

Port Credit BIA - MINUTES	
Board Meeting Wednesday January 29/2025 6:30 pm The Shores of Port Credit	
Board Members	John Pappas, Brenda McGarrell, James Shipp, Ryan Long, Marlene Baur, Lucie Zima, Councillor Stephen Dasko
Regrets	Paul Michel
Absent	n/a
Staff	Kelly Ralston, Stacey Oliver
Minutes by	Stacey Oliver
Item #	Item Description
1	Call to Order: 6:34 pm
2	Declaration of any Conflict of Interest: None Stated
4	Additions to and approval of Agenda Moved by James Shipp; Seconded by Marlene Baur Approved
5	<p>Chair's Overview – John Pappas</p> <ul style="list-style-type: none"> John welcomed the Board to the first meeting of the year, noting that this session is all about setting the foundation for the year ahead. The BIA is ahead of schedule with planning for 2025. This year has been strong for advocacy so far, dealing with key initiatives such as Parking in Lieu (PIL), parking fees, Lakeshore Connecting Communities, and the Food Truck Pilot program. Advocacy has become a core focus of the BIA's mandate, and the Board continues to work together towards united goals. There is a need to add new Board members. Interviews will begin shortly. The committees will start up in February. The OBIAA conference will be held from March 30 to April 2 at Blue Mountain. Anyone interested in attending should contact the office. John highlighted that it is a great opportunity to stay engaged with the added benefit of a mini vacation. Kelly emphasized that attendance should be based on the curriculum rather than the location and will send the curriculum and additional details to the Board. John reviewed the January 16 Town Hall meeting on the Mobile Food Vendors Pilot Program. The meeting was well-attended and effectively managed by Kelly and the City staff. PCBIA is not in favor of the program, and a final report will be presented to Council in February. Councillor Dasko, Kelly, John, and City staff met to review the PIL program. The funds have been depleted due to several new parking projects, maintenance, and upgrades that will benefit BR&E. Moving forward, parking fees will be raised instead of collecting funds via cash-in-lieu. There is also a potential for a new parkade at the library, though this is still under discussion. Kelly emphasized that business owners and staff should avoid parking in lay-by spaces, as they are intended for customers.

6	<p>Votes read into Minutes:</p> <p>Vote: Provincial Parking Requirement Reduction / Elimination of PIL Parking in Lieu Motion by: Lucie Seconded by: Marlene Votes and Abstains: Brenda - yes, James - yes, Paul - yes, Ryan - yes Passed</p> <p>Vote: September and October Board Meeting Minutes Motion by: Brenda Seconded by: Paul Votes and Abstains: James - yes, Lucie - yes, Ryan - yes, Marlene - yes Passed</p> <p>Vote: October to December Financial Statements Motion by: Brenda Seconded by: James Votes and Abstains: Paul - yes, Ryan - yes, Marlene - yes, Lucie - abstained Passed</p>
	<p>Treasurer's Report – Brenda McGarrell</p> <ul style="list-style-type: none"> • Brenda noted that the new levy will be available shortly. • The GICs have earned \$16,164 in interest. • Several fraud reversals have been received for the VISA fraud from 2024, however the remaining reversals are still pending. A balance of \$16,739 is still outstanding and will remain on the balance sheet until fully reversed. • The migration to CIBC has been successfully completed. The only thing left is for the bookkeeper to receive their token. • Plooto has been implemented for accounts receivable and payable, reducing bank fees by approximately half of the previous amount. • Brenda noted that if there is a surplus, the budget should be spent as submitted. Kelly mentioned that she and Brenda need to review the Treasurer's Report regarding overages to ensure consistency. Any surplus needs to be reviewed by category, as the actual surplus may not be as large as indicated. • John noted that if overspending occurs in any category, it needs to be justifiable. However, adhering closely to the budget ensures greater accuracy, organization, and reflects positively on the Board. • Kelly recommended creating a policy to ensure that any surplus rolls over into the next year's budget. She also suggested putting a cap on the levy. For instance, if event producers are used for future events, the amount needed for events from the levy may decrease. This can be further discussed when the Finance Committee meets. • Councillor Dasko recommended discussing this matter with the Finance Department. Kelly agreed, noting that the BIA aims to align with the City's policy. • Brenda noted that this year's Farmers Market was excellent, contributing to additional income through the expansion of vendors. • Brenda wants to call for a Financial Committee meeting to be set.

