

Port Credit BIA - MINUTES	
Board Meeting Wednesday September 25/2024 6:30 pm Shore Grill and Grotto	
Board Members	John Pappas, Brenda McGarrell, James Shipp, Lucie Zima, Marlene Baur, Ryan Long, Paul Michel, Stephen Dasko
Regrets	n/a
Absent	n/a
Guests	n/a
Staff	Kelly Ralston, Stacey Oliver
Minutes by	Stacey Oliver
Item #	Item Description
1	Call to Order: 6:37 pm
2	Declaration of any Conflict of Interest: None Stated
3	Acceptance of Minutes from Board Meeting held on August 28, 2024 Moved by James Shipp; Second by Lucie Zima Approved
4	Additions to and approval of Agenda Moved by Lucie Zima; Second by Ryan Long Approved
5	<p>Chair's Overview</p> <ul style="list-style-type: none"> • John welcomed Paul Michel to the PCBIA Board. • John thanked Lucie for her contributions to the Board, acknowledging her upcoming business transition over the next few months. He highlighted her significant efforts for the community and commended her for being a strong advocate for the BIA. • The 2025 Budget is being voted on at the next Board Meeting on October 30. Brenda mentioned that the City is pushing for the budget to be finalized by October 22. Kelly spoke with Mark Beauparlant from Finance, who indicated that a draft budget on the 22nd is acceptable provided there aren't significant differences between the draft and final versions. Stephen Dasko serves as the Vice Chair of the Budget Committee and he noted that submitting the budget later would only delay the levy, which is not a major concern. If more time is needed, please inform him. Kelly emphasized the importance of not rushing the budget. • Stephen pointed out that if we submit the budget ahead of others, we can expect to receive the levy earlier as well.

<p>6</p>	<p>Councillor’s Report</p> <ul style="list-style-type: none"> • Stephen thanked Lucie for her contributions to the Board and everything she has done for the community, noting that she will be greatly missed. Lucie shared that her goal is to maintain the store as a retail space. • Stephen thanked Kelly for her efforts on the Tourism Mississauga grant for the Skating Trail. He emphasized the urgency of moving quickly on this project, as priorities are shifting. • Stephen’s vision is to develop a marketing plan that also benefits businesses on main street. His goal was to transform an underused area in the winter into a vibrant, family-friendly destination that draws people in and supports main street businesses. • This project would place a 25-30 foot lit tree in the centre of the skating trail. A company will handle both the setup and removal of the tree. For comparison, the tree at Celebration Square is 30 feet tall. • Stephen reported that Celebration Square has 17 weekends available for events, with 30 groups competing for these spots. Stephen is advocating for improvements to Memorial Park, including potentially renovating the gazebo and adding a stage. He also noted that an amplification system will be installed this year to provide background music at the trail. • Stephen met with the parking committee. He raised concerns about why parking fees are higher in Port Credit compared to other areas and noted that the parking app is still not operational. There are also plans to start charging for parking in more areas, such as the library. Stephen expressed his preference that the report not be submitted for the budget, as it lacks proper consultation. It was requested that, if necessary, any fee increases be incremental and applied evenly across all of Mississauga. Lucie added that to attract more festivals, there should be an option for reduced parking rates. • James inquired about the construction of a parking garage. Stephen noted that there is currently underground parking available at Hurontario and Port St, which is free municipal parking. However, under the proposed changes, this may become one of the areas where parking fees are implemented. Stephen discussed locations where additional parking has been considered (ex: No Frills, the Port Credit Arena). He noted that there is often a gap between available funding and the costs associated with construction. • Stephen is advocating at the Regional Council meeting on September 26 to request that Brightwater be included in the Tourism by-law for holiday exemptions. He doesn’t anticipate any issues with this request.
<p>7</p>	<p>Treasurer’s Report (report attached)</p> <ul style="list-style-type: none"> • Brenda mentioned that the transition to the new banking system is progressing well, and cash management online training is the next step in the process. • Finances remain in good financial standing to continue fulfilling the BIA mandates.

