

PCBIA Strategic Planning Document Of the Board of Directors Adopted October 28, 2015

1. Communications / Education

Goal - Develop and implement a communications plan to improve the exchange and availability of timely information to members.

Actions:

1. Staff to continue ongoing updates to database. (Full update will be completed by the January 2016. (for the 2015 Port Credit Business Directory).
2. Continue to develop an online information for new businesses including information and promotional items if available. Welcome new business through personal visits, time permitting.
3. Staff to improve on electronic database by creating target groups. (Retail, hospitality, service, etc.) (Ongoing)
4. E-blasts delivered electronically – exceptions – quarterly newsletter, AGM mailed, Elections and information of vital nature – Electronic and post).
5. Communiques to be posted on website if applicable. – Policy to be reviewed by Policy & Procedure Committee.
6. Board members make every effort to actively network and communicate with members including visits to new businesses.
7. Continue development of policies as required.
8. Continue improvements to website.
9. Schedule casual meetups for members to interact with staff and board.

Goal - Plan, develop and deliver relevant professional development opportunities for PCBIA members and Board of Management.

Actions:

1. Host monthly Networking Breakfast meetings and Mix after Six as requested events as requested by members.
2. Provide and promote online learning opportunities for members where applicable.
3. Board and staff to continue to seek educational opportunities through OBIAA and elsewhere.
4. Plan Board Governance session in early 2016.

2. Branding and Marketing

Goal - Continue to use and promote the Port Credit brand and image.

Actions:

1. Continue to sponsor Festivals and Events as appropriate and look for reciprocal partnerships.
2. Bus wrap for 2016.
3. Promote Port Credit as the City's Entertainment and Culinary Hub.
4. Consider opportunities for tourism development and create budget to support.
5. Continue to consider opportunities to market to Go Train commuters.
6. Continue to develop a 12-month calendar of events and activities.
7. Search for unique sponsorship opportunities.
8. Use social media to promote activities, community and member business.

3. Boundary Expansion

Goal – Continue to develop newly expanded areas.

Actions:

1. Invest in décor (planters, banners, lights) for full BIA.
2. Insure contacts for all tenants in expanded area.

4. Infrastructure

Goal - Update and upgrade public land by developing streetscape where possible within the PCBIA Boundary.

1. Investigate the City's Master Plan and Inspiration Port Credit initiative with respect to a Port Credit Streetscape Master Plan.
2. Create inventory list. Investigate the use of drone technology to create aerial view of streetscape.
3. Review with City opportunities to replace interlock with attractive alternatives.
4. Investigate improving lighting with City staff.
5. Investigate removal of underused layby parking in front of Port Credit Plaza to add streetscape.
6. Investigate reuse of two heritage signs.
7. Consider opportunities to add public art in partnership with the City of Mississauga and possible sponsors.
8. Increased spending on landscape and streetscape beautification.

Goal - Work with City Departments to improve vehicular and pedestrian traffic conditions.

1. Discuss areas of concern including pedestrian crossing at Wenonah Avenue and Front St. S.
2. Ask City to consider addition of full set of traffic lights at Elmwood Avenue.
3. Continue to meet with City staff to improve parking concerns.

5. Advocacy

Work with City staff to improve understanding of PCBIA role and status.

Actions:

- Create committee to investigate opportunities to leverage PCBIA 40th anniversary for awareness and celebration.
- Board and staff to intentionally raise profile of PCBIA through networking and lobbying efforts where applicable.
- General Manager, Ellen Timms remains key spokesperson.

6. Business Retention and Outreach

Goal: Support the economic health of our membership.

1. Develop stronger ties with the City Economic Development Office.
2. Improve communication with property owners.
3. Monitor vacancies and continue to request information regarding difficulty in finding sustainable tenants.
4. Investigate a Virtual Port Credit for online economy.

7. Health, Safety and Risk Management

Goal: Ensure the health and safety of our stakeholders in every project that we undertake.

- 1. Review annual insurance renewals.**
- 2. Make all events safe and secure for participants and the audience.**
- 3. Create a respectful workplace.**
- 4. Liaise with Peel Regional Police and create a two-way conversation.**
- 5. Attend Safe City Mississauga Committee.**

8. Accessibility

Goal – Improve accessibility for all in Port Credit.

Actions:

1. Provide members with the opportunity and knowledge to comply with the (AODA) Accessible Ontarians with Disabilities Act.
2. To assist members to participate in the Stop Gap program (portable ramps for one-step entrances).
3. Promote and assist members in online learning opportunities and workshops if available.