

<b>Board Meeting</b> Wednesday June 23, 2021    6:30pm    Virtual Meeting	
<b>Board Members</b>	Jake Pedler, Brenda McGarrell, Ric Cooper, Councillor Stephen Dasko, John Pappas, Ann Ivy Male, Lucie Zima, Julia Chatterji, Wassim Alroz
<b>Regrets</b>	Nina Tsougiou
<b>Staff</b>	Natasha Mackinnon, Dianne Dela Cruz
<b>Guests</b>	6:30pm: Max Gill, Supervisor of Traffic Operations, Transportation and Works Department Topic of Discussion: Pilot Project – Lane Configuration 6:45pm: Gail Hamilton, PCBIA Streetscape Specialist Topic of Discussion: Streetscape Update
<b>Minutes by</b>	Natasha Mackinnon
<b>Item #</b>	<b>Item Description</b>
1	<p>Max Gill, Supervisor of Traffic Operations, Transportation and Works Department Brought forth a concept to remove laneways in certain areas of Port Credit’s Main Street to increase sidewalk space for pedestrians.</p> <p>Some concerns include:</p> <ul style="list-style-type: none"> <li>• Accessible difficulties for transit buses to reach the curb</li> <li>• Impact on existing parking and enforcement pressures in the neighbouring areas</li> <li>• Impact on primary responses routes and response times for emergency services</li> <li>• Traffic operations</li> </ul> <p>Discussions around left-hand turns creating a bottle neck situation which results in more traffic. John mentioned Crooked cue on Lakeshore Rd. is not jammed all the time and to promote biking in the neighborhood. Paint a bike lane on the road that sinks with the lights, mirroring the approach on Dixie Rd. S. of QEW. This will result to a better traffic flow. Gil advised there is no plan set in stone yet, and this plan is feasible. Ric inquired about next steps. Gil advised that Senior Management, Councillor Dasko and PCBIA Board have been notified and if there is continued interest, the conversation will continue to move forward and discussions with the City will be held to implement the program.</p> <ul style="list-style-type: none"> <li>• Jake believes it is a great idea to increase foot traffic and that the bottle neck situation is not as bad as people address.</li> <li>• Suggestions around long-term and short-term strategies. Test a short-term strategy during a special event or on the 4<sup>th</sup> weekend of every month, if it doesn’t work, it was a temporary laneway closure.</li> <li>• Ric suggested to look at Southside Shuffle and how they operate closing streets to run their festival.</li> <li>• Gil to follow up if there is an appetite from community.</li> </ul> <p>Gail Hamilton, Port Credit BIA’s Streetscape Specialist Introduced her role to the Board and provided updates Main Street concerns including excessive garbage in high foot traffic areas, and increased number of homeless in Port Credit (“5 ‘full-time’ homeless”).</p> <p>Action Councillor Dasko to discuss with the City of Mississauga on how to limit the amount of homeless on Port Credit’s Main Street.</p>

2	Call to Order 7:03PM
3	Declaration of any Conflict of Interest None declared
4	Additions to and approval of Agenda  Moved by John Papas; Second by; Ric Cooper
5	Discussion and/or acceptance of Minutes from the Board Meeting held on Wed, April 28, 2021 and Wed, May 26, 2021  Moved by John Papas; Second by Julia Chatterji
6	<p><b>Councillor's Report</b></p> <ul style="list-style-type: none"> <li>• City is exploring measures to secure revenue as it is not in a great financial situation. An agenda item raised at Council included a potential to have 1% Land Transfer tax. Council advised no rush in moving forward with this.</li> <li>• A concern raised is to encourage businesses not to have live music in Phase 1, only allowed in Phase 2. Councillor Dasko suggested businesses begin on paperwork now to get approved for live music sooner.</li> <li>• Councillor Dasko to make a guest appearance on Season 2 of the Tom and Rick show premiering Thursday, June 24, 2021.</li> <li>• Discussion on the progress of the Stavebank wall, more updates to follow.</li> <li>• Additional Salmons crosswalks introduced on West-side of Stavebank Rd. with entire crosswalk covered with Salmon at Stavebank Rd. intersection.</li> <li>• Brenda raised a traffic concern on Lakeshore Rd. and reported dump trucks using Lakeshore Rd. as transportation. A discussion was made when the project launched that Lakeshore Rd. was not supposed to be used to avoid dust and dirty on the streets. Councillor Dasko advised that a meeting was held on Tuesday, June 22<sup>nd</sup>, 2021 to address and fix this issue.</li> <li>• Councillor to use Gas funding to install a Traffic light at Front St. and Lakeshore Rd. The light will be in sync with John St.</li> <li>• Discussions about potter potties introduced to parks and parking lots as additional washrooms in Port Credit.</li> </ul> <p>Action: Brenda to outline outhouse areas to Councillor. Port Credit BIA staff to include public washrooms on Social Media and in newsletter.</p>
7	<p><b>Chair's Report</b></p> <ul style="list-style-type: none"> <li>• Jake provided an update on observations of Port Credit's Main Street when restrictions were lifted to Phase 1. Discussion on businesses packed with people, streets filled with foot traffic, a scene that has never been seen before and outlining Port Credit as the Crown Jewel of Mississauga. Elisabeth St. was packed with people dancing on the streets outside Fired Up until 12am. Port Credit continues to adapt to keep up with the changes.</li> <li>• Paid police program continues to be a success.</li> <li>• Discussions of an event idea to block offside streets and place tables and seating out for people to dine. Example area to include is Elisabeth St.</li> <li>• During City walkabouts, many items that were outlined to be fixed in 2020 are still pending, need help from the City to maintain.</li> <li>• Jake attended advocacy call with the City and BIAs regarding feedback on performance during pandemic.</li> </ul>

