

Port Credit BIA

Board of Directors Meeting
Wednesday, May 31, 2017
6:30pm
Clarke Hall

Minutes

Board Members	Ric Cooper, Marion Morewood, John Bozzo, Brenda McGarrell, Jake Pedler, Peter Whitaker, Mona Abdullahi, Jim Tovey, Claudette Hope-Edwards, Theresa Baird,		
Regrets/Absent	Howard Klein		
Guests	<ol style="list-style-type: none"> 1. Mark Vandersluis, Project Leader, Transportation Planning and Susan Tanabe, Manager, Transportation Planning - City of Mississauga – Lakeshore Corridor Study presentation 2. Juda Hernandez, Black & White Media – Video project proposal 		
Staff	Ellen Timms, Amber Pajtasz, Eli Aaron – Summer Planning Student, Isabelle Naumovski, Summer Events Student	Minutes by: Ellen Timms	
Item #	Item Description		
1.	Call to Order – 6:30pm		
2.	Welcome and Introductions -		
3.	Declaration of Pecuniary Interest – none		
4.	Approval of Agenda – Claudette Hope Edwards requested an additional policy item to be added under New Business.		
5.	Presentation regarding Lakeshore Corridor study. Opportunity for stakeholder meeting with PCBIA members in Fall. Presentation from Black & White Media with video marketing proposal – series of videos promoting local businesses and the PCBIA.		
6.	Approval of Previous Meeting Minutes – MOTION: That the minutes of the meeting of April 26, 2017 be approved. Moved by Marion Morewood Seconded by Jake Pedler CARRIED.		
7.	Executive Report – Ric Cooper Ric Cooper asked the board and staff to report to the Board after attending workshops and seminars for those unable to attend. He requested an update on local crime at each meeting. Ellen Timms reminded Board reminded of Peel Region Police crime mapping on website. Concerned about use of advertising signs on patio boardwalk structures. ACTION: Staff to follow up. ACTION: Marketing Committee to review costs for directory or similar piece in Tourist Kiosks. Changes in East Village – Lakeshore Superette closing, LA Music has subdivided and rented space to hair salon. Additional hair salon going into property on corner of Lakeshore Rd. and Briarwood Avenue.		
8.	Councillor’s Report – Jim Tovey TOPCA meeting on WVP and Canada Lands attracted a large turnout. Next City public meeting on West Village Partners project will be June 8 th . Eli Aaron and Ellen Timms to attend.		
9.	Financial Report – Howard Klein <ul style="list-style-type: none"> • Under levy \$25,266.41 		
10.	Staff Report – Meeting with Band Clarity to audit Port Credit’s branding program. Report as follows: <ol style="list-style-type: none"> 1. Brand strength comes from consistency. The same thing over and over and over. There is a reason why Coca-Cola’s logo is still the same as it was 100 years ago. The strongest and most valuable brands don’t mess around with the foundation of their look or message. Brand’s build power and equity through the constant and consistent repetition of their look, their name and their message. 2. Brand strength comes from focus. A single, clear message, a single clear look, a focus on delivering a great brand experience. 		

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3. Port Credit's brand is under threat of dilution. With the boundary expansion, the BIA has brought in new areas and compounding that is the large mixed-use development project in the West Village which will compete with the BIA for attention and dominance. With four areas (West Village, East Village, Lakeview and Harbour Centre – and we can add in the new development), the danger is that these areas will become small competing mini-brands, eroding the main Port Credit BIA brand and eroding the brand message and story. Now is NOT the time to put focus on the four smaller areas. Now IS the time to strengthen Port Credit as the main over-riding brand but still acknowledge the four areas as sub-brands. This is beyond a best-practice – it's at the heart of what a brand is and the problems that inevitably occur when a strong brand is weakened by taking focus away from it.
4. What this means then is even greater adherence to the main brand visual identity – the logo, the typeface, and colours. It is a GOOD thing that the banners look similar to the earlier ones under the circumstances. If there had been no boundary expansion, you could have changed it up a bit maybe. But since there is an expansion, it's necessary NOT to change for the time being.
5. Do NOT split Port Credit's brand up into 4 separate area sub-brands. Consolidate those 4 areas under Port Credit's brand.

Ellen Timms attended OBIAA Board Meetings in Collingwood May 3rd and 4th.

Attended Royal Canadian Legion 90th Anniversary Dinner on May 28th.

ArtFest suffered another bad weather weekend on May 27th and 28th, better on Sunday. Event planner interested in continuing in Port Credit. Reports 59% of attendees from 40km away (Tourists).

