

| Port Credit BIA      |  | MINUTES         |
|----------------------|--|-----------------|
|                      | <b>Board Meeting</b> Wednesday April 28, 2021 6:30pm   | Virtual Meeting |
| <b>Board Members</b> | Jake Pedler, Nina Tsougios, Brenda McGarrell, Ric Cooper, Councillor Stephen Dasko, John Pappas, Ann Ivy Male, Lucie Zima, Julia Chatterji, Wassim Alroz   |                 |
| <b>Staff</b>         | Natasha Mackinnon, Dianne Dela Cruz  |                 |
| <b>Guest</b>         | Matthew Sweet. Transportation and Works Manager, City of Mississauga<br>Topic of Discussion: Expansion of Toronto Bike Share into the GTA<br>Mary Ellen – Port Credit resident   |                 |
| <b>Minutes by</b>    | Natasha Mackinnon  |                 |
| Item #               | Item Description   |                 |
| 1                    | <p><b>Guest: Matthew Sweet re: Expansion of Toronto Bike Share into the GTA</b><br/>Pilot presentation to introduce Bike Share in Port Credit. Encourages more people to bike and can offer a boost to our main street economy. Micro mobility: Bike share Toronto gives people additional options of mobility in an efficient way at the City, i.e. E-bikes and E-scooters. Micro mobility can be adaptive and artistic with Public Art. More information provided in presentation.</p> <p><b>Discussions</b><br/>John Pappas agreed that this introduction would be a great addition for tourism. Mary Ellen asked how the routes would support Port Credit businesses. Matthew advised that there will be a tailored system to support people coming from Clarkson, and neighboring communities to Port Credit. John advised he’s witness people commuting to and from work/tour around on bikes around Queensway. Matthew said people have shifted towards using bikes for more recreational usages. In Lakeview and at the new Brightwater development, this will give people more options to move around through the Waterfront trail, connecting Hamilton to Toronto which passes through Port Credit. Stephen seconded John stating this is great for tourism, City funding is ready to be deployed and something like this can help nudge that along and be sure to help the community. Mary advised expanding the bike rack supply within Port Credit will support this. Ann commented that no bikes should be allowed on sidewalks however people still do it and not sure how to strongly enforce it again.</p> <p><b>Action</b><br/>Councillor Dasko and Matthew Sweet to meet at a later date to implement a plan to bring towards the Tourism Board.<br/>Draft an email to inquire where the need is for additional bike racks.</p> |                 |
| 2                    | Call to Order – 7:06pm   |                 |
| 3                    | Declaration of any Conflict of Interest  |                 |
| 4                    | Additions to and approval of Agenda<br>Moved by Ann Ivy Male; Second by Wassim Alroz   |                 |
| 5                    | Discussion and/or acceptance of Minutes from the Board Meeting held on Wed, March 31, 2021<br>Moved by Stephen Dasko; Second by Brenda McGarrell   |                 |
| 6                    | <b>Councillor’s Report</b> – Stephen Dasko<br>Signed off on parking lot of Farmers Market and Classic Cars Thursday.   |                 |

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|   | <p>Currently working on logistic in re: to infrastructure with community partners on the Stavebank Wall. Inquiring with Brenda and Natasha for the BIA to be the finance hosting platform for this project.</p> <p>Business license fees concept to be brought forth to council. A plan in the works for businesses that have been forced to shutdown and have their fees waived or money back. Stephen suggested that the province should compensate these businesses.</p> <p><b>Discussion</b></p> <p>Jake asked if the Mississauga BIA's can help. Stephen advised he will reach out as this plan is for all businesses not just BIAs.</p> <p>Councillor to use Gas tax funds for entry way signage in BIA located on the East and West of Lakeshore.</p> <p><b>Discussion</b></p> <p>John asked if signage be electronic. Stephen advised it cannot and it will look tackey. This infostructure would be something to attract tourism, like Las Vegas signage.</p> <p>Brenda asked Councillor Dasko a safety question in re: to speeding on Front St. S. An incident occurred on April 22, 2021 where a car hopped the curb and smashed into 2 vehicles. Brenda advised that there are 3 neighbors being tested for speed bumps and why Port Credit has not been considered. Stephen advised that in past, speedbumps came in and then a deputation was put into place to have them removed. Neighborhood residents complained that they heard a "bang bang" every time a car goes through the bumps, tended to be more annoying that helpful</p> <p>Action<br/>Councillor Dasko working on a different plan.</p> |
| 7 | <p><b>Chair's Report</b> – Jake Pedler</p> <ul style="list-style-type: none"> <li>No report</li> </ul>  |
|   | <p><b>Committee Reports</b></p> <p>Financials<br/>March 2021 and April 2021 have notation for auditors for Brenda and Jake to signed off from KPMG. Brenda advised that this has happened twice.<br/>Brenda and Natasha to contact the City for next lev installment.<br/>Financials are in good position.<br/>Written report provided.</p> <p>Beautification<br/>Public Art Mural at LCBO Wall: Municipal Act discovery brought forward by Sharlene from the City of Mississauga states: <i>Legal position has been that BIA's that are not permitted to improve, beautify, or maintain private property based on reading section 204. of the municipal Act. It limits that beautification to Municipal owned land, buildings, land, and structures.</i> The board discussed that the wall is owned by the Provincial Government, not private land. Further discussions were made to rent the space from LCBO and place the artwork as signage.</p>  |