	<ul style="list-style-type: none"> To stay on track, Brenda suggested scheduling a meeting in November before the AGM and another in December before the Board dinner to review and approve the minutes and financial reports. <p>Motion – Brenda motioned to hold a mini Zoom meeting or conduct a vote via email in November before the AGM and in December before the Board dinner, to ensure we stay up-to-date on the financials and minutes.</p> <p>Second – James</p> <p>Carried</p>
8	<p>Councillor’s Report – Stephen Dasko</p> <ul style="list-style-type: none"> PIL is progressing in the right direction. Under the new provincial legislation for Major Transit Station Areas (MTSA), certain areas no longer require parking minimums. This change impacts a portion of Port Credit. The next step is to navigate the legislative process to phase out PIL, which will take time to complete. Parking Fees – A meeting with Jamie Brown and the Municipal Parking Department at the City is planned for the spring. Since the increased parking fee was previously waived, it will be beneficial to address this proactively. Additionally, an update on the status of the parking app will be discussed. A new right-turn-only arrow has been added to the traffic light at Stavebank Rd and Lakeshore for southbound traffic. Moving forward, right turns will only be permitted on the green arrow. Stephen has requested a lane adjustment, where the left lane would allow left turns and through traffic, while the right lane would be designated for right turns only. He has also requested larger “No Left Turn” signage for vehicles turning onto Stavebank from Lakeshore. There is an agreement with Edenshaw that 63 parking spots will be available to the public under Westport Condos at 28 Ann Street. Walmart is set to open at 501 Lakeshore Rd E in Port Credit around May/June. The store will be approximately 55,000 sq. ft., with a large portion dedicated to grocery. Hiring is now underway. The project was previously delayed due to break-ins involving the theft of copper piping. The former Planet Organic building at 170 Lakeshore Rd E is set to open in March under Wow Market on a short-term lease. Wow Market, which has been operating at Dundas and Mavis for over 15 years, specializes in fresh produce and plans to add a fresh juice bar. The opening was also delayed due to the theft of copper pipes. The Mayor’s Housing Task Force report has been approved to support the building of more affordable housing. The changes, particularly regarding development charges, will benefit those looking to build rental units. The report includes several positive changes that will streamline the housing development process. Marina Park West – The project was delayed due to lighting issues with Alectra, and there is still a small section of fencing that needs to be completed. The park is expected to open in the spring. Stephen has requested that the fencing be adjusted to allow access to the pedestrian cycling bridge. A family skate day is being planned in collaboration with PCBIA for Family Day. Urban Design – The goal is to create a more uniform look for public spaces. Stephen had a productive discussion with senior staff, and they plan to meet to develop a refresh strategy and establish a framework for implementation.

