

Board of Directors Meeting
Wednesday, April 24, 2019
6:30pm
Clarke Hall

Minutes

Board Members	Brenda McGarrell, Jake Pedler, John Pappas, Lydia Ordoñez-Niles, Marcelo Pazan, Elsinore Blas, Scott Higginson, Ric Cooper, Ann Ivy Male, Nina Tsougios, Claudette Hope-Edwards		
Regrets	Councillor Stephen Dasko		
Staff	Anita Kovacevic, Beatrice Moreira-Laidlow	Minutes by:	AK
Item #	Item Description		
1.	Call to Order – 6:34 pm		
2.	Welcome		
3.	Declaration of Pecuniary Interest		
4.	Approval of Agenda – Ric Cooper, Brenda McGarrell		
5.	Approval of March 2019 Meeting Minutes -- Lydia Ordoñez-Niles, John Pappas		
6.	<p>6:36 pm- Presentation Recap of last summer’s statistics and overview of Paid Duty Officers engagement this season. Sgt. Jason Watson #1898, Peel Regional Police</p> <p>Police presence is essential to maintaining a pre-emptive approach to potential situations Many complaints were based on noise, traffic complaints, some after-hours complaints West corridor, entertainment zone is entire focus of the police presence—no need in the east corridor to have police presence Police notice developing trends and act accordingly—good connection with the events and are called to provide security Port Credit is a low crime area—41 calls in total over the entire season, 18 related to entertainment area, 8 noise complaints (5 from same individual), 5 assault calls after the fact, and only 1 actual situation along with lesser calls Nina Tsougios notes that staff is thrilled to see police come in and ensure the restaurants are taken care of; police note positive reception of their presence among business owners and managers Bicycle patrols are also present but to a lesser degree July 1st to long weekend is the extent of the patrol Next meeting is with restaurants on May 23rd, at the Crooked Cue</p>		
7.	<p>7:07 pm- Social Media Introduction Andrea Vacl comes from Ryerson background and having worked extensively with social media Her strategy is to work with a carte blanche approach and figure out our social media business plan She will work in conjunction with our enhanced website and work in conjunction with Ann Ivy Male who can help her coordinate a cohesive branding presence She will work a flexible schedule of 8 hours weekly</p>		
8.	<p>7:15 pm- Overview of BIA Committee Meetings Beautification has met and the focus is on cleaner streets Job post up for 2 ambassadors to assist with cleanliness and ensure good presence and communications with members—idea came from Ottawa BIA—works well in the ByWard district</p>		

	<p>Goal is to have 3 murals this year—CIBC wall, Coffee Bean, and one more- perhaps 268 Lakeshore Councillor Dasko indicated he would like to coordinate with this plan</p> <p>Electrical wiring map is being completed</p> <p>Wraps for utilities and poles are being sourced</p> <p>Sure Green will be installing new red planters and new PC banners are being installed</p> <p>Sponsorship Committee will meet this coming Friday; event committees can have funds 2 months before event</p> <p>Easter Fair was rained out but still well attended</p> <p>Open to both sides of the town</p> <p>ROI Committee</p> <p>Discussed radio options and decided not necessary</p> <p>Bus wraps at the back of bus are still possible</p> <p>Promoting new art show may be the ideal focus</p> <p>Digital Mainstreet update—City is helping the project</p>
9.	<p>7:45 pm- Chair's Report- Jake Pedler</p> <p>Update on beautification and email will be implemented to focus any concerns from our membership cleanit@portcredit.com</p> <p>Areas of trouble spots will have ambassadors present</p> <p>Bar owners will meet May 23rd at 10 am to meet committee volunteer leads and the police to talk about security for the upcoming season</p> <p>Realty Services were asked about the lighthouse relocation and mentioned the Councillor put in a request</p>
10.	<p>— Councillor's Report- Stephen Dasko</p> <p>Regrets</p>
11.	<p>8 pm-- Staff Report- Anita Kovacevic</p> <p>Slideshow from OBIAA and Monthly Board Meeting Report</p>
12.	<p>8 pm—OBIAA Conference—Overview and Slideshow</p>

Board of Directors Meeting
Wednesday, April 24, 2019
6:30pm
Clarke Hall

Minutes

<p>13.</p>	<p>8:20 pm <i>New Business</i> –</p> <p>Update on upcoming events- Beatrice Moreira- Laidlow VEGFEST May 11th Upcoming Policy Items – new Social Media hire Final website overview—website will be continuously updated with membership info—this will be coordinated at the same time as the walk around with our Digital Mainstreet squad</p> <p>Extra item: Anita Kovacevic is formally off probationary status</p> <p>Lydia Ordoñez-Niles asked about any ongoing issues with bookkeeper after asked to leave; none to date</p>
<p>14.</p>	<p>Adjournment – Ric Cooper, Jake Pedler</p>