Port Credit Community Foundation granted funds to Canada Day (\$20K), Southside Shuffle (\$20K), Mississauga Waterfront Festival (\$20K), Busker Fest (\$20K), Rotary Movies in the Park (\$8K), Mississauga Music Walk of Fame (\$2K).

Ongoing discussion with Bentall-Kennedy regarding events back in public square this summer.

MOTION:

That the PCBIA provide \$3000.00 from Miscellaneous Sponsorship funds to support the Summer Concert Series.

Moved by Marion Morewood

Seconded by Ric Cooper

CARRIED.

John Bozzo abstained.

Staff continues to seek sponsorship for Busker Fest and Music Walk of Fame – financial report provided. Tracking well.

Farmers Market opening day June 10th. Storage pod arriving and equipment moved on June 7th.

International Yoga Day – June 21st

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11. **Strategic Planning:**

Vacant Unit Rebate Meeting – Marion Morewood

City reviewing options. Marion Morewood provided the OBIAA proposal of an attraction rebate program with a sliding scale to encourage property owners to fill vacancies.

Code of Ethics Review

2. **Action:** Committee to review Code of Ethics.
3. **Action:** Memorandum of Understanding between City and BIAs: **Report going to Council in May. Results from meeting held on May 11, 2017**

The four key recommendations discussed were as follows:

4. That a single point of contact in the City responsible for coordinating support for local BIAs be formalized within the Community Development (CD) Unit (i.e. CD Coordinators to act as BIA Liaisons).
5. That the Manager of Community & Neighbourhood Development work with Legal to draft an overarching BIA By-law that clarifies the respective roles and responsibilities of the City and the BIAs.
6. That a separate project be initiated by Parks and Forestry and Transportation & Works to develop an inventory of City assets within each BIA and define appropriate service levels with respect to providing support to the BIAs.
7. That the City fund a Governance training session for all BIA board members and staff at the commencement of every term (i.e. every four years). This training is available through the Ontario BIA Association (OBIAA) at the cost of \$500 per session plus expenses.

Policies brought forward by Committee for approval – Claudette Hope-Edwards

MOTION:

That the Associate Membership Policy amendments as presented by Committee be approved.

Moved by Theresa Baird

Seconded by John Bozzo

CARRIED

Additional policies for approval – Social Media Policy, Board of Management Policy – Motions required.

MOTION:

That the Social Media Policy amendments as presented by Committee be approved.

Moved by Peter Whitaker

Seconded by Jake Pedler

CARRIED.

MOTION:

That the Board of Management Policy amendments as presented by Committee be approved.

Moved by Jake Pedler

Seconded by Marion Morewood

CARRIED

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	<p>Action: Policy Committee to create an E-Blast Policy. – To P&P Committee – Staff currently crafting document.</p> <p><u>Communications / Education</u></p> <p>Action: PCBIA Staff to create a New Member Welcome Package for the PCBIA Website. Reviewed and in place.</p> <p>Action: Ellen and Jim to arrange meeting Kay Matthews for a Board Governance session. – To be scheduled for new Board Term (2019) by City of Mississauga.</p> <p>Action: Ellen and Executive Committee to create Succession Plan for Ellen’s retirement in 2019.</p> <p><u>Branding and Marketing</u></p> <p>Action: Districts – Branded banners to be installed in four districts. – Banners on order.</p> <p>Action: Tourism SWAT analysis. Bring forward to Committee.</p> <p>Action: Reach out to Marina and City Staff for visitor data- how can we better collaborate? Requested through City Liaison and waiting for response.</p> <p><u>Boundary Expansion</u></p> <p>Action: Beautification Committee to investigate how to create an impact upon entering and leaving Port Credit BIA. Signs being considered for original entrance way signs. – The only entryway sign that is no longer serving as a welcome sign is located in the East Village. Canada Day will use it for promotional purposes and then a design will be created to replace the welcome message.</p> <p>Action: Review Port Credit and Lakeview Master Plans. Summer Planning Student project.</p> <p><u>Business Retention and Outreach</u></p> <p>Action: PCBIA staff to apply for two student grants - Complete</p> <p><u>Health, Safety and Risk Management</u></p> <p>Action: Policies Committee to develop a harassment policy – Bring forward to committee.</p>
12.	<p>New Business – Video proposal discussed. Board required more information and price comparison. ACTION: Staff directed.</p>
13.	<p>Future Meeting Dates: June 10 – Farmers Market – Opening Day June 15 – Business Development Breakfast June 16-18 – Mississauga Waterfront Festival June 21 – International Yoga Day in Port Credit Memorial Park June 28 – Board Meeting (note – no meetings July and August)</p>
14.	<p>Adjournment – Marion Morewood/Peter Whitaker</p>