	<ul style="list-style-type: none"> • This year, Apex, an extreme winter sport featuring high-energy ski tricks, will take place at Celebration Square, drawing thousands of spectators. There is interest in organizing a similar event in Port Credit next winter to boost activity in the area. Kelly noted that this would attract a new demographic to the community. • Remembrance Day Banners – Stephen has been coordinating with the Legion to arrange a crosswalk at Park St. and Stavebank Rd for Remembrance Day. He will also connect with Councillor Butt to explore a cost-sharing arrangement between the BIAs and the City for Remembrance Day banners. Kelly noted that PCBIA worked with the City on the 50th Anniversary banners using the same vendor. However, the vendor charges different rates for the City and the BIA. Partnering with the City could help secure better pricing through economies of scale. Stephen will look into this, with the possibility of displaying banners along the walking route for Remembrance Day. • Bridge Project – The pedestrian bridge will feature a heritage design, with construction starting this year and completion expected in 2026. While part of the park will be closed during construction, efforts will be made to ensure minimal impact on events. • Ryan asked where to find more information regarding rental properties and the Housing Task Force recommendations. Stephen requested that Ryan send him an email and he will forward the report. • Lucie mentioned that potentially rebranding the walkway at the base of Hurontario and Lakeshore with an Indigenous theme was previously discussed. Stephen noted this may be complicated and that he will look into it.
	<p>Executive Director’s Report – Kelly Ralston</p> <ul style="list-style-type: none"> • The audit is ahead of schedule. • The Food Truck Town Hall was successful with high engagement. City staff did an excellent job, and the BIA continues to have a strong partnership with the City. • OBIAA Funding – Kelly sent out pre-budget consultations and is part of the OBIAA Advocacy Committee. Since there aren’t many grants available for BIAs, OBIAA could become a granting body, given its experience managing Digital Mainstreet. PCBIA would focus on main street infrastructure, business learning resources, and data collection, which is key for securing more grants. OBIAA would hold the primary license for economic development software, allowing the BIA to access it at a lower cost. Kelly will send a draft letter to the Board for approval. • BR&E – the elimination of PIL will be a great push for BR&E. PCBIA is working with the City's retail strategy team to boost retail in Port Credit. Kelly will also be working with Economic Development and IDEA Mississauga to streamline the process for new businesses opening in the area. James emphasized the need for a strategy, and Kelly confirmed this will be addressed in the next BR&E committee meeting. • Beautification – Kelly shared a recap outlining the 2025 schedule, including power washing and bike rack painting. Power washing is tentatively planned for March, weather permitting, with flexibility on the exact date. • Marketing – James asked if a marketing agency would be hired. Kelly clarified that, as decided in the Marketing & Beautification Meeting, a new staff member will be hired on a three-month contract to start instead.

	<ul style="list-style-type: none"> • Marketing & Beautification – James inquired about separating the two committees. It was decided to keep them combined until the new marketing staff is onboarded, with the option to revisit the split in the spring. • Committee updates: <ul style="list-style-type: none"> - Farmers Market Committee is meeting February 11 - Safety & Security Committee is meeting February 3 - Sponsorship is approximately six weeks ahead of last year. The deadline for sponsorship submissions is February 21, and the Sponsorship Committee will review them on February 24. Event coordinators will be invited to present at a selected Board meeting. • Winter in the Port – there is a budget of \$20,000. An installation of glow chairs is planned to be at Lakeshore and Stavebank during March Break. Additional attractions will be added for Family Day. The main focus will be on the March Break installations. • Black History Month – black-owned businesses featured is an option. • Valentine’s Day – a video featuring businesses aligned with the holiday will be created in collaboration with Insauga. • Partnerships <ul style="list-style-type: none"> - MetroLinks – hoarding will be installed at the Port Credit GO station. Kelly will contact businesses to identify one interested in being featured in their newsletter. As well, they may do a potential video showcasing someone traveling from Union Station to Port Credit and visiting featured businesses. - GTTA (Greater Toronto Airports Authority) – Kelly is arranging a meeting with them to discuss sponsorship opportunities. • Kelly's goal for the year is to focus on securing sponsorships (including in-kind) and building relationships. • Kelly noted that the new Marketing staff member will begin in February, working up to 25 hours per week on a three-month contract to start. • Website – The top website companies will be invited to present to the Marketing Committee next month. The committee will select the winning company based on these presentations. Kelly has emailed date suggestions for the next Marketing Committee meeting and will resend the top 3 companies to the committee. The meeting is scheduled for February 18 at 9:30 a.m.
11	Action Items <ul style="list-style-type: none"> • Kelly to send OBIAA conference curriculum to the Board. • Kelly to send a draft letter for OBIAA funding to the Board for approval. • Kelly to contact businesses to be featured in the MetroLinks newsletter. • Kelly will resend the top 3 website companies to the Marketing Committee.
12	Adjournment – 8:16 pm Moved by Ryan Long; Seconded by James Shipp
Dates	Next Meeting – Wednesday February 26, 6:30pm

