



**Port Credit Business Improvement Association
Annual General Meeting
November 17, 2022**

Minutes

Board Members Present: John Pappas, Ann Ivy Male, Ric Cooper, Brenda McGarrell, Stephen Dasko, Lucie Zima, Julia Chatterji, Wassim Al-Roz

Staff:

Kelly Ralston Executive Director
Gail Hamilton Streetscape Ambassador Supervisor
Martha Sheppard Volunteer

Presenting Guest: Richard Collins

Guest: Melanie Flake

General Membership:

Members In Attendance	
Alice Duerr-Mburu	John Bozzo
Alison McCarthy	Jonathan Giggs
Brandon Lista	Linda Pinizzotto
Caroline Augustin	Lydia Niles
Christine Barlow	Mary Corrado
Connor MacLeod	Maryam Tahirian
Dan Sahdra	Maureen O'Neill
Dorothy Hagel	Noreen Lista
Geoff Edwards	Ryan Long
James Shipp	Sam Chauhan

John Pappas

Chair's welcome and called the meeting to order at 6:35 p.m.

Procedures & Rules of engagement:

- PCBIA members will be permitted to vote
- The meeting will be conducted in a professional manner
- Disrespectful behaviour will not be tolerated

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Disclosure of Pecuniary Interest

- None declared

Disclosure of Conflict

- None declared

Greetings:

- John Pappas introduced the Board of Directors and new Executive Director, Kelly Ralston
- John Pappas introduced guests:
 - Richard Collins, Historian
 - Melanie Flake, PCBIA Accounting

Approval of the Agenda for the November 17, 2022 AGM

Motion By: Ric Cooper

Second By: Dorothy Hagel

Carried

Approval of 2021 AGM Minutes

Motion By: Ric Cooper

Second By: Dorothy Hagel

Carried

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Approval of Proposed changes to the Constitution:

3.0 HEAD OFFICE

3.1 The office of the Port Credit BIA shall be within the geographical boundaries of Port Credit or the Port Credit Lighthouse located at 105 Lakeshore Rd. W., Mississauga, Ontario L5H 1E9.

4.0 BOARD OF MANAGEMENT

4.1 A Board of Management is a body corporate and shall consist of a maximum of twelve members and a minimum of seven members, one of whom shall be a member of City Council, and all remaining Board Members shall be elected from the general membership. All members of the Board of Management will be formally appointed by City Council.

7.0 EXECUTIVE COMMITTEE

7.4 SECRETARY

7.4.1 The Secretary will oversee the recording and integrity of the documentation of meetings for the Board of Management.

8.0 ELECTIONS

8.15 The newly elected Board of Management shall meet at the scheduled November Board meeting and:

- I. Elect a Chair, Vice Chair, Treasurer, and Secretary

Motion By: Julia Chatterji to accept the changes to the Constitution as presented

Second By: Dorothy Hagel

Carried

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Councillor's Report: Remarks by Ward One Councillor Stephen Dasko

- Continuing to advocate on behalf of Small Businesses post-COVID at the City and Provincial level
- Community seems to be moving in the same direction
- Patio Program continues and is near and dear to the Councillor and Port Credit
- Looking to make the Patio Program a year-round program
- Port Credit is known for its vibrant music scene
- The Noise By-Law allowing for continued live music in Port Credit is being pushed forward as quickly as possible
- Classic Cars has continued to drive traffic to the East end of Port Credit in its third season
- The Pedestrian Walkway Bridge is moving forward, and updates will be coming as shovels in the ground are expected next year
- An artificial ice-skating trail will be coming to Port Credit Memorial Park next year that will increase visitors to Port Credit
- Brightwater development is underway, and the new businesses will automatically be a part of the PCBIA business community
- The Shores of Port Credit will also be a part of the PCBIA membership
- Drudging is underway for the West Marina Park
- Thanks is given for the efforts of the PCBIA that is under the new leadership of Executive Director Kelly Ralston who will bring new ideas and lead the PCBIA

Presentation on the History of Clarke Hall

- Historian Richard Collins provided a brief presentation of the history of Clarke Memorial Hall

PCBIA Chair Highlights – John Pappas:

- Many of the PCBIA Board members and staff attended the OBIAA Governance Training
- Excellent content on governance and purpose of BIAs
- BIAs work towards the “collective good”
- PCBIA works very hard to support their business community and membership to thrive and grow
- Board is focused on Beautification, Cleanliness, Advocacy, Development, and Security
- Board members are volunteers who work long hours for the love of Port Credit
- The PCBIA is thankful for everyone's efforts for the greater good

