

Draft Minutes

Port Credit Business Improvement Association

Annual General Meeting

Virtual – Zoom Meeting

Tuesday, November 23rd, 2021 – 6:00 pm

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

Staff:

Natasha Mackinnon

Operations Manager

Dianne Dela Cruz

Business Development Manager

Cody Evans

Social Media Coordinator

Presenting Guest:

Sergeant Jason Watson

General Membership:

<u>In Attendance</u>	
Joe Leroux	Brandon Lista
Karen Priest	Nancy Messham
Maggie Taggart	Marlene Baur Larose
Diana Olsen	Jonathan Giggs
James Shipp	Katherine Mayers
Gerry Jutsun	Julia Chatterji
Caroline Augustin	Frank Giannone
Louie Manzo	Howard Klein
Olga Trentin	Danny Sahdra
Helen Filipe	Tommy Donnelly
Ron Larcombe	Emily Misk
Sebastian Szemplinski	MT Corrado
Kristy Elik	Maureen O'Neill Pikul
Tom Paterson	Noreen Lista
Tony Pampena	Mike Nguyen
Arun Arora	Geoff / Claudette Edwards
Don Marland	Neil Wilson
Slavica Bissylas	*Melanie Flake (Accountant) *Kay Matthews (OBIAA)

Chair's welcome and called the meeting to order at **6:04 pm**

Membership Request: None

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Disclosure of Pecuniary Interest: None

Disclosure of Conflict: None

Greetings:

John Pappas introduces Board

Ann Ivy Male introduces Staff

Councillor's Report

Brief remarks by Ward 1 Councillor Stephen Dasko

- Challenge for community still goes on with COVID
- Thank you to staff and board of the BIA with these strange and unique times –
- Extended parking holiday paid parking thru Lakeshore corridor and BIA district 25th till January 14th
- Using social media to promote to get people out shopping in Port Credit
- Identifying issues of concern ie. East side issues of standing water fixed near Sushi (productive walkabouts)
- Bringing back Classic Car Thursday's- source of bringing vibrancy back to the village on the east side. City has been very good in participating and footing bill for spaces – encourages more foot traffic with Musicians and activities including Kyle on Stilts reminding social distance
- Patio program – cultural node project allows for patios to be placed in parking lots fees waived buyin until 2023
- Thank Paint the Town Red and MWF for pivoting bringing vibrancy back and people along our main streets
- The tremendous loss of Beatrice continues to still be a huge blow and a fixture in our community. Lookout renamed "Queen Bea lookout"
- PCBIA participated in the economic development with the city to help everyone thru the pandemic: Thefutureisunlimited.ca assistance with COVID
- The Compass is moving headquarters to Endwell building across from Metro on Lakeshore in March 2022
- Closeout with Ward One Excellence awards – embracing all that have done well in our community 100 nominations – tenacious community
- BIA boundary change extends to Broadview on the West side – encompassed Brightwater community, New members of the PCBIA
- Stephen Dasko announces Free Parking from November 25, 2021 to January 14, 2022 as part of WinterIN the Port

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Chair, John Pappas Report

- Thank you, Jake Pedler
- Getting things back on track and stronger than before
- We are here as volunteers, and love Port Credit
- Keep the faith, with our strong board! together we will make Port Credit humming the way it was with a very strong and stable board

Safety + Security Report, Sgt. Jason Watson

- The paid duty program is hard to explain logistically how well it is working –
- Having two police officers roam and around and be proactive is very success – yes huge amount of money policing. But we get dedicated resource between 8:00pm and 2:00 am
- June 1 and August 31 crime analyst corridor bridge and lakeshore hwy 10 and lakeshore ran query thru week – if patterns and bringing in thousands of people throw in alcohol calls of service would be higher – just not the case (during that three-month corridor actually only 40 calls of service) during that entertainment area. 16 only a Friday or Saturday night.
- 28 evenings 16 calls for service – very successful project
- Shooting that occurred not related to bar nor Port Credit area- would have occurred anywhere those people were that evening (anomaly)
- John added officers check in all along east and west side (increase value of Port Credit Brand) tourist mecca and we don't want to get into situation where police show up breaking up fights being preventative and very valuable – thanks Jake for spearheading

Written Annual Report provided by Operations Manager, Natasha Mackinnon & Business Development Manager, Dianne Dela Cruz

Brief remarks by staff regarding part time job descriptions and duties including current and future tasks. Presented by

- | | |
|---------------------|------------------------------|
| ○ Natasha MacKinnon | Operations Manager |
| ○ Dianne Dela Cruz | Business Development Manager |
| ○ Cody Evans | Social Media Coordinator |

Strategic Plan 2019-2022 presented by Wassim Al-Roz

- Improve, beautify, and maintain public lands and building with the BIA
- Recently Port Credit was designated as one of Mississauga's Cultural Hubs because of our rich culture of restaurants music and art.