Port Credit BIA
Balance Sheet
As of January 31, 2025

	<u>Total</u>	
Assets		
Current Assets		
Cash and Cash Equivalent		
CASH		
1000 C.I.B.C. Current Account	0.00	
10000 Scotiabank	208,336.92	
10200 Petty Cash (General)	204.54	
10220 Petty Cash (Farmers Market)	225.00	
Total CASH	\$ 208,766.46	
PLCLCAD Plooto Clearing	452.00	This will go away on next payment to RS Cleaning
14990 *Undeposited Funds	0.00	
Total Cash and Cash Equivalent	\$ 209,218.46	
Accounts Receivable (A/R)		
Accounts receivable total		
12000 Accounts Receivable	14,792.02	
12001 Interest Receivable	16,369.89	
12002 Accounts Receivable - Other	16,700.39	Due from Scotia for fraud
Total Accounts receivable total	\$ 47,862.30	
Total Accounts Receivable (A/R)	\$ 47,862.30	
Investment		
1010 G.I.C.	500,000.00	
17655 Other current assets	0.00	
Total Investment	\$ 500,000.00	
Uncategorized Asset	0.00	
Total Current Assets	\$ 757,080.76	
Non-current Assets		
Property, plant and equipment		
17500 Machine & Equipment	42,512.56	
17510 Acc. Amortization Machine & Eqp	-36,974.57	

17520 Accum. Amortization - Planters	-43,949.79
17530 Accumulated Amortization - Sign	-4,581.61
17540 Accum amortization - Furniture	-21,483.75
17550 Accum Amortization - Leasehold	-22,775.00
17560 Office Furniture	21,837.76
17570 Leasehold improvements-	0.00
17580 Accum Amort. - Benches	-21,566.61
17590 Accumulated Amort - Decorations	-150,697.61
17595 Accumulated Amortization Light Poles	-3,107.81
17600 Capital Assets - Planters	52,706.28
17650 Sign Panel	4,581.61
17660 Banners	83,500.53
17670 Lighthouse Renovation 2019	22,775.00
17680 Benches / Muskoka Chair	22,265.89
17700 Accumulated Depn - Banners	-66,212.15
17710 Decorations	223,067.16
17720 Light poles	3,510.00
Total Property, plant and equipment	\$ 105,407.89
13000 Prepaid Expense	13,616.55
Total Non Current Assets	\$ 119,024.44
Total Assets	\$ 876,105.20
Liabilities and Equity	
Liabilities	
Current Liabilities	
Accounts Payable (A/P)	
20000 Accounts Payable	11,326.95
Total Accounts Payable (A/P)	\$ 11,326.95
Credit Card	
20050 Scotiabank Visa	11,039.50
Total Credit Card	\$ 11,039.50
20100 Accounts Payable Other	0.00
20150 Accrued Liabilities	0.00
20150A Step up rent liability	2,781.19
2100 Payroll Liabilities	0.00

2110 E.I. Payable	0.00
2120 CPP Payable	0.00
2130 Income Tax Payable	0.00
Total 2100 Payroll Liabilities	\$ 0.00
22000 HST Payable	-1,188.34
2315 Deferred Income	0.00
Receiver General Suspense	-117.31
Total Current Liabilities	\$ 23,841.99
Non-current Liabilities	
20152 Gift Card Liability	16,479.22
20200 Due to the City of Mississauga	0.00
Total Non-current Liabilities	\$ 16,479.22
Total Liabilities	\$ 40,321.21
Equity	
24500 Opening Bal Equity	0.00
24700 Reserve	0.00
Retained Earnings	866,539.27
Profit for the year	-30,755.28
Total Equity	\$ 835,783.99
Total Liabilities and Equity	\$ 876,105.20

