

Port Credit BIA		MINUTES
Board Meeting		Wednesday, Sept 30, 6:30pm
		Virtual Meeting
<b>Board Members</b>	Jake Pedler, Nina Tsougios, Brenda McGarrell, Ric Cooper, Councillor Stephen Dasko, John Pappas, Ann Ivy Male, Scott Higginson	
<b>Staff</b>	Beatrice Moreira-Laidlow, Natasha Mackinnon, Dianne Dela Cruz	
<b>Minutes by</b>	Natasha Mackinnon	
<b>Item #</b>	<b>Item Description</b>	
1	Call to Order - 6:30pm	
2	Declaration of Pecuniary Interest	
3	Additions to and approval of Agenda Moved by Ric Cooper; Second by: Nina Tsougios	
4	Discussion and/or acceptance of Minutes from the Board Meeting held on Wed, July 29, 2020 Moved by Nina Tsougios; Second by: Ann Ivy Male	
5	<p><b>Councillor's Report</b> – Stephen Dasko</p> <ul style="list-style-type: none"> <li>• Approval on Patio extension season until Nov 15</li> <li>• Overall patio program extension raised at Council</li> <li>• Board in favor to patio extension</li> <li>• Positive feedback from attendees and businesses re: Classic Cars Thursdays</li> <li>• Stephen to meet with Ron Star re: launch of Cars Show in 2021</li> <li>• Pitch idea #1: Cars parked on Mainstreet and Elmwood Lot on North and South side with a PCBIA tent set up on Friday &amp; Saturday</li> <li>• Pitch idea #2: Cars scattered all around Memorial Park on 1 Saturday in July</li> <li>• Decision made to keep the campaign to Classic Cars Thursdays hosted on Thursdays</li> <li>• The Queen Bea's Lookout approved by Council</li> <li>• Education programs provided by the City of Mississauga for businesses to stay opened in 2021 will be available</li> </ul> <p><b>Action</b></p> <ul style="list-style-type: none"> <li>• Decision made to look at available dates for Classic Cars event during next board meeting, Oct 28 or Year at a glance</li> <li>• Stephen set up meeting with Classic Cars reps to come in next meeting</li> </ul>	
6	<p><b>Chair's Report</b> – Jake Pedler</p> <ul style="list-style-type: none"> <li>• Dropped off 20k STP cheque to Compass Food Bank</li> <li>• Dropped off \$2,500 cheque to Tom &amp; Rick Show</li> <li>• East Village Committee from by Ann, currently in the planning stages for next year. Committee consists of shares ideas and initiatives</li> <li>• There are a lot of funds that were not used this year – An update that funds which were provided to the BIA, stay with the BIA, Stephen to give an update from Council</li> </ul>	

**Committee Reports****Financials – Brenda**

- Provided a written report
- Year to date, actuals, and balance
- Provided P&L and Balance Sheet
- \$20k left under sponsorship and grants
- We are in great standing with Budget

**Beautification – Natasha**

- STEPS Initiative – 11 located throughout our Mainstreet on the East and West of our Village
- Jake and Tash met with Tom and his team for Mural on LCBO wall on Elmwood Lot, current stages: waiting for a contract from LCBO. 2 artists currently designing artwork, final piece moving forward decided by board
- Nisreen Art hired complete 3 cement circles: 2 beside Elmwood lot and 1 in front of Pixieblue Studio, total payment \$1,200 (\$600 for large, \$300 x 2 for half circles)
- Discussions for potential mural walls: Firestone – Shaw & Lakeshore, Under Lighthouse by the water – check with Reality Services, LaVilla Bakery and Options Printing – private property, need to obtain contact and; Stavebank and Lakeshore white wall – Stephen to update
- Illuminate the port – supplier Visualize IT

**Action**

- Tash explore mural opportunities with board members assistance
- Tash to submit grant to PCCF and Brightwater

**Marketing – Ann/Natasha**

- STP \$20K target reached
- STP website updated with cheque presentation, current press release and under pressure video
- Phase 2 on hold, discussion of always including a charity component to the initiative
- Partnership with InSauga for our Take A Left Campaign – Currently have an article and video out on their website, Facebook and Instagram network
- Classic Cars Thursdays extended 2 additional weeks in September managed by Southside Shuffle
- Great response from businesses re: The Social Media Series – DineIN, ShopIN, ExploreIT, etc. Goal: Launch one video per month
- New Website – Overall design approved, current stage: Inputting business database

**Action**

- Send database to eSolutions and approve loop video created by Jeff Jones

**Safety & Security – John**

- Feedback from was positive, acknowledged that it was a great program
- Safety of our members and community is very important, unanimous vote to keep police officers on
- Duty police actual BIA cost was \$36,312 vs. budgeted cost \$15,000 – Reason: did not ask restaurants to pitch in this year due to pandemic

**Action**

- Jake and John to investigate the expansion of the program

	<p><b>Sponsorship</b> – Jake/Natasha</p> <ul style="list-style-type: none"> <li>• Stephen Uiraney to submit a grant application for gallery opening at Archtop of pandemic photos</li> </ul> <p><b>Action</b></p> <ul style="list-style-type: none"> <li>• Submit grant application to BIA office</li> </ul> <p>Policies – Brenda McGarrell</p> <ul style="list-style-type: none"> <li>• No updates on policies for this month</li> </ul>
8	<p><b>Staff Report</b> Beatrice - Natasha – Dianne</p> <ul style="list-style-type: none"> <li>• Submitted written report.</li> </ul>
9	<p><b>Other Business</b> illuminate the Port AGM 2020 Discussion</p> <ul style="list-style-type: none"> <li>• Decision to have a Virtual Meeting or Socially distanced hosted at Clark Hall</li> <li>• More discussion next board meeting, Oct 30th</li> </ul> <p>Ex-Board Members Discussion</p> <ul style="list-style-type: none"> <li>• Lydia Ordoez-Nies and Claudette Edwards stepped down</li> </ul> <p>New Board Members joining</p> <ul style="list-style-type: none"> <li>• Collective agreement for no new members until 2021</li> </ul> <p><b>Staffing</b></p> <ul style="list-style-type: none"> <li>• Discussions from Natasha and Dianne that the workload is heavy and exceeds the initial job descriptions. Ask from staff to consider a change in titles and salaries</li> <li>• Dianne to be promoted to full time within a management role</li> <li>• Natasha to be promoted to management with a title change</li> <li>• Discussions by board held after staff left the meeting</li> </ul> <p><b>Action</b></p> <ul style="list-style-type: none"> <li>• Vote to move forward with the change in structure and grant staff with requested changes</li> </ul>
10	<p><b>Adjournment</b> <b>Motion:</b> John Pappas Moved that the meeting be adjourned at 9:10pm Second by: Nina Tsougios <b>Carried</b></p>

**Next Board meeting Wednesday Oct 28, 2020 – 6:30pm**