<p>8</p>	<p>Executive Director’s Report</p> <p><u>#WinterINThePort/Lighting</u></p> <ul style="list-style-type: none"> • Kelly distributed the budget for submission to Tourism, which is higher due to the inclusion of #WinterINThePort. Tourism’s focus is shifting away from community events; for 2025 PCBIA will follow the same approach by working with event producers to bring events to Port Credit rather than organizing the actual events, as well as focusing on installations. • For the Skate Trail and Christmas tree, a \$60,000 request was made. However, the full amount for #WinterINThePort will be submitted, as the January to March period is important. Previously, \$15,000 was allocated for December, but to add lighting in the trees, we need to cover an additional \$35,000. This expense would allow all 54 trees on the main street to be lit. • Tonight, the Board will vote on whether to cover this additional cost, possibly from reserves (either as a capital expense or in assets). Kelly noted that the My Main Street Grant was not received. • Brenda suggested increasing amortization in the 2025 budget, since we did not receive the My Main Street grant, to avoid being short next year. • It was confirmed that the \$35,000 would cover both installation and any new lights needed. Kelly clarified that the 25 lights from last year will be placed in the park, with new lights going on the streets for continuity. • Paul noted the lights can be considered a fixed asset and amortized over their useful lifespan. For example, if they last 4 years, the cost could be spread across that period, reducing the 2024 budget impact. Brenda will follow up with Melanie for further details. • Marlene asked about interest earned. Kelly clarified that not all interest is available to spend, as it is already included as estimated income in the budget. Brenda noted that the budgeted interest income was \$22,952, and as of the end of August, actual interest earned is \$28,509. • Lucie asked about timing for lighting installations. Kelly advised we are aiming for end of October/early November. SureGreen will be installing. • Kelly did a walk through with the City to review the addition of pedestrian lighting arms for the main street. • <u>Motion</u> was made to approve an increase of \$35,000 for lighting. The motion was moved by Lucie and seconded by Ryan. <u>Carried.</u> <p><u>#WinterINThePort/Event Overview</u></p> <ul style="list-style-type: none"> • In the park, there will be a tree, food trucks, caroling (either by Caroling in the Park or hiring a choir), performers, a DJ, and games. • On the street, activities will be spread out over December. There will be Christmas carolers, sweet stops, Christmas music throughout the Port via speakers, and a live DJ on Saturdays. The Waterside Inn has confirmed a special room rate with a code. There are opportunities for sponsorship, live music, and contests to gamify the street experience. • Paul asked if the speakers could be extended further east. Kelly noted that it is possible if costs are increased; extending to Elmwood would require three additional speakers at \$50/hour each. The speakers will be placed only on the
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	<p>south side, but strolling carollers will go all the way through. James and Kelly will engage with east-end businesses to explore options for extending hours past 5 PM.</p> <ul style="list-style-type: none"> • Brenda noted that while fundraising isn't our focus, we can explore creative ideas to secure additional funding if grants fall short. Lucie suggested that businesses could pay \$100 for a 10-second spot for the DJ. Kelly added that we also will have an LED truck available for screen time. • Stephen asked if the two locations for over the street banners could be used to promote future events. Kelly mentioned that Jeff Jones is currently working on a #WinterINThePort banner, which will be printed by Freestyle Signs. • Brenda suggested offering small name tags for purchase to hang on the tree, which could also serve as a selfie opportunity. Kelly agreed, provided the design is approved. Lucie proposed opening the opportunity to local artisans. Paul reminded the group to consider the tree's height when hanging the tags. • Marlene suggested using small trees in the park that businesses could sponsor to decorate. James suggested that we come up with a theme every year and market it through Mississauga. Kelly noted that the immediate priority is to submit the grant to Tourism, with details to be handled later.
<p>9</p>	<p>Committee Reports</p> <p><u>Safety & Security</u></p> <ul style="list-style-type: none"> • Ryan reminded the group that in the past, Paid Duty covered Fridays and Saturdays from 7 PM to 3 AM during the summer, with \$45,000 budgeted. • Peel Police have yet to provide crime stats, so Kelly proposed using private security guards in the Port as an alternative. • Ryan noted that certain businesses, like pharmacies and jewellery stores in the east end, keep their doors locked during the day for safety. • While security guards do not carry firearms, their presence serves as a deterrent, and they have the authority to restrain individuals until police arrive. As well they have a pre-existing relationship with the police. • Using a private security company instead of Paid Duty would allow for greater coverage with extended hours. • It was proposed to have two shifts per day (e.g., 11 AM to 7 PM and 7 PM to 3 AM), with one guard during the day and two at night. This approach would provide better value and benefit all businesses, not just the night economy. John noted that reports would be provided, there would be a vehicle with lights, and the security would coordinate with community partners such as The Compass. • The idea can be tested as a pilot project to evaluate its effectiveness. • John emphasized that crime is reduced by the likelihood of getting caught, and security guards will act as a crime deterrent. • Kelly added that having dedicated guards would ensure continuity and allow businesses to build relationships with them. • John mentioned a budget increase may be proposed to extend the service year-round, though the exact figure is still under review. • Stephen is working on bringing a full police division to the area in the future.