Tuesday, Feb. 18, 2025 12:14:54 p.m. GMT-8 - Accrual Basis

Port Credit BIA
Budget vs. Actuals: Budget_FY25_P&L - FY25 P&L
January 2025

	Actual	Budget	Total over Budget	% of Budget
Income				
30000 Special Municipal Levy		1,117,846.42	-1,117,846.42	0.00%
30010 Under levy repayment		-12,000.00	12,000.00	0.00%
Total 30000 Special Municipal Levy	\$ 0.00	\$ 1,105,846.42	-\$ 1,105,846.42	0.00%
30080 Transfer from Reserves		70,000.00	-70,000.00	0.00%
80000 Interest Income	2,603.67	30,000.00	-27,396.33	8.68%
Fundraising			0.00	
30050 Membership Dues	250.00	2,000.00	-1,750.00	12.50%
30060 Vendor Fees		30,000.00	-30,000.00	0.00%
Sponsorship and Grants			0.00	
Events			0.00	
30064 CountryIN the Port		100,000.00	-100,000.00	0.00%
Total Events	\$ 0.00	\$ 100,000.00	-\$ 100,000.00	0.00%
Grants			0.00	
30020 Student Grant		8,000.00	-8,000.00	0.00%
Total Grants	\$ 0.00	\$ 8,000.00	-\$ 8,000.00	0.00%
Sponsorships			0.00	
30055 Sponsorship		5,000.00	-5,000.00	0.00%
3017 Misc Sponsored Projects		8,000.00	-8,000.00	0.00%
Total Sponsorships	\$ 0.00	\$ 13,000.00	-\$ 13,000.00	0.00%
Total Sponsorship and Grants	\$ 0.00	\$ 121,000.00	-\$ 121,000.00	0.00%
Total Fundraising	\$ 250.00	\$ 153,000.00	-\$ 152,750.00	0.16%
Total Income	\$ 2,853.67	\$ 1,358,846.42	-\$ 1,355,992.75	0.21%
Gross Profit	\$ 2,853.67	\$ 1,358,846.42	-\$ 1,355,992.75	0.21%
Expenses				
40000 Salaries and Benefits			0.00	
40001 Salaries	9,296.93	232,000.00	-222,703.07	4.01%
40003 Benefits	346.14	7,000.00	-6,653.86	4.94%

40004 Payroll Deductions	935.24	17,000.00	-16,064.76	5.50%
40005 WSIB	79.34	1,300.00	-1,220.66	6.10%
Additional Wages		52,000.00	-52,000.00	0.00%
Ambassadors	736.79		736.79	
Event Wages	0.00		0.00	
Other Wages	928.29		928.29	
Total Additional Wages	\$ 1,665.08	\$ 52,000.00	-\$ 50,334.92	3.20%
Total 40000 Salaries and Benefits	\$ 12,322.73	\$ 309,300.00	-\$ 296,977.27	3.98%
46000 Advertising and Promotion			0.00	
46001 Media Marketing	1,895.85	28,350.00	-26,454.15	6.69%
46002 Promotional Materials	250.00	11,000.00	-10,750.00	2.27%
46003 Signage	525.00	19,700.00	-19,175.00	2.66%
46004 Website-hosting and maintance	31.61	8,000.00	-7,968.39	0.40%
46005 Design		2,500.00	-2,500.00	0.00%
46006 Training & Conferences	1,995.58	6,000.00	-4,004.42	33.26%
46007 Events and Campaigns	1,543.08	5,000.00	-3,456.92	30.86%
Total 46000 Advertising and Promotion	\$ 6,241.12	\$ 80,550.00	-\$ 74,308.88	7.75%
47000 Project Expenses			0.00	
4626 Security			0.00	
4626-2 Duty Police		90,000.00	-90,000.00	0.00%
Total 4626 Security	\$ 0.00	\$ 90,000.00	-\$ 90,000.00	0.00%
47001 Farmers Market		42,000.00	-42,000.00	0.00%
47002 WinterIN the Port	700.00	35,000.00	-34,300.00	2.00%
47004 Halloween		13,000.00	-13,000.00	0.00%
47008 SpringIN the Port - Tast of Port Credit		120,000.00	-120,000.00	0.00%
47009 Classic Country		25,000.00	-25,000.00	0.00%
47011 Support the Port		1,700.00	-1,700.00	0.00%
Total 47000 Project Expenses	\$ 700.00	\$ 326,700.00	-\$ 326,000.00	0.21%
48000 Sponsorships			0.00	
48001 Busker Fest		20,000.00	-20,000.00	0.00%
48004 Canada Day - PTR		22,000.00	-22,000.00	0.00%
48005 Misc Sponsorship Requests		7,500.00	-7,500.00	0.00%
48006 Southside Shuffle		20,350.00	-20,350.00	0.00%
48007 Mississauga Marathon		2,500.00	-2,500.00	0.00%