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Beautification Report, Natasha MacKinnon

- Illuminate the Port New twinkling lighting on our main street and iconic lighthouse
- Partnering with the City of Mississauga Made program designing new banners in support of BIA beautification project providing a platform for local arts showcasing their talents
- Streetscape Ambassador Program expanded with 8 Ambassadors with Gail our Streetscape Supervisor - The team worked Monday to Sunday ensuring our streets remained tidy and litter free. Sure, Green on site 2x week. City on Site 3x week
- Mega Muskoka Chair underwent a facelift. Done in partnership with STEPS
- Port Credit Farmers Market returned from June till October with 20,000 in attendance
- Classic Car Thursday second year - returning 2022 marketing cars and more entertainment
- Virtual Business Networking Wake It Up Shake It Up and Shake it down. Curating speakers sharing knowledge, skills, and ideas with our business community. Decided to Hit pause until we could host in person
- WinterIN the Port Lighting of the Lighthouse November 4th gather and countdown 5:00 -7:00 at Lighthouse
- Cram the Ram December 11th charity component inviting community to donate food, toilets et for those in need partnership wit Peel Chrysler
- Strolling Santa's coming back first 3 Saturdays in December
- Frost Finale January 29th community to enjoy wood carving, warming stations and live music
- Businesses are People Campaign advocating support from the government shared with OBIAA, Tourism Mississauga, Provincial and Federal Government and across social media
- Fall in the Port Strolling Jack o Lantern was out on our streets
- Reconnect Festival and events grants – awarded \$62,000 funding goes toward new lighting and installations.
- Celebrate Art and Culture Grant awarded 7500.00 from Arts IN the Port (funds used to Fall in the Port campaign and main street decorations
- Student summer job grant – awarded a subsidy of \$3850.00
- Healthy communities \$200,000 Grant - not chose to be the recipient this year but will continue to submit grants to assist with funding this project
- MBOT awarded \$7500. To help promote seasonal shop local campaigns
- Winter in the Port Sponsorships Port Credit Community Foundations - \$30,000 + \$7500. For our Frosty Finale- Suregreen Landscaping -\$10,000 +15,000 worth of décor for our decorative poles Brightwater sponsored \$20,000
- Streamlining programs – operation manuals – tracking and filing – staffing identifying needs in the office... Currently hiring communication coordinator START DATE 2022

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Marketing Report, Ann Ivy Male

- Highlights
- East Village Think Tank Increased Social Media following
- Launch PCBIA TikTok Channel DayIN the Port IG Series
- New Port Credit Website Farmers Market Rebranding
- New Social Media Coordinator 2022 Port Credit Event Calendar

Events:

Virtual Lighting of Lighthouse
Networking Events
Port Credit Farmers Market
Classic Cars Thursday
Busker Family Day
WinterIN the Port Series

Additional Projects:

Businesses are People Campaign
PrideIn the Port
Insauga Partnership
Family Day Art Contest
PCBIA Online Holiday Catalogue
Spring Photo Contest

Advocacy Report, John Pappas

- Speaking at the Mayors Press Conference to increase rent and wage subsidies and approve loan deferrals – MBOT, Mayor, Rudy, Kay Matthews, leveraged everyone pushed for everyone's benefit.
- Not always successful but were heard –
- Spearheaded a letter to change the Red Zone Policies signed by Peel BIAs and sent to all levels of government
- Advocated with Dr. Loh not to close businesses – give us the rules to keep us 99% safe then everyone going home
- Open to be more smaller business friendly now
- Had a meeting with Mary Ing – was unsuccessful without positive outcome
- Advocated for Increase and extension of rent subsidy, increase and extension of wage subsidy, Banks to approve loan deferrals, help with fixed costs and taxes, create a recovery plan for businesses post -COVID, HELP WITH FIXED COSTS AND TAXES AND PROVIDE IMMEDIATE CASH LOCKDOWN SUPPORT GRANTS

Business Recruitment, Lucie Zima

- New committee focusing on supporting new businesses in our BIA
- Focus on building a welcome program supporting new businesses, create stronger sense of community i.e. New orientation package, mentorship program, support from the BIA

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Approval of the 2020 Annual General Meeting Minutes:

Motion: Jonathan Giggs

Seconded: Frank Giannone

Discussion:

Jonathan: should be noted he attended last year's meeting. Ensure correct spelling.