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PCBIA Committee Highlights: John Pappas

- PCBIA Committee Chairs will provide a report on the highlights for 2022 and plans for 2023

Beautification Committee: Julia Chatterji

- The Streetscape program is a success and PCBIA staff and Ambassadors are working very hard to keep the streets clean
- Light poles have replaced lights and timers to keep Port Credit well-lit during the holidays
- Three seasonal power washes will be added in 2023
- Marketing #KeepThePortClean

Discussion:

- Danny Sahdra: Will costs go over budget?
 - No, the lights are part of the budget and #WinterINThePort program
- Jonathan Giggs:
 - Better lighting makes it safer for community, especially pedestrians

Marketing Committee Highlights – Ann Ivy Male

- COVID created many challenges, but PCBIA responded
- Love from the Port was very successful
- Posters showing support were posted in window throughout Port Credit
- Coasters were given out with Love from the Port and QR codes
- Farmers Market performed well
- Murals were completed on the West wall of LCBO in partnership with MAC
- Classic Cars continues to expand
- PCBIA supporting local businesses with themed give away boxes
- The Committee plans to animate Port Credit for the holidays with a Nutcracker theme

Discussion:

- Jonathan Giggs:
 - Lighting is aging in Port Credit
 - Stores should be encouraged to decorate/light up windows

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Safety & Security Highlights: Wassim Al-Roz

- Safety & Security ran from June to September on Fridays and Saturdays from 9:00 p.m. to 3:00 a.m.
- Feedback has been positive from the community and Peel Regional Police
- PCBIA works with our Liaison Sergeant Watson
- PCBIA is looking to expand the program in 2023 to have Paid Duty Police in Port Credit from 7:00 p.m. to 3:00 a.m.
- This expansion will provide a deterrent component and a reaction component
- Paid Duty Constables will walk along the main street to interact with the community
- Marketing will position the presence of police in Port Credit as part of the community
- Constables on duty will be introduced on our social media channels

Discussion:

- John Pappas:
 - Safety & Security Program essential to branding Port Credit as a family village
 - Prevent potentially negative behaviours and impact of a serious incident in Port Credit
 - Need to keep the 3:00 a.m. cut off for Port Credit to feel safe and to keep employees of late-night businesses safe
- John Bozzo:
 - Need to increase lighting in laneways
- Johnathan Giggs:
 - Reaction time with 911 or the switchboard takes time, but with police in Port Credit there is better response times

Business Recruitment & Retention – Lucie Zima

- An outside consultant was engaged in filling the Executive Director position
- PCBIA Board very pleased to have found our new Executive Director Kelly Ralston
- Additional staff will be required going into 2023
- PCBIA taking the time to ensure the right staff are brought on board
- PCBIA looking at opportunities for welcoming new businesses in Port Credit to attract businesses best for the community and build a future we all want

Discussion:

- Jonathan Giggs:
 - There has been a lot of turn over in staff and it impacts the community
 - If the new Executive Director was not here, it would be a problem for the businesses

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PCBIA Executive Director Highlights: Kelly Ralston:

- There have been a few challenges with understaffing and feedback from businesses has been heard
- Focus will be on building a strong team and ensuring that staff is accessible to our business community
- Staff will be on-site at the Lighthouse and businesses will be able to connect with staff
- Thank you to the Board and membership who have been quite supportive to date
- Staff will be reviewing prior processes to identify what has/has not worked
- Looking to set up team that best supports the needs of the community which will include expanding the administrative position to include community relations
- Improving communications to our business community will be a focus
- Strongly encourage two-way communications and welcome feedback and communications from our members
- Marketing of Port Credit will focus on tourism
- Building relationships with community partners and arts and culture groups will be a focus
- Building relationships with the City is a focus to improve efficiencies in addressing issues or needs in the Port, which ties in with Beautification i.e., graffiti removal
- PCBIA will be looking to attract arts and culture groups to Port Credit to bring additional events and tourism to the Port
- #HalloweenINThePort was a great success
- The upcoming #WinterINThePort will take place in December and run into January
- Building on the Nutcracker theme and promoting the Nutcrackers stationed throughout the Port

Discussion:

