

Port Credit BIA		MINUTES
	<b>Board Meeting</b> Wednesday March 31, 2021 6:30pm Virtual Meeting	
<b>Board Members</b>	Jake Pedler, Nina Tsougios, Brenda McGarrell, Ric Cooper, Councillor Stephen Dasko, John Pappas, Ann Ivy Male, Lucie Zima, Julia Chatterji, Wassim Alroz	
<b>Staff</b>	Natasha Mackinnon, Dianne Dela Cruz	
<b>Minutes by</b>	Natasha Mackinnon	
Item #	Item Description	
1	Call to Order - 6:30pm	
2	Declaration of any Conflict of Interest	
3	Additions to and approval of Agenda Moved by Nina Tsougios; Second by Ric Cooper	
4	Discussion and/or acceptance of Minutes from the Board Meeting held on Wed, Feb 24 2021 Moved by Brenda McGarrell; Second by John Pappas	
5	<p><b>Councillor's Report</b> – Stephen Dasko</p> <ul style="list-style-type: none"> <li>• Save The Port Campaign drone footage obtained</li> <li>• Bronze concrete plaque placed on Queen Bea's Landing, positioned overlooking the water in memory of Beatrice Moreira-Laidlow</li> <li>• Two additional garbage bags can be placed outside on May &amp; June on garbage day</li> <li>• Stephen requested staff + Board to keep him in loop about Committee Meetings</li> </ul> <p>Action: Stephen and Natasha chat offline re: You Made It Peel project and Queen Bea's plaque. Natasha and Dianne to update Stephen if they get any new information pertaining towards Queen Bea's Landing flooring. Stephen to invite Matthew Sweet April's Board Meeting re: Expansion of Toronto Bike Share into the GTA. Stephen to talk to Jake, Natasha, and Dianne offline about Restaurant campaign idea(s).</p>	
6	<p><b>Chair's Report</b> – Jake Pedler</p> <p>No report</p>	
7	<p><b>Committee Reports</b></p> <p>Financials - Brenda McGarrell</p> <ul style="list-style-type: none"> <li>• Final audit report from KPMG signed off March 29<sup>th</sup>, 2021 and submitted to the City.</li> <li>• Request City for PCBIA's 1<sup>st</sup> installment of 2021 Levy in April 2021</li> <li>• Report provided.</li> </ul> <p>Sponsorship – Natasha Mackinnon</p> <ul style="list-style-type: none"> <li>• Mississauga Marathon received \$2,000 for Virtual Event on conditions: <ul style="list-style-type: none"> <li>- A map of route suggestions for their virtual event that will run through Port Credit's Main Street.</li> </ul> </li> </ul>	

- A list of Port Credit BIA restaurants that are taking part in their Port Credit restaurant program where they offer all Mississauga Marathon runners a discount to dine at