48008 Music Walk of Fame		10,000.00	-10,000.00	0.00%
48009 History & Heritage		5,000.00	-5,000.00	0.00%
Total 48000 Sponsorships	\$ 0.00	\$ 87,350.00	-\$ 87,350.00	0.00%
Beautification & Maintenance			0.00	
45001 Streetscape Maint. and Decor	993.98	117,138.00	-116,144.02	0.85%
45002 Landscaping		212,000.00	-212,000.00	0.00%
45004 Banners		15,000.00	-15,000.00	0.00%
45005 Other Beautification		10,000.00	-10,000.00	0.00%
Total Beautification & Maintenance	\$ 993.98	\$ 354,138.00	-\$ 353,144.02	0.28%
Business Development			0.00	
6000 Business Development	66.61	3,000.00	-2,933.39	2.22%
6002 Networking Meetings		5,000.00	-5,000.00	0.00%
Total Business Development	\$ 66.61	\$ 8,000.00	-\$ 7,933.39	0.83%
Office and General Expenses			0.00	
41001 Rent	1,366.04	18,708.42	-17,342.38	7.30%
41002 Phones, Fax, Mobile,Internet	430.91	5,500.00	-5,069.09	7.83%
41003 Insurance	718.23	11,000.00	-10,281.77	6.53%
41004 Repair, Maintenance		3,000.00	-3,000.00	0.00%
41005 General Office Supplies	1,002.84	6,000.00	-4,997.16	16.71%
41006 Travel		400.00	-400.00	0.00%
41007 Board Meeting Expense	45.73	6,000.00	-5,954.27	0.76%
41009 Memberships	2,783.34	3,500.00	-716.66	79.52%
41011 Office Cleaning	400.00	4,000.00	-3,600.00	10.00%
41012 General IT Expense	1,237.17	16,000.00	-14,762.83	7.73%
42000 Professional Services			0.00	
42001 Professional Fees	56.57	5,000.00	-4,943.43	1.13%
42002 Bookkeeping Services	900.00	13,000.00	-12,100.00	6.92%
Total 42000 Professional Services	\$ 956.57	\$ 18,000.00	-\$ 17,043.43	5.31%
43000 Finance Fee			0.00	
43001 Bank Charges	87.50	1,500.00	-1,412.50	5.83%
Total 43000 Finance Fee	\$ 87.50	\$ 1,500.00	-\$ 1,412.50	5.83%
44000 Audit			0.00	
44001 Audit		2,700.00	-2,700.00	0.00%
Total 44000 Audit	\$ 0.00	\$ 2,700.00	-\$ 2,700.00	0.00%

Total Office and General Expenses	\$	9,028.33	\$	96,308.42	-\$	87,280.09	9.37%
Total Expenses	\$	29,352.77	\$	1,262,346.42	-\$	1,232,993.65	2.33%
Net Operating Income	-\$	26,499.10	\$	96,500.00	-\$	122,999.10	-27.46%
Other Expenses							
50000 Amortization		3,856.18		96,500.00		-92,643.82	4.00%
Total Other Expenses	\$	3,856.18	\$	96,500.00	-\$	92,643.82	4.00%
Net Other Income	-\$	3,856.18	-\$	96,500.00	\$	92,643.82	4.00%
Net Income	-\$	30,355.28	\$	0.00	-\$	30,355.28	

Wednesday, Feb. 19, 2025 02:12:22 p.m. GMT-8 - Accrual Basis

Port Credit BIA
A/R Aging Summary
As of January 31, 2025

	Current	1 - 30	31 - 60	61 - 90	91 and over	Total	
Bank of Nova Scotia	2,123.29		2,123.29	2,054.80	10,068.51	16,369.89	GIC interest
Burger Factory					50.00	50.00	
City of Mississauga.			942.02			942.02	
FRAM & Slokker			10,000.00			10,000.00	
Klawcadia					75.00	75.00	
Lime E-Scooter & Bike Share					75.00	75.00	
Meltwich Food Co					500.00	500.00	
O.B.I.A.A.					975.00	975.00	
Scotia Bank			16,700.39			16,700.39	
ScoutTech					75.00	75.00	
Spice Lounge and Tapas					500.00	500.00	
Tap Dance Centre					750.00	750.00	
ThriveAbility Community Connections	250.00					250.00	
Tomars Doner					500.00	500.00	
XMC Marketing			100.00			100.00	
TOTAL	\$ 2,373.29	\$ 0.00	\$ 29,865.70	\$ 2,054.80	\$ 13,568.51	\$ 47,862.30	

Tuesday, Feb. 18, 2025 12:15:24 p.m. GMT-8