

Port Credit BIA		Minutes
	<b>Board Meeting</b> Wed, Feb 23rd, 2022 6:30pm Virtual Meeting	
<b>Board Members</b>	John Pappas, Brenda McGarrell, Ric Cooper, Councillor Stephen Dasko, Ann Ivy Male, Lucie Zima, Julia Chatterji, Wassim Alroz	
<b>Regrets</b>	Lucie Zima	
<b>Staff</b>	Natasha Mackinnon, Dianne Dela Cruz, Andrew Dmytrasz	
<b>Guests</b>	<b>6:30pm:</b> Emily Miskz, Humberto Sanchez, Dorothy Hagel	
<b>Minutes by</b>	Andrew Dmytrasz	
<b>Item #</b>	<b>Item Description</b>	
1	Call to Order <b>6:33 pm</b>	
2	Declaration of any Conflict of Interest: None Stated.	
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 on Weds, Jan 26, 2022  Moved by Brenda McGarrell; Second by Ann Ivy Male	
5	<p><b>Councillor's Report</b></p> <ul style="list-style-type: none"> <li>• Councillor Stephen Dasko provided an update that Provincial restrictions will lift soon.</li> <li>• The city Economic Development website is up, and he encourages everyone to view it (<a href="http://thefutureisunlimited.ca">thefutureisunlimited.ca</a>).</li> <li>• He recommends that the members get a jump start and submit their Noise Exemption Permits for live music indoors.</li> <li>• Ric Cooper would like someone to inspect boardwalks after they have been built Ric Cooper suggested a City representative inspect boardwalks after they have been built.</li> <li>• John Pappas inquired when concrete barriers can be moved for patios.</li> <li>• Traffic light still being erected at Front St. and lakeshore Rd.,</li> <li>• Pedestrian cycling bridge in early stages, update in near future.</li> <li>• Had some great feedback from Tourism Executive Director on Classic cars Thursdays. Tourism Mississauga to cover the cost of lay by parking for the event.</li> </ul> <p><b>Actions</b></p> <ul style="list-style-type: none"> <li>• The office to send a notice to the membership re: Noise Exemption Permits.</li> <li>• Councillor Dasko to communicate with City staff re: boardwalk inspections.</li> <li>• Councilor to investigate patio concrete barriers inquiry.</li> </ul>	
6	<p><b>Chair's Report</b> – John Pappas</p> <ul style="list-style-type: none"> <li>• John continues to advocate for the Rent Subsidy with arm's length restrictions. Uncertain the letter written by the BIA has been addressed by any Minister or Political party.</li> <li>• He received a call from the Minister of Small Business who is interested in this issue and will reach out to Premier Ford.</li> <li>• Repainting the lines on Lakeshore Rd. to help manage the traffic better. Instead of having four lanes with the left lane as a turn lane creates a bottleneck. Possibly have two dedicated lanes, a middle turning lane, and dedicated bike lanes.</li> </ul>	

- Introductory meeting between TOPCA and PCBIA Management scheduled March 1st at 7:30 PM with the potential of collaborating on future projects. Get them introduced to Dianne and Natasha for some possible collaboration efforts and to be introduced to each other.
- Reports of decorative lighting on some trees not lit.
- Recommendation made for Spring to block off side streets and have music and Latin dancers perform.
- He introduces Andrew Dmytrasz, as new staff person, Administration and Communications Coordinator.

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**Committee Reports**

**Financials** – Brenda McGarrell

- In the last two years, we had 35k-40k in under levy, but in January, city reported the under levy to be \$727.29 instead of 40k.
- Moving forward, the City has requested all Mississauga BIAs to have the budget presented earlier in comparison to previous years.
- Transfer from reserves will be no actuals shown because it's not considered income, it is from previous year's budget.
- In years previous, the levy used to come in installments. This year, we received full funding at the start of the calendar year.
- Interest on term deposits is at different incremental times.
- Written report provided.