Poll vote: Moved and Carried

Approval of 2020 Audited Financial Reports presented by Brenda McGarrell

Motion: Brenda McGarrell

Seconded: Jonathan Giggs

Discussion:

Jonathan: raised concerns regarding litigation from 2020 former General Manager re: Income profit and loss statement and why there was no mention of the cost.

- John Pappas: responded that the situation has been cleared up. It was under \$5000.00 ultimately paid out. Encapsulated in fees and not a line item.
- Melanie: confirmed encapsulated under professional fees. No litigation against BIA currently.
- Jonathan: members should be made aware of when a litigation arises and when it is resolved.

Jonathan: Concerns regarding levy in 2020 budget reads 901,000 vs actual 864,955. Why the discrepancy?

- Brenda: Municipal levy is collected – some taxes are not collected from properties, unpaid taxes and people who recorded unpaid challenges. Always a claw back when money is not collected in its entirety.
- Jonathan: inquires why there is no note about the under levy in the budget.
- Melanie: budget is created before the under-levy amount is known.

Jonathan: when was the budget finalized because it was not presented in 2020 AGM meeting. According to minutes we just approved the budget was approved in February.

- Melanie: budget is due December which is the same time under levy is released. The budget is not approved until February.

Jonathan: how much confidence are we going to have in the operating budget about income coming in when primary source of income for the BIA is the under levy. How is number calculated?

- Brenda: Look at previous years budget and give our best estimate – the fundraising does bring in a fair amount of monies to reconcile overall budget.

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- Jonathan: quoted Stephen Dasko “our boundary has increased which means more businesses will be paying into the levy.” Compares 2019 budget to 2021 budget pointing out that in 2021 the budget decreased. Why if our boundaries expanded.
- Brenda: During the COVID YEAR we reduced the budget – we used reserves on a line item.
- Jonathan: property owner has no choice but to pay the special assessment. Shouldn't a lien be placed on that property if they do not pay?
- Brenda: the city decides how much each taxpayer pays. We just go in with the municipal levy that we feel will cover all the programs and events for that year. BIA has no control over taxes paid or reduced.
- John Pappas: is it possible to have an over levy?
- Brenda: No. *** If a business goes out of business, that affects the under levy. If the city does receive payment, they will claw it back.
- Jonathan: if a business closes the property owner is still responsible for paying the taxes on that property. If they are not paid a lien is placed against the property.
- Stephen Dasko: comments on supporting Jonathan if he has further concerns to email his office.

Poll vote: Moved and Carried

Approval of 2021 Operating Budget presented by Brenda McGarrell

Motion: Brenda McGarrell

Second: Frank Giannone

Discussion:

Jonathan: raises concern about approving 2021 Budget in November. When was this budget approved by the board because under the constitution you cannot spend money until you have an approved budget, Secondly, was this the budget that was submitted to the city of Mississauga because it is absent of notes and explanation? We have not been given income statements to see how we are matching up to the budget.

- Brenda: responds with 2021 Budget established in March and it was approved by the board in March 2021. Then submitted to city by there deadline. The board gets together annually to discuss budgets. All programs were outlined prior to this budget being discussed.
- Jonathan: was the city provided more detail when budget was submitted
- Brenda: City wants a general idea and receive a line by line with no notes. The city receives exactly what we are being shown on the screen.
- Natasha: confirmed

Jonathan: inquires when was this budget made public?

- Dianne: confirms budget was posted on website last week.
- Jonathan: raises concerns that he had inquired about when the budget would be posted in July and was told it would be shared soon. Suggests this process is not successful and members

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should have had the budget in March, because it was something we were asking for in the last general meeting.

- Brenda: in all fairness we were updating the website, the board is voted in on their merit and in good faith on spending the budget. Acknowledges that board once approved should be posted in timely matter and will be going forward.

Frank: are we required to approve the 2021 budget as a membership?

- Brenda: at the AGM they want us to ratify and confirm that budget has been reviewed and discussed. The treasury has changed their deadline – so you will be getting the new budget sooner. Deadline is now October.
- **Kay Matthews (OBIAA): unless your constitution clearly defines it under the Municipal Act – of which every BIA in the province of Ontario except Toronto falls under. A budget needs to be reviewed by membership but not necessarily approved.** The approval is done by the board and council – I would agree normally membership has more time to review the budget. The AGM meeting is not really about ratification but more giving the members an opportunity for feedback.
- Jonathan: in last year's AGM a motion was passed to post the budget at least six months after the AGM.