- Jonathan Giggs:
 - Do you know who is paying the levy?
 - Answered by Kelly Ralston: We are looking at the development of an up-to-date CRM as there is a gap

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PCBIA 2021 Audited Financial Statements: Brenda McGarrell

- KPMG is the City's auditors and BIAs in Mississauga all work with the same auditor
- Auditors found everything to be in order

Motion: Jonathan Giggs moved that 2021 audited financial reports be received as provided

Seconded by: John Bozzo

Carried

2022- 2023 Budget Comparative: Brenda McGarrell

- Incorporated members previous feedback into the presentation of the budget
- Budget is broken down for greater clarity and includes notations for further clarity
- The budget is presented with a year over year comparison of the 2022 vs 2023 budget
- The new budget supports the demands of Port Credit and establishing Port Credit as a tourist destination

Motion: Jonathan Giggs moved that 2023 Budget be received as provided

Seconded by: Mary Corrado

Carried

Discussion:

- Jonathan Giggs:
 - Budget should allocate more money for staff given the amount of work there is for one staff member
 - Brenda McGarrell:
 - The budget remains the same for 2023
 - Kelly Ralston:
 - There has been a lot of additional hours worked
 - Continuing to work with the consultant to find the right staff
 - Taking the time to find the right staff
- Dan Sahdra:
 - A hard copy of the budget should be provided
 - Brenda McGarrell:
 - The budget is provided on-line in advance of the AGM

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- Lydia Niles:
 - We continue to pour money into Buskerfest without much additional benefit
 - Brenda McGarrell:
 - Feedback from the community has been that they would like to see Buskerfest return
 - There was negative feedback when the event was not held
 - Ann Ivy Male:
 - PCBIA does not host the event but is a sponsor
 - Previous organizer will not be proceeding
- Jonathan Giggs:
 - Inquired about the contract with the landscaper (Sure Green)
 - Julia Chatterji:
 - Our contract with Sure Green is in place until 2027
 - Tender went out to six companies and three responded
 - Sure Green provides services above the committed service
 - Brenda McGarrell:
 - The Board is very happy with Sure Green
 - Quotes for additional services from Sure Green are always favourable
 - Sure Green has not increased their prices over four years
 - John Bozzo:
 - Attested that Sure Green does a great job
- Jonathan Giggs:
 - Inquired about how vendors pay for space at the Port Credit Farmers Market and expressed concerns about the acceptance of cash at the Market
 - Brenda McGarrell:
 - Seasonal vendors pay for the entire season by cheque
 - Staff does have petty cash for the Farmers Market
 - Fees are \$25 and \$35 when dealing with daily fee payments
 - Martha Shappard:
 - Farmers Market staff does accept cash at the Market for one offs or cancellations
 - Kelly Ralston:
 - Implementing greater control and reporting
 - Next season looking to be cashless at the Market which allows for better security and accounting
 - Dan Sahdra:
 - Farmers Market should be cashless
- John Pappas:
 - Would like to thank staff for all of their hard work on preparing a detailed budget

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New Business: Open to the floor:

- Jonathan Giggs:
 - Do we know the vacancy rates and how businesses are recovering?
 - John Pappas:
 - The under levy provides some insight
 - Not seeing a great increase in vacancies
 - CRM data will be helpful
 - Kelly Ralston:
 - Staff will be looking at building a welcoming business community with open communication
 - The PCBIA supporting new business and looking for support from existing businesses to let the PCBIA know of issues or new businesses

Election of the PCBIA Board: John Pappas

- PCBIA is fortunate to have many interested and qualified nominees to the Board
- Higher number than many of the other BIAs which is a testament to the engagement of the business community
- There are twelve nominees running for eleven spots on the Board
- Following the OBIAA best practices, members will be notified of the successful nominees within three business days of the election
- Members have a copy of the bios of all nominees to review once again before casting their ballot
- Ric Cooper and Ann Ivy Male will not be running again this term

Outgoing Members: John Pappas

- The PCBIA Board and staff thanked the outgoing members Ric Cooper and Ann Ivy Male
- Both have been invaluable to the Board and the community
- Ann has given incredible direction and creativity as the Marketing Committee Chair and as a Board member
- Ric has been in service as a Board member for over 20 years

Motion to Adjourn:

Motion by: John Pappas moved that the 2022 AGM be adjourned

Seconded by: Brenda McGarrell

Carried