**Beautification** – Julia Chatterji | Natasha Mackinnon

- Updates are going to be included in Natasha's staff report.
- Will have a Committee in March.

**Marketing** - Ann Ivy Male | Dianne Dela Cruz

- Committee meeting will be held mid-March.

**Advocacy** - John Pappas | Natasha MacKinnon

- No report

**Sponsorship** – Natasha Mackinnon

- Office has been approached by Steven Uhraney, Veg fest, and others to sponsor community events, however, the PCBIA has only set aside a limited amount under miscellaneous funding.
- Natasha made a recommendation to have a larger Sponsorship Budget in 2023 to assist with funding new events.
- Sponsorship application was updated this year. We included key questions to ask our event partners, such as how they would benefit Port Credit BIA community , and our Main Street businesses. Would the event be in person event, hybrid or virtual?
- There are consequences of us doing the budget early and not having the flexibility to change when new things come up.
- Stephen Uhraney's The Establishment showcases the faces to the name of business owners which aligns with Businesses Are People campaign.
- Recommendation to include him in the Spring IN The Port campaign. He is offering his photos as Social Media content.
- Stephen is showcasing business owners who have been operating in Port Credit for 20+ years.
- Ric Cooper to be Chair of Sponsorship Committee.

**Safety & Security** - John Pappas | Natasha MacKinnon

- In winter months, there is no report.

	<ul style="list-style-type: none"> <li>• Wassim Alroz to take over as Chair for Safety &amp; Security Committee, a great program that has been well received.</li> </ul> <p><b>Policies &amp; Procedures</b> – Brenda McGarrell   Dianne Dela Cruz</p> <ul style="list-style-type: none"> <li>• Discussion about the procedures and how we can sharpen them and delve a bit deeper into.</li> </ul> <p><b>Hiring Committee</b> - Lucie Zima   Dianne Dela Cruz</p> <ul style="list-style-type: none"> <li>• No report</li> </ul> <p><b>Business Recruitment</b> - Dianne Dela Cruz</p> <ul style="list-style-type: none"> <li>• No report</li> </ul>
8	<p><b>Staff Report</b>  Natasha Mackinnon - Dianne Dela Cruz  Natasha's report</p> <ul style="list-style-type: none"> <li>• Dianne and Natasha are collectively working on the Strategic Plan preparations including securing committee members. Looking to firm up everything in the second stage this week.</li> <li>• Changed the office phone system to Groundwire. All calls still through Port Credit BIA phone number.</li> <li>• The office continues to support neighboring BIA's that approach them about different key elements. For example, Clarkson BIA about boundary expansion, shared our boundary expansion documents with them.</li> <li>• Natasha attended the new development pitch for 170 Lakeshore Rd. E. It includes an outdoor seating section and retail section component they are looking for.</li> <li>• Trillium health partners, hosting event in memorial park, Sunday June 5<sup>th</sup> towards eastbound.</li> <li>• Ongoing things to operations. Possibly have a <a href="mailto:Chair@portcredit.com">Chair@portcredit.com</a> email account. Would be beneficial in the future as well as now.</li> </ul> <p><b>SureGreen</b></p> <ul style="list-style-type: none"> <li>• has arranged for removal of winter décor. Still have snowmen that were frozen in but landscaping company will be working to get them removed.</li> <li>• The office decorated four planters for Valentine's day. Great feedback and positivity from the community.</li> <li>• Main street poles are being serviced, put in a call with Alectra.</li> <li>• Custom Lighthouse remote access program, scheduled to be installed on Monday February 28<sup>th</sup>. The daily program and custom lights, the panels are currently broken. Working on getting remote access. Currently needed to be in person and change them physically.</li> <li>• Held a meeting with classic displays with our seasonal banners. Currently waiting on a grant that Dianne had submitted to fund the rest of the project.</li> <li>• LCBO mural project has started up again. Should be done before the Farmers Market begins.</li> </ul> <p><b>Sponsorship</b></p> <ul style="list-style-type: none"> <li>• Report submitted to MBOT re: how funding was spent.</li> <li>• Stephen Dasko approached Tourism Mississauga for \$10k towards Classic Cars Thursdays. Natasha to follow up with a presentation to Victoria Clarke.</li> </ul> <p><b>Advocacy</b></p> <ul style="list-style-type: none"> <li>• OBIAA Advocacy Committee is working on an election's platform document which includes where they stand on different Main Street issues.</li> <li>• John Pappas to present Rent &amp; Wage Subsidy on Advocacy Committee meeting.</li> </ul> <p><b>Finances</b></p> <ul style="list-style-type: none"> <li>• Continuing to working with Melanie on the 2021 audit. Normally doesn't go into February but they are still inquiring</li> <li>• Garbage bin was blown onto the road, coordinated with Sure green to get it dealt with quickly.</li> <li>• Attended meeting with Stephen Dasko and Spice to introduce bike rack in front of Spice and remove the parking spot in front of 9 Stavebank Rd.</li> </ul>