**Motion**

John Pappas make a motion to award Public Art Mural on LCBO wall to Speedpro in the amount of 14,895.00+HST. A 50% deposit can be made following the City and Beautification green light.

Moved by John; Second by Ann Ivy Male

**Discussion**

All in favor.

Hiring Seasonal streetscape Ambassadors throughout the summer and fall seasons. Natasha in communication with the City to obtain additional garbage bins out in key areas around the Main Street.

Planters installation begins week of May 10<sup>th</sup>, 2021.

Dianne applying towards the Healthy Communities grant to fund the Decorative Poles project. PCBIA to pay \$3,510+HST to EC Power and Lighting to investigate the replacement of Decorative Poles.

Detailed report provided including Indwell Mural project, Mega Mukoka Chair, I heart PC sign, Muskoka Chair take over and Winter light installations

**Marketing**

Website audit taking place week of April 5, 2021 with a deep dive into the directory component. The website will be reviewed in the following stages: Board Members, soft launch to membership following the public.

Introduction of new Networking event branding: Wake it Up, Shake it Up; connect over coffee hosted in the morning and Shake It Down, connect over cocktails hosted in the evening.

Lamar Advertising Agency is on hold - There is not enough return on investment for 2021. \$35K saved and used towards other marketing.

SupportThePort.ca website completed and is more user friendly.

**East Village Think Tank**

Detailed Report Provided.

**Advocacy**

April 1, 2021: Meeting with Minister Ng. Small Business. Advocating changes to rent subsidy, CEBA Loan and new business qualification for government programs Personal Care Services meeting.

April 9, 2021: MBOT meeting with MP Alhabra, MP Fonceca, and MP Khalid: Advocating to Mayor to waive levy fees.

April 22, 2021: Phone Call with MP Spengemann for advocating for changes to rent subsidy. Recommendation to start a petition to present to the House of Commons. Discussions that this will force the Minister of Small Business and Finance Minister to respond and hopefully act on the petition.


**Action**

Office to connect with John Pappas about owner operated businesses in Port Credit.

**Sponsorship**

April 19, 2021: PCBIA held a meeting with Mississauga Waterfront Festival Paint the Town Red: A Thanksgiving to Remember, Southside Shuffle and Mississauga Music Walk of Fame.

Written report provided.

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|              | <p>Safety &amp; Security<br/> April 27, 2021: Safe City Virtual Justice Luncheon attended by Jake, John and Natasha.<br/> Policies<br/> Office has updated policies.<br/> Business Recruitment <b>*new</b> - No Report</p>   |
| <b>9</b>     | <p><b>Staff Report</b><br/> Natasha Mackinnon - Dianne Dela Cruz<br/> Written reports provided.</p>  |
| <b>10</b>    | <p><b>Other Business</b><br/> Farmers Market<br/> <b>Discussions</b><br/> Councillor Dasko asked Brenda if the entire lot can be utilized for the market. Brenda responded that if the entire lot is used, it will depend on capacity, need more clarity from the City of Mississauga.<br/> Discussions around parking and capacity.<br/> <b>Action</b><br/> Stephen will clarify if Elmwood Parking Lot, 200 Lakeshore Rd. E. can be used.</p> <p>Virtual Networking Event, April 29, 2021<br/> OBIAA Conference + Awards in Hamilton: Sept 26-29 Confirmations</p> |
| <b>11</b>    | <p><b>Adjournment</b></p> <p style="text-align: right;">Moved by Ric; Second by: Julia</p>   |
| <b>Dates</b> | <p>OBIAA AGM Thursday, April 29 at 2:00PM<br/> Farmers Market June 5 to October 2<br/> 2021 AGM date: location, Clarke Hall, suggestion, TBD.</p>   |