- In the meantime, Kelly is working to establish a community office for security guards in Port Credit for 2025.
- Kelly noted the Safety & Security Committee will meet again to figure out the hours to include in the budget proposal.
- Ryan would continue to operate the Whatsapp group so businesses will be in touch with security.

Advocacy

- John will collaborate with Stephen to advocate for parking fees and the gazebo upgrade.
- The Advocacy Committee will look into the cost of installing CCTV as a long-term capital expense.
- The committee to advocate for red light cameras at Front & Lakeshore, and Stavebank & Lakeshore, due to issues with speeding and excessive honking.
- John will discuss with Stephen the possibility of adding a left turn lane at Front Street and Elizabeth Street.
- John is interested in working with Paul to explore adding lay-by parking in front of Brightwater.

Beautification

- Marlene reminded the Board that the main goal of the Beautification Committee is to attract new business and tourism to Port Credit, while maintaining a consistent vision and cohesive look from the east end to the west boundaries.
- The light poles have been painted and look great, but the lightbulbs are inconsistent (some are frosted, some are warm, others cool). Kelly noted that this is something to raise with the Councillor since the City has a lighting budget, and the BIA shouldn't be responsible for covering the gaps. A deputation may be needed.
- Stephen mentioned that the same lights as at the Cenotaph could be used along Lakeshore. However, the City is unlikely to spend money on lighting until the Lakeshore Connecting Communities project is decided on.
- Kelly will work with the City to ensure compliance with Vision Zero, which isn't currently being met. Stephen asked to be involved in discussions with Bruno who will provide a plan in a few weeks.
- Marlene noted that the flowers, pots, and curbs have been well-received this year, with lots of positive feedback. For next year, the plan is to consult a couple of florists for colour ideas. Kelly suggested meeting with florists by mid-October to inform SureGreen, and then collaborate with the City to ensure all BIAs benefit from economy of scale and get the same pricing as the City.
- Marlene highlighted that the next priority will be addressing benches and garbage cans, as there are currently too many different colours and materials.
- Kelly sent the committee an email regarding waste management options, including the vendors Sutera and a compacting bin. Another option is more frequent pickups. One idea is to gamify the bins with QR codes once the City selects the new style.

- Kelly mentioned that the Marketing Committee will meet next week to decide on the new BIA bins, and they plan to sell the current ones.
- Marlene noted that a cohesive colour scheme for benches and bike racks should be the goal. Kelly pointed out that while painting bike racks is the City's responsibility, the BIA can choose the colour.
- Kate from Diamond Corp. will send Kelly a copy of their plan.
- Kelly plans to provide Waste Management with a report detailing how much the BIA spends on keeping the streets clean and will ask what they can do to assist.
- Stephen asked to be emailed regarding any issues with e-scooters or bikes. The contract with Lime and Bird runs for three years.
- Marlene shared that the Lighthouse railings will be painted red to match the bike racks.
- For swag, Marlene discussed plans to sell bags and t-shirts. Two types of bags are being considered: a \$2 shopping bag and a higher-priced canvas bag. There is potential to partner with schools for a design contest for the bags to help promote Port Credit.
- Marlene noted that an increase in the 2025 Beautification budget will be requested to enhance the overall look of Port Credit.