- Actively training Andrew on a variety of things, and Dianne has as well. Internal platform, daily operations, financing, bank deposits, support the port gift card, beautification walk about. Trained on the Lighthouse software and various events to raise awareness.
- OBBIAA, attended weekly best practice calls.
- Natasha applying to be considered to sit on the OBBIAA board of directors. Received a recommendation from John Pappas. A motion was made by Julia Chatterji to nominate Natasha MacKinnon to joining the OBIAA Board of Directors. Seconded by Ric Cooper.

**Actions**

- Natasha to inquire about a chair@portcredit.com email address.

**Dianne’s report**


- Several training sessions with Andrew including updating the website and business directory. Training on membership program. Working on benefits for new businesses and current businesses.

**Marketing**

- Working with Cody Evans on a clear social media strategy.
- Working with Cody to launch a new series called Cody’s Corner, will launch at the end of March. Will feature her interviewing the community. Hopefully will encourage people to come back to Main Street but will also collect tourism data through survey questions.
- We are continuing to improve our website with a new Farmers Market page, with any relevant information to be added there. Business resource page, any resources that businesses will need or find useful.
- insauga contract. Starts and ends in the middle of the year. Working on negotiating price down. Spent a lot of time to identify which pieces we would need for the following year. Will bring quote to the marketing meeting for final price and thoughts.

**Events**

- Planning two major events. Farmers Market, process has begun, lots of moving parts for it. Deadline for applications is Friday April 8th. Met with Vince to discuss logistics. Moving forward with a full market, including prepared food and drink, weekly live music. Market to run from June 4th until end of August 8th.
- The other event is Spring IN The Port, replacing the Frosty Finale. It will be a launch of spring event. Campaign consists of block party event. Live music and dancing, interactive art, stilt walkers and more.
- Did a site walk and identified different spots for installations. Memorial Park and St. Lawrence square.

<p>9</p>	<p><b>Other Business</b>          2023-2027 Strategic Plan Discussion.          2022 OBIAA Conference - attendance confirmation by Thursday, Feb 24, 2022.</p> <ul style="list-style-type: none"> <li>• Received emails from Board Members on who will be attending. Tickets are being purchased on Friday.</li> <li>• John Pappas recommends a mid-year Townhall meeting soon. Reach out to our members to make sure we are on the pulse of things. Obtain feedback from our members before heading into the summer. Keep communicating with our members.</li> </ul>
<p>10</p>	<p><b>Adjournment 8:08 pm</b></p> <p style="text-align: right;">Moved by: Ric Cooper; Second by: Julia Chatterji</p>
<p><b>Dates</b></p>	<p>Next Board Meeting: Weds, March 30</p> <p>Spring IN The Port Block Party - Sat, Apr 23, 2022</p> <div style="text-align: right;">  </div>