67	\$ 583.49	111.29%
44000 Audit			0.00	
44001 Audit	2,838.33	225.00	2,613.33	1261.48%
Total 44000 Audit	\$ 2,838.33	\$ 225.00	\$ 2,613.33	1261.48%
45000 Beautification & Maintenance			0.00	
45001 Streetscape Maint. and Decor	1,712.30	6,561.55	-4,849.25	26.10%
45002 Landscaping	4,040.00	21,357.16	-17,317.16	18.92%
45004 Banners	3,032.77	0.00	3,032.77	
45005 Other Beautification	960.00	0.00	960.00	
Total 45000 Beautification & Maintenance	\$ 9,745.07	\$ 27,918.71	-\$ 18,173.64	34.91%
46000 Advertising and Promotion			0.00	

KPMG bill for 2020 came late

Regular banner install

Doc 3/4

46001 Media Marketing	2,049.89	4,326.99	-2,277.10	47.37%
46002 Promotional Materials	1,600.65	0.00	1,600.65	
46003 Signage		0.00	0.00	
46004 Website-hosting and maintance		200.00	-200.00	0.00%
46006 Networking/Training/Conferences		0.00	0.00	
4607 Events and Campaigns	999.72	700.00	299.72	142.82%
Total 46000 Advertising and Promotion	\$ 4,650.26	\$ 5,226.99	-\$ 576.73	88.97%
47000 Project Expenses			0.00	
4626 Security			0.00	
4626-2 Duty Police		0.00	0.00	
Total 4626 Security	\$ 0.00	\$ 0.00	\$ 0.00	
47001 Farmers Market	573.34	0.00	573.34	
47002 WinterIN the Port	9,900.04	13,750.00	-3,849.96	72.00%
47003 Easter Fair		0.00	0.00	
47004 Arts at the Port		0.00	0.00	
Classic Cars		0.00	0.00	
Total 47004 Arts at the Port	\$ 0.00	\$ 0.00	\$ 0.00	
47006 Tricks and treats		0.00	0.00	
Misc. X-Mas		4,333.34	-4,333.34	0.00%
Support the Port	462.27	1,290.00	-827.73	35.83%
Total 47000 Project Expenses	\$ 10,935.65	\$ 19,373.34	-\$ 8,437.69	56.45%
48000 Sponsorships			0.00	
48001 Busker Fest		0.00	0.00	
48003 Mississauga Waterfront Festival		0.00	0.00	
48004 Canada Day - PTR		0.00	0.00	
48006 Southside Shuffle		0.00	0.00	
48007 Mississauga Marathon		0.00	0.00	
Misc		0.00	0.00	
Total 48000 Sponsorships	\$ 0.00	\$ 0.00	\$ 0.00	
60000 Misc out of pocket expense	111.11	50.00	61.11	222.22%
Business Development			0.00	
6000 Business Development			0.00	
6002 Networking Meetings		1,025.00	-1,025.00	0.00%
Total 6000 Business Development	\$ 0.00	\$ 1,025.00	-\$ 1,025.00	0.00%

Approved by the Board

Doc 4/4

Total Business Development	\$	0.00	\$	1,025.00	-\$	1,025.00	0.00%
Total Expenses	\$	65,113.34	\$	92,597.57	-\$	27,484.23	70.32%
Net Operating Income	-\$	106,237.50	-\$	4,934.63	-\$	101,302.87	2152.90%
Other Expenses							
50000 Amortization		21,072.18		17,500.00		3,572.18	120.41%
Total Other Expenses	\$	21,072.18	\$	17,500.00	\$	3,572.18	120.41%
Net Other Income	-\$	21,072.18	-\$	17,500.00	-\$	3,572.18	120.41%
Net Income	-\$	127,309.68	-\$	22,434.63	-\$	104,875.05	567.47%

More assets purchased lights depreciation

YE adjustments throw this number out.

2021 Beautification Report

Present to board: January 26, 2022

Committee Members: Julia Chatterji, Natasha MacKinnon, Ric Cooper, Lucie Zima

Report created by
Natasha MacKinnon

Updates

WinterIN the Port – 2021-2022



Lighthouse Décor, Main Street garland, décor in raised + potted planters & repurposing of tree lighting



Installation at Port Credit Marina and Port St. Market

2021 Beautification Report

Love from The Port



I <3 P.C. sign and installation set up on Queen Bea's Landing

Heart décor on Main Street raised planters *paused* until weather clears up

Beautification 2022 Projects

1. Mural Projects
 - Indwell (*in process*)
 - LCBO (*in process*)
 - Zest for Living (begin process)
 - Scars and Strops (explore process)
2. Historical Signs in East Village
 - Partnership with Heritage Mississauga
3. Replace I <3 P.C. sign with new lit sign
4. Wrap 4 Utility boxes
5. Community Seating
 - Cement Circles
 - Interactive seating
 - Muskoka chairs
 - Mega Muskoka Chair

