

Port Credit BIA

MINUTES

Board Meeting

Wednesday November 27, 2019

Pixie Blue Studio – 299 Lakeshore Rd. E. - 6:30pm

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| Board Members | Jake Pedler, Brenda McGarrell, Councillor Stephen Dasko, Ric Cooper, John Pappas, Lydia Ordoñez-Niles, Ann Ivy Male, Scott Higginson | | |
| Regrets | Claudette Hope-Edwards | | |
| Absent | Nina Tsougios | | |
| Staff | Beatrice Moreira, | Minutes by: | BML |
| Item # | Item Description | | |
| 1. | Call to Order – 6:34pm Jake called meeting to order | | |
| 2. | Declaration of Pecuniary Interest None declared | | |
| 3. | Approval of Agenda Motion: Brenda McGarrell moved that the Agenda be approved as read Seconded by Scott Higginson Carried | | |
| 4. | Approval of October 2019 Board Minutes Lydia asked to amend Minutes of October Meeting to add to monthly Board Meeting Agenda Financial Report Ann Male ask to have the Minutes of October Meeting to be corrected from ROI report to Marketing Motion: John Pappas Moved that the Minutes of the October Board Meeting be approved as per amendment and correction. Seconded by Scott Higginson Carried | | |
| 5. | Councillor's Report - Stephen Dasko <ul style="list-style-type: none">• Replacement for City Manager Janice Baker and importance of her role• Free Parking extension request had nay Sayers at Council• Marina Lands –proposal approved for ICIP funding application City will receive .27 cents on the dollar project includes 3 ½ acres of parkland and keeping a working marina• Marina proposal will require letter of support from BIA in the future• Transit infrastructure submission – BRT eastern part of Lakeshore/Lakeview as well as Dundas BRT• Brightwater has also submitted for funding from ICIP to build the YMCA | | |

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| | <ul style="list-style-type: none"> • Marina is more significant • Proposed more activity to the East – Classic Car Show/ Art installations should plan for asap • Progress on projection at Stavebank – Presentation in January • Thumbs up WinterIN the Port keep promoting • Discussion Ric is open to sponsor a parking spot to place a classic car <p><u>Actions: Beatrice</u></p> <ul style="list-style-type: none"> • Send Councillor issues regarding free parking |
| 6. | <p>Chair's Report – Jake Pedler</p> <ul style="list-style-type: none"> • Elsinore Blas resignation from PCBIA Board received November 26, 2019 via email • Board will explore options on weather bringing someone else in or not in January • Members feedback regarding the AGM job well done • Members requested Minutes/Budget to be loaded up on the website • Committee meetings instead of a December Board meeting all committees will report and present at January's Strat Planning Meeting. • New form of communication – Suggested Colour Coding emails to identify importance • All agreed to terminate Basecamp <p><u>Actions: Beatrice</u></p> <ul style="list-style-type: none"> • Staff to set up Board Minutes and Budget on website • investigate cancelling Basecamp possible refund • Create an efficient plan for Board and staff communication <p><u>Action: Chair</u></p> <ul style="list-style-type: none"> • Jake to meet with Beatrice regarding Acting GM Letter |
| 7. | <p>Committee Reports</p> <p>Financial: Brenda Mcgarrell</p> <ul style="list-style-type: none"> • Provided Balance sheet as of October 31 • P&L Budget vs Actuals October • P&L Budget vs Actuals January – October • Accountant has submitted report to City Finance Barbara Campbell Graves • Still working on reconciliations • Accountant will complete financials once office is set up • Challenges accessing files currently • Goal to complete all financial updates and reconciliations by December 14th • Accountant and Beatrice will work together on final clean-up of budget <p>Beautification: Jake Peddler</p> |

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- Committee has not met
- Winter décor not yet completed by Sure Green
- Alectra has completed all power updates
- Met with Ted Morgan, Speed Pro, supplier for City Utility Box wraps to get a quote on remainder boxes for 2020
- Lighthouse Décor in progress

Marketing: Ann Ivy Male

- Meeting with publications to obtain rates and plan for 2020 Marketing strategy
- Lamar – Bus wraps Joel Cruz provided a package for a full bus wrap and other opportunities within package
- Snapd’ – Robert provided rate sheet and would like to partner up with BIA
- RJ Publishing – Directory, Toby Gardiner provided a quote of \$15,000 to do the Directory
- Look – Provided rate sheet
- Modern Mississauga -provided rate sheet
- Welcome swag bags
- Update member stickers

Discussion:

The Marketing committee is exploring all types of marketing opportunities as well as working with staff on creating hashtags, BlogIT portcredit video, social media etc.

Continue to come up with ways to make our brand more consistent, changing our BIA event names to fit with our brand such as: ComedyIN the Port, ArtsIN the Port, EasterIN the Port.

Action: Ann Male

- Will provide full report via email to the Board

Parking: John Pappas

- Formed parking committee consisting of Jake Peddler, Don Marland, Jonathan Giggs, Tommy Donnelly, John Pappas and Beatrice
- PIL is killing business and job opportunities in Port Credit
- First meeting held November 22 at the Crooked Cue
- Committee will focus on PIL to try to get the fee reduced
- Jonathan Giggs did extensive research and provided lots of great information – City Policy on PIL is outdated
- Consulted with Kay Matthews ED OBIAA, Kay provided some great info from other BIA
- Suggested Port Credit contact other BIA’s
- Committee has requested meeting with City Parking Manager Jamie Brown to get better understanding of PIL from City’s perspective
- PIL is turning away businesses from Port Credit

8. **Staff Report – Beatrice – Provided written report**

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| | <ul style="list-style-type: none"> • Recommended the Board think about putting some funds aside yearly to re-do new decorative lamp poles • Exploring budgeting for winter snow plowing • Recommended Budget 2020 at Strat meeting • ComedyIN the Port proposal – will review at Strat Mtg. • Provided written staff job descriptions for 2020 • Andrea Vacl, Communications – 20 hrs./week in office \$20/hr. under Contract with review in 6 months • Natasha MacKinnon, Marketing/Events – 30 hrs./week in office \$22/hr. on payroll permanent staff • Doug Miller, Streetscape Maintenance – 30 hrs./week Seasonal Contract May 1 – October 31 \$22/hr. recommended to the Board that he be added to our insurance as well as to WSIB <p>Discussion and concerns regarding driving the golf car on the sidewalks liability risk as he drives too fast, this issue was reported to Chair over the summer, some damage to golf car after backing up into a post. Past street maintenance staff used their own vehicle and provided BIA with COI, WSIB certificate.</p> <p>Action: Beatrice</p> <ul style="list-style-type: none"> • Will investigate adding Doug to BIA insurance and WSIB if possible • Let Doug know that there is only about 2 more weeks of work tasks left |
| 9. | <p>Other Business</p> <ul style="list-style-type: none"> • Boundary Expansion – Discussion • Committee meetings will replace December Board meeting • Strategic Planning meeting Date January 12, 2020 from 11am – 4pm Location BIA new office the Lighthouse <p>Motion: Brenda McGarrell moved that the Board requests to City that the PCBIA boundary be expanded to the following 354, 356, 360,362, 364, 366 and 368 Lakeshore Rd. W. also to include 70 Mississauga Rd. S. (Brightwater Development) and to delete from its current boundary 72 Wesley Ave. Seconded by John Pappas Carried.</p> |
| 10. | <p>Adjournment</p> <p>Motion: Ric Cooper Moved that the meeting be adjourned at 8:35pm Seconded by Scott Higginson Carried</p> |