Poll vote: Moved and Carried

*** Frank Giannone recommends that next year we vote to say to review the budget rather than approve the budget based on this conversation.*

Approval of 2022 Operating Budget presented by Brenda McGarrell

****Stephen Dasko confirmed with Brenda that 2022 BIA budget was approved by the city by treasury****

Jonathan: inquires what is the provincial HST for \$10,000 and how did you arrive at new budget for classic cars?

- Brenda: responds not everything is HST exempt, we budget 10,000 to cover
- Dianne: responds that the budget was increased because in previous years the city covered costs for permits, bagging the meters, setting up the street i.e., the pylons but will not be covered again in 2022. Cost is around \$7,000 to \$8,000. Increase in marketing, social media, staffing and logistics. Budget was doubled to cover permits and entertainment.

Jonathan makes a motion that future budgets include a column that itemizes the previous year, the actual monies spent, and include more detail so members can read budget with more information

Seconded: Marlene Larose

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Discussion:

Frank: please keep in mind that cost to date will not include the full year and will only in actuality be 10 months. I do not think it's a good idea to put all information in. It is not in the role of membership to do this – this is the responsibility of the board.

- Jonathan: accepts Frank's recommendation and will exclude actual expenses, and will go with budget of current year, and previous year. Jonathan would still like to see some notations.

** Danny attempts to re-open discussion regarding spending but instead advised to bring his concerns forward when approving budget.

Jonathan makes a new motion: that future budgets include a column that itemizes the previous year, and include more detail so members can read budget with more information

Seconded: Marlene Baur Larose

Voting: Moved and Carried

Additional discussion:

Danny: wants there to be more control of spending the money.

- John Pappas: believes we get excellent value for our spending.
- Jonathan: concerns regarding landscaping budget (one of our largest items)
- Brenda: Yes, we are under contract until December 2022. Was put out to tender.
- Natasha: this contract includes the cleanliness and beautification for planters throughout the entire year and seasonal décor is under that umbrella. Offer many services that they do not charge for and donate. Offer more assistance i.e., cleaning our streets and are quick to fix any light fixtures. Team is available to us 7 days a week. Continued as per the quality of service we receive.
- John Pappas: biggest piece of our mandate is beautification and is always a large of every BIA budget, its in every constitution. When it is put out to tender, they are always the best bid and provide a lot of value. John confirms he is comfortable with what we spend.
- Melanie Flake: budget for landscaping was the same for 2021-2022.

Frank Giannone mentions that under Gross Profit should be Gross revenue

Motion to Approve The 2022 Operating Budget

Motion: Brenda McGarrell

Seconded by: Frank Giannone

Poll vote: Moved and Carried

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New Business

Jonathan: need for additional board members and believe board members should be chosen by the membership

- Nominates Danny a long-time business owner and would like to start a nomination and nominate Danny as a board director.
- Danny: declines.
- Brenda: nominations are called after the fourth year and there is a process in place. To join the board, you must sit in on 3 meetings consecutively. And show interest, then they can be nominated for a seat on the board.
- John Pappas: members can sit on committees without having a seat on the board.
- Danny: accepts offer to help John on parking committee.

Jonathan: Christmas free parking program – fears that the free parking for the whole day is being consumed by owners and employees and defeats the purpose. Will it change to 2 Hour or 3 hours?

- John: Most retailers are very happy and appreciative of this program especially Christmas time competing with malls. Cannot enforce a time restraint.
- MT: thinks it's a big advantage and embraced by the community. It is not policed but we are mindful.

Joe: do we need to be a full-time member of the BIA to sit on the board

- John: confirms yes you do. Stated on website.

Jonathan: for next year AGM, omit the BIA presentation and focus more on the business and particularly, finance, approving budget, and approving board members. Allow members to have their say.

- John Pappas: can be contacted by cell and/or email. Door is always open and will do our best to serve you. Always with good intentions.
- Brenda: any member can join any board meeting (generally last Wednesday of every month)
- Kay Matthews (OBIAA): 1. AGM meeting is to do an Annual Report, as well as your audited financials. The reporting at the beginning of this meeting is part of the mandate under the Municipal Act. You need to do an annual report to your membership and council. Members are able to attend any board meeting because they are public. That does not mean they have a say at director level. They cannot participate unless they request to present on a specific item on the agenda.

Closing Remarks – Chair John Pappas

Thanked everyone for attending

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Adjournment

Motion: Ric Cooper

Seconded: Jonathan Giggs

Moved and Carried

Meeting adjourned at 8:15 pm.

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