Farmers Market/Marketing

- James highlighted the need for a dedicated advertising budget, noting that around 54,000 people attended the Farmers Market this season.
- Hurontario construction has affected local businesses. Instead of avoiding this issue, Kelly recommended that the focus be on attracting people to the area using alternate ports of entry. Potential strategies include utilizing Mississauga transit, airports, MetroLinx (which has offered some free advertising), and the Aqualounge water taxi.
- Kelly expressed her preference for a digital sign on the Hurontario bridge once construction is complete rather than the stencil. Stephen will investigate this possibility, though it could be complicated as railway permission is needed.
- James reiterated the goal of aligning with Tourism, noting that permanent fixtures make it easier to market Port Credit as a destination. Examples of year-round or seasonal installations were presented, and Kelly is meeting with companies next week.
- For brand identity, the goal is to establish Port Credit as a preferred destination for tourism, shopping, dining, and business. The Marketing Committee is focused on drawing people from outside the area, so creating attractions that define Port Credit is key.
- Stephen shared that West Marina Park is expected to be ready by the end of October but clarified that the Farmers Market cannot be relocated there due to the busy activity expected from charter fishing boats, parasailing, two boat ramps, and parking.
- Stephen acknowledged the ongoing challenges with space, parking, and power at the current Farmers Market location at the library. He noted that the City initially didn't want the market there, preferring the Lion's Club outdoor pool

	<p>lot, which was too small and too far off Lakeshore. However, the library location has proven to be very successful.</p> <ul style="list-style-type: none"> • Stephen suggested animating the area in front of the library to draw more people in, and potentially blocking off the driveway ramp and using that space for the market as well. • Kelly stressed that if the Farmers Market is to remain in the library parking lot next year, power access from the pole is essential. • James suggested there should be more focus on the historical significance of Port Credit, such as being home to the first Black church in Canada. • Kelly presented images of various installations, including a mermaid and a boat. Stephen suggested placing a replica of a stonehooker boat with built-in bench seating on the empty patch of land south on Stavebank. • James discussed the need for an updated website. • Kelly mentioned Shannon Baldwin will be the Event Coordinator and her availability is currently being worked out. • Kelly sent the hiring committee two Marketing Coordinator resumes to review. • James noted the need for a representative for the east side as the area deals with different issues. • James emphasized that once the Beautification project is completed, the focus will need to be on tourism. For the Marketing budget, he plans to establish KPIs and calculate cost per thousand to optimize the advertising budget. • The goal is to have future events comparable to those in the Distillery District, establishing Port Credit as a destination.
<p>10</p>	<p>Other Business</p> <p><u>Pedestrian Bridge</u>: Lucie asked for an update on the Pedestrian Bridge. Stephen noted that work on Front Street North has begun, including lay-by parking at the Legion, which will be completed before November 11. Completion of the pedestrian bridge is expected in 2026.</p> <p><u>No Frills</u>: Marlene asked if anything can be done in front of No Frills from a beautification point of view. Kelly will send Paul digital window details. Paul noted that Dr. James owns the property and there are no immediate development plans. Tearing the building down would be cheaper for property tax purposes. Paul is open to handling it if a proposal is presented.</p>
<p>11</p>	<p>Action Items</p> <ul style="list-style-type: none"> • Kelly, John and Brenda to meet with Board candidates for an orientation • Brenda to follow up with Melanie regarding amortizing the lighting. • James and Kelly to engage east-end businesses to explore options for staying open past 5 PM during events. • Kelly to send Paul details on the digital window vendor.
<p>12</p>	<p>Adjournment – 8:38 pm Moved by Brenda; Second by Lucie.</p>
<p>Dates</p>	<p>Next Meeting – Wednesday October 30, 6:30pm, The Shores of Port Credit</p>