Additional projects/priorities that are confirmed to take place in 2022:

- Storage unit rental
- New golf cart
- Paint supplies for cement roadblocks, wooden blocks, and boardwalks
- Window mural artwork (4 per year)
- Winter, Valentines and Fall décor
- Decorative Poles Lighting – Funding set aside in 2022 Budget
- Touring other BIAs to get an idea of their Beautification initiatives

PCBIA Marketing Committee

Meeting Date: Friday, November 5, 2021

Presenting to Board: January 26, 2022

Report Created By: Dianne Dela Cruz

Attendees: Ann, Lucie, Julia, Natasha, Dianne, Cody

Love From The Port

Our Love from The Port campaign can be felt throughout Port Credit on coasters in our restaurants, posters on our business windows and a cozy installation at Queen Bea's Lookout. These small tokens demonstrate the BIG LOVE of our Port Credit community. This campaign aimed to support our local businesses and spread kindness and positivity during this challenging time.

Campaign includes:

- Posters in Main Street Windows
- Coasters with QR Code for Restaurants
- Main Street Decor (planters + decorative poles)
- I ♥ P.C. + Cozy Photo Installation
- Social Media Campaign
 - Including pictures w/ coasters from community
 - Including pictures of posters in windows



Social Media Content Calendar

- The staff continue to hold weekly social media meetings to plan content and campaigns for our platforms. This year’s goal is to reach 7000 followers by year end.
- We have also outlined our content calendar for 2022:

Day	Content
Monday	#BeautyIN : highlighting the beauty of Port Credit main street and sharing photos taken by our community
Tuesday/Wednesday	Announcements & Resources: communicating important announcements from the BIA, government, and partners. Sharing new business resources with members.
Thursday	New Business: highlighting new businesses that have joined Port Credit BIA *we have also added a new section in our member newsletter to highlight this information*
Friday	#DayIN : sharing ideas on how to spend a day IN The Port. For example: as music lovers, families, art enthusiasts etc.
	#FAQFriday : answering most commonly asked questions and sharing useful information about Port Credit and the BIA

- We will continue to highlight our businesses using #TodayIN and will share daily specials and promotions on our stories
- Cody’s Corner: *Coming Soon*. This series will feature Cody on our main street, interviewing BIA visitors and residents on what they are up to in the port. This series will serve to grow our engagement in the community and share the day to day life in Port Credit.

PCBIA Event Calendar

- In 2022, we will focus on growing our BIA events and plan a large event for every season that the community can look forward to each year.

Date	Event
Saturday, Feb 26	Frosty Finale *tentative*
Saturday, April 16- Mid May	SpringIN The Port Launch with EasterIN The Port*tentative*
June 11 to October 8 (Every Saturday)	Farmers Market
August 4-August 25 (Every Thursday)	Classic Cars Thursdays
Friday, October 14 & Saturday, October 15	Portchella

Tuesday, November 8	AGM
Saturday, December 3	WinterIN The Port - Lighting of the Lighthouse
Saturday, December 5	WinterIN The Port - Caroling in the park *Tentative*

Winter IN The Port

- During the month of December, we launched our Winter IN The Port campaign which we promoted via social media, posters, website, and on banners. This was a multi-pronged campaign designed to bring foot traffic and increase awareness of our main street businesses during the holidays. This campaign included:
 - ✓ December 4th - Lighting Of The Lighthouse Event
 - ✓ December 4th, 11th & 18th - Strolling Santa on Main Street
 - ✓ December 11th - Cram The Ram Charity Event
 - ✓ New Date TBD - Frosty Finale Event
 - ✓ Main street décor + installation at Queen Bea’s Lookout
 - ✓ Shop Local Port Credit Digital Christmas Catalog (shared on socials, website and newsletters)





2022 Sponsorship Report

Present to board: January 26, 2022

Committee Members: Ric Cooper, Brenda McGarrell, Julia Chatterji and Natasha Mackinnon

Report created by
Natasha Mackinnon

Sponsorship Funding

- Received \$30k in sponsorship funding for WinterIN The Port from Brightwater, Suregreen, Edenshaw and PCCF
- Received MBOT Shop Local Campaign
 - Natasha to provide a written report due Feb 15th outlining how the funding was spent
- 2021 – Allocated \$500 to support Tis the bite before Christmas

Port Credit BIA Event Partner Application Updates

- New format for current sponsorship application form to include in-person, hybrid and virtual events
- Circulate to committee members by the end of January for review and release to community events in February to open the application process