

Port Credit BIA		Minutes
	Board Meeting	Wednesday, Feb 24 2021 6:30pm Virtual Meeting
Board Members	Jake Pedler, Nina Tsougiros, Brenda McGarrell, Ric Cooper, Councillor Stephen Dasko, John Pappas, Ann Ivy Male, Scott Higginson	
Staff	Natasha Mackinnon, Dianne Dela Cruz	
Guests	Lucie Zima, Julia Chatterji, Wassim Alroz	
Minutes by	Natasha Mackinnon	
Item #	Item Description	
1	Call to Order - 6:33pm	
2	Declaration of any Conflict of Interest	
3	Additions to and approval of Agenda Moved by Ann Ivy Male; Second by: Ric Cooper	
4	Discussion and/or acceptance of Minutes from the Board Meeting held on Wed, Jan 27 2021 Moved by Nina Tsougiros; Second by: Brenda McGarrell	
5	<p>Councillor's Report – Stephen Dasko</p> <ul style="list-style-type: none"> • A Save The Port Committee has been formed to Keep the Port in Port Credit Committee which has two 2 sub committees. Jake Pedler appointed Chair of the Advocacy Committee which also includes PCBIA staff members Natasha Mackinnon and Dianne Dela Cruz, and PCBIA Board Member John Pappas. Mary Ellen Bench appointed Chair of the Financial Committee. • Councillor continues to advocate for Main Street businesses to open and for Port Credit to head into Red Zone • Councillor requested and confirmed Jake Pedler and John Pappas to speak to a business renewal license report (if needed). A copy of the report to be provided to PCBIA board. • Lakeshore East Corridor Review from Seneca Ave. to East Toronto boarder launched Tuesday, Feb 23, 2021. • John inquired if the Bus transit land design can be changed as it does not fit with the lane way parking concept. Design was inherited before Councillor's time and confirmed that City Staff are working on BRT + Red Tape design to be linked to bus connection. • Environmental assessment for pedestrian cycling bridge launching in March 2021. 	
6	<p>Chair's Report – Jake Pedler</p> <ul style="list-style-type: none"> • Echoing the importance of Save The Port Committee to keep the Marina in Port Credit. • Importance of advocating along with other Mississauga BIA's as we are stronger with strength in numbers. • Launch of East Village Think Tank in March 2021 headed by Ann Ivy Male to generate more traction to the east end of our Village. • Mention of the Associate Businesses to be considered for PCBIA. Businesses that want to be include/shown interest and have been involved. 	

Committee Reports**Financials**

- Detailed report provided
- PCBIA Annual Budget was approved by PCBIA Board via email and send to the City of Mississauga's Financial Department.

Beautification

- Detailed report provided
- The Beautification Committee agreed the primary focus for Main Street Public Art initiatives in 2021 include LCBO mural, Indwell mural, Giant Muskoka chair, and regular sized Muskoka chairs distributed evenly around the BIA.

Marketing

- Detailed report provided
- Support The Port website to be redesigned and relaunch to outline how and where to use gift cards.
- PCBIA Marketing Committee to create generic STP posters to share with participating businesses.
- PCBIA Marketing Committee guided UNITY in the Community to the right resources and offered a booth in our Farmers Market to sell merch + communication on our socials/newsletters. PCBIA to use the tagline 'UNITY in the Community' tagline for our reopening street party.

Advocacy

- No report provided
- John + his brother have a meeting with Minister Prabmeet Singh Sarkaria to discuss gaps in the system for Small Business support.

Safety & Security

- Voted and increased paid police officers' program to \$10k totaling the overall budget for 2021 to \$35k. The focus for this increase is for the PCBIA to cover all costs of policing on our Main Street to help prevent crime, increase foot patrols + cruisers, deal with break and entry issues and protect our Port Credit brand.
- Officers to fill out a Duty report after their shift and report this information to the Safety and Security Committee.
- Program begins in June, hours TBC due to zoning.


Sponsorship

- Received submissions from Southside Shuffle, Mississauga Marathon, Ryan Brown Illusionist, Mississauga Waterfront Festival, Paint The Town Red. Pending submission from Mississauga Music Walk of Fame.
- No submission from Buskerfest.
- Sponsorship Committee to meet in March to discuss allocating funding.

Policies

- Amendment made to Policy 1-01 in reference to Board Members and motion was passed and carried in 2017.
- Associate Members
Jake made a motion to amend the Associate Member policy that states that no duplicate businesses or competition can enter our BIA boundary.
Discussion

	<p>Brenda confirmed Jake’s reference was an outdated 2012 policy and advised that the updated policy from 2017 states that more than one business listing to be included within one commercial space.</p> <ul style="list-style-type: none"> • AGM Board of Management as part of the constitution must have the date, place and time secured and distributed to members + landlords for the AGM meeting. <p>Notice must be given to all members 14 days prior to the scheduled date as a final reminder.</p> <p>Action:</p> <ul style="list-style-type: none"> • Brenda to provide the Dianne with updated policies to be placed on letterheads + filed.
8	<p>Staff Report Natasha – Dianne</p> <ul style="list-style-type: none"> • Detailed reports provided
9	<p>Other Business</p> <p>Associate Members</p> <ul style="list-style-type: none"> • Interested businesses include: Stonehooker Brewery, iBroze Nails and Salon, Backroads Coffee Shop, Wellness Clinic that moved out of our BIA. • Member fee: \$1,000/year includes all benefits except voting. • Business center members fee: \$200 include website listing only. • No limit for associate members. Take each interested business on a case by case and access individually. • Associate members can only be commercial spaces. • Home businesses not considered at this time. <p>CRM software update</p> <ul style="list-style-type: none"> • Meeting with Salesforce + Passionfruit Partners. Quote to be provided to office. Details provided in Dianne’s staff report. <p>Action: Stephen Dasko to provide Dianne with a referral company for CRM services.</p> <p>Farmers Market</p> <ul style="list-style-type: none"> • Relaunch and bringing back from June to October 2021 every Saturday. • Hire Customer Service Manager to work alongside Vince, Logistics Manager. • Natasha and Dianne to be present onsite entire month of June. • Rebranding in the works. Details provided in Dianne’s staff report. <p>Action: Stephen Dasko to introduce Martha Shepard to Dianne as our Customer Service Manager.</p> <p>Virtual Networking Events</p> <ul style="list-style-type: none"> • Survey out to our members to inquire if there is any interest to bring back Networking Events. Details provided in Dianne’s Staff Report. <p>OBIAA Conference + Awards in Hamilton: Sept 26-29</p> <ul style="list-style-type: none"> • Discussions of the importance to attend the conference. • Deadline from board members to sign up set as March 31, 2021. <p>Action: Natasha to share details of the conference to the Board.</p> <p>Vote for New Board Members</p>

	<p>Motion: Stephen Dasko made a motion to elect Lucie Zima, Julia Chatterji and Wassim Alroz as new members of the Port Credit Board of Management. Seconded by Ann Ivy Male. No discussion. All in favor of all 3.</p> <p>Carried</p> <p>Committees</p> <ul style="list-style-type: none"> • New members were added to each committee. Detailed report provided.
10	<p>Adjournment</p> <p style="text-align: right;">Moved by John Pappas; Second by: Scott Higgionson</p>
Dates	<p>Virtual Networking Event Launch date: March 18 or 25, 2021 Virtual OBIAA Professional Development: April 21, April 28, May 5, May 12 Farmers Market June 5 to October 2</p>
 Pg 1 of 1	