

Port Credit BIA

Board of Directors Meeting for February

Wednesday, March 6, 2019

6:30pm

Clarke Hall

MINUTES

Board Members	Brenda McGarrell, Jake Pedler, John Pappas, Councillor Stephen Dasko, Lydia Ordoñez-Niles, Marcelo Pazan, Elsinore Blas, Ric Cooper, Ann Ivy Male, Nina Tsougios, Claudette Hope-Edwards, Scott Higginson		
Regrets			
Guests	Shawn Slack MBA Director Information Technology and Chief Information Officer Seskast Inc. Website Designer		
Staff	Anita Kovacevic, Beatrice Moreira,	Minutes by:	Anita Kovacevic
Item #	Item Description		
1.	Call to Order – 6:41 pm		
2.	Welcome and Introductions		
3.	Declaration of Pecuniary Interest –		
4.	Approval of Agenda – Claudette Hope-Edwards, Ric Cooper		
5.	Approval of January 2018 Minutes – Brenda McGarrell, Nina Tsougios		
6.	<ul style="list-style-type: none"> • 6:50 pm- Councillor Report: Councillor Stephen Dasko • YOGA SEVEN moved space on 281 Lakeshore—old campaign office • Last night’s Open House (March 5, 2019)—Mayor was happy with evening, and winter months are tough for attendance • Connected Cities Master Plan is underway— • Pedestrian cycling bridge—train track bridge around legion parking area—ongoing map and outline • Proposed bike lanes through the village- taking the parking out without replacing parking • No patios would be part of the bike proposal • Small business needs to be protected and Councillor refrained from giving approval to a plan where patios would be affected—this would be in the situation of a dedicated bike lane both west and east bound • Waterfront trail should be used for cycling and retail should not be affected • Patios are a draw, increases foot traffic and people stay outside • Pedestrian cycling bridge as an option • Councillor will also ask for relaxing on Parking controls—relaxing enforcement first thing in the morning with the 10 am switch from free morning to enforced parking • Parking plan will be coming up with deputation to council • Brenda McGarrell asks about the status of the LCBO parking lot and the disagreement with City about the space—this year the parking lot usage has been cleared but Councilor will ask for an update • Ann Ivy Male asks about the foam hats handed out at RibFest—Councilor responds there are going to be foam hats also this year as the sponsor, Amicon is going to provide them, and Ann asks if these hats are recyclable. 		

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7.	<ul style="list-style-type: none"> • 7:10 pm- Shawn Slack MBA, Director Information Technology and Chief Information Officer, and Anthea Foyer, Project Lead Smart Cities • Digital corridor for BIA – open source WIFI is being unveiled by end of 2019 • District wide Wifi—endorsement to council in early May • Smart City masterplan—public engagement in Spring which will provide free wifi through key locations in the City • Largest optical fibre layout in North America, over 800 miles of cable • Digital signage and Different technologies including a partnership with Sheridan, virtual campus EduRoam • Smart City masterplan includes: <ul style="list-style-type: none"> • --digital service or process that would connect to the City • --digital tools—public internet—beacons, wifi • --Digital ecosystem—buses, fleet, led streetlights— • -The Smart City plan is Future ready— • Living Lab concept—put tech in one neighborhood- Port Credit tourism and foot traffic integration • Innovation Challenges—model from Dublin—pitch prototypes to problems—procurement and public call to the community— • Challenges—Wayfinding, clean water—digital solutions • Centre for Civic Curiosity—topics include smart cities, solar power, future mobility, workshop options • Principals and policy re Privacy and Data—Europe, Brazil—citizen co-creation and work with public on data principals and take them to the companies • GDPR principles—policy that holds accountable and smart city is new way of looking at city planning • The City is undertaking test models and address data privacy and engaging in ethical hacks on own service • Data residency guidelines on policy/ encrypted • Tech companies will want to locate here • SMART CITY online is located at www.yoursay.mississauga.ca
8.	<ul style="list-style-type: none"> • 7:40 pm- Ivan Sestak Digital Lead and Slawko, Creative Designer of Sekast • Domain has been transferred—documentation and details on addresses and properties • Website focusing on traffic patterns—making the focus on the promo aspect • Modernize website- moving away from blue colours- shops, services, events • Owners can update photos, twitter feeds, coupons • Homepage can have additional photos and items featuring events, dates • Mobile update of the website- make it very compliant

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	<ul style="list-style-type: none"> • Accessible for screen readers with impairments • Colour elements for the website will be pulled out of the logo • Condensed font—Imagery will have to be current • Social media interaction- John Pappas brought up concept of a network of social media web and the idea of a united hashtag • Website will interact with the hashtag and pull tweets in automatically and the landing page backdrop will be changing gallery • Elsinore Blas mentions a need for a web lightbox with gallery and Marcelo Pazan indicates his work with the Digital Mainstreet Grant • There is also a potential to build an site for online commerce and allow for ticket sales—items can include Port Credit branded items • Text feature would allow notifications on a member’s cell phone in the case of emergency • The website has SEO optimization, search crawlers such as Google, BING, links to Yelp, Tripadvisor, Adwords, Keywords • It also provides google analytics, visitors, geographic locations
9.	<p>8:00 pm—Logo survey results</p> <ul style="list-style-type: none"> • 4 different designers • Open forum discussion around various concepts • John Pappas likes the logo with the wave and no smaller case • Lydia Ordonez-Niles didn’t like any of the survey option logos • Marcelo Pazan indicated the tagline should have succinct wording • Claudette Hope Edwards stated the tagline should have an invitation element • Brenda McGarrell mentions that she saw the tagline “Explore the Port” on the mock website presentation • Logo is evolving and the designer is now offering revisions
10.	<p>8:20 pm- Chair Report</p> <ul style="list-style-type: none"> • Jake Pedler indicates he is looked into the extent of the spring and summer patrols with local police—community presence will heighten security and he indicates there is a need for extra funding for extra security • Thurs, Fri, Sat- 10pm- 3am are the key hours to be covered
11.	<p>8: 30 pm - Staff Report</p> <ul style="list-style-type: none"> • See Report attached
12.	<p>8:40 pm New Business –</p> <ul style="list-style-type: none"> • Board stands behind original plan to move Comedy Fest outside of BIA office • Events will benefit from enhanced website and cross marketing opportunities

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	<ul style="list-style-type: none">• Indication there is some complaints from members who are asked to pay for an invoice related to Southside Shuffle bands when no agreement was made to have a musician outside the door. Membership does not want a bill without agreement
13.	8:55 pm Adjournment – Claudette Hope-Edwards, Ric Cooper