	<ul style="list-style-type: none"> <li>Wassim raised a concern in re: to dog feces left outside his store and all over his windows.</li> </ul> <p>Action</p> <p>Jake to advise paid duty officers and ambassadors to keep an eye out for feces and garbage on Main Street.</p>
<p>8</p>	<p><b>Committee Reports</b></p> <p>Financials</p> <ul style="list-style-type: none"> <li>Levy cheque received and deposited in bank.</li> <li>Statements not ready as Board Meeting was pushed up a week, Brenda to follow up in an email by end of month.</li> </ul> <p>Marketing</p> <ul style="list-style-type: none"> <li>Written report provided.</li> <li>Backend of new website completed. Dianne and Natasha to redo landing page video and outsource new videographer to capture new footage and scratch existing video (not up to standard or creating a wow factor).</li> <li>Farmers Market promo video out now.</li> <li>Discussions around Canada Day controversy, the marketing committee addressed to not push a big campaign this year. Jake and Brenda discussed that we are Canadian, living in Canada and there is a lot of good and bad with any country. No blind eye is turned with the discoveries and the findings are very unsettling however the BIA is to stay neutral. Diane from PTTR reached out to Ann and Julia to decorate businesses windows before unmarked graves were discovered. Currently, PTTR will not hold event or decorate in 2021. Ann advised that it is not about being political, it is about being respectful however respects everyone's opinion.</li> </ul> <p>Action</p> <p>Fly the Canadian flag and do a post on Social Media.</p> <p>The Port Credit BIA to introduce a campaign for Indigenous Day later.</p> <p>Advocacy</p> <ul style="list-style-type: none"> <li>John provided an update on Rent Subsidy petition signed with parliament and has received 271 signatures for the campaign to date, need 500 signatures by July 14<sup>th</sup>, 2021. Parliament is not in session until the fall, 2021.</li> </ul> <p>Sponsorship</p> <p>No report.</p> <p>Safety &amp; Security</p> <ul style="list-style-type: none"> <li>Paid duty program is very effective. Couple of reports from officers received. John to circulate reports to board and staff. Everything is very common in the town. Very well maintained. Thursday's street crowd is great, Friday's is questionable. Program runs from 8pm-2am.</li> </ul> <p>Policies</p> <p>No report</p> <ul style="list-style-type: none"> <li>Councillor recommended to add the No Mask No Entry policy on website and Social Media for the Farmers Market. Councillor advised that because it is not a City event this rule can be enforce.</li> </ul>

	<p><b>Beautification</b></p> <ul style="list-style-type: none"> <li>• Written Report provided.</li> <li>• Waste Review City Walk, Public Art Walk, Annual City-walk and Active Transportation walk was held and attended by City and BIA staff</li> <li>• Laneway parking, Electra Utility boxes, Bell telephone booth and Underpass murals all identified for future Beautification activations.</li> <li>• I &lt;3 P.C. sign, PrideIN The Port window wrapping, and Muskoka Chairs activations completed</li> <li>• Daniel Ilijesk, the appointed artist selected by the jury to complete the Canada Proud panel for the LCBO Mural was declined by MAC. MAC educated the PCBIA Beautification Committee that his artwork portrays indigenous heritage, and he is not of First Nation decent therefore more thought towards cultural appropriation into a public space needs to be implemented. The search for an artist to complete this panel continues.</li> <li>• Natasha continues to receive numerous service calls weekly from Business Members, the City and the community about the decorative lighting in the trees. Natasha has been outsourcing some alternative ideas to still have our lights through the branches of our trees but make it much easier to maintain.</li> </ul> <p><b>Action</b>  Natasha to connect with City of Mississauga re: beds of the trees and rubber material left out beside Wingporium. Councillor to also investigate mulch and new soil for Main Street and Farmers Market.  Natasha to forward email from Sharlene to Councillor about weeds around Posta and Post office.</p> <p><b>Business Recruitment</b>  No Report.</p>
<p><b>9</b></p>	<p><b>Staff Report</b></p> <p>Natasha Mackinnon provided verbal update.</p> <ul style="list-style-type: none"> <li>• Securing Buskers to perform during Farmers Market from mid-Aug to October</li> <li>• Tentative booking for AGM at Clarke Hall confirmed.</li> <li>• Attended meeting with PCBIA Insurance Adjuster and Brenda re: Motor Vehicle accident from September 23, 2020. In process of submitting follow-up paperwork.</li> <li>• Mississauga Made Banner program design finalized.</li> <li>• Streetscape home-base including equipment to be relocated to Lighthouse as Elmwood Parking Lot raises safety concerns at night.</li> </ul> <p>Dianne Dela Cruz provided verbal update.</p> <ul style="list-style-type: none"> <li>• Completed Healthy Community Grant totalling 360,900.00+hst.</li> <li>• Canada Summer Jobs funding received, program to launch July 12<sup>th</sup>, 2021 for 9-week contract.</li> <li>• AGM tentatively booked for Nov 2, 2021.</li> <li>• Held Streetscape Ambassadors orientation with Gail.</li> <li>• Dianne provided a Farmers Market update.</li> </ul>

	<p>Action</p> <p>Dianne to send out an AGM save the date and website revision hardcopy flyer to members, and Quinton to send an email blast to members next week.</p> <p>Natasha to email region to fix lights at Elmwood lot.</p>
<b>10</b>	<p><b>Other Business</b></p> <p>OBIAA Conference + Awards in Hamilton: Sept 26-29 Confirmations <b>*Ordering Tix</b></p>
<b>11</b>	<p><b>Adjournment</b></p> <p>Moved by Ric Cooper; Second by: John Pappas</p>
<b>Dates</b>	<p>Canada Day - July 1, 2021. <b>*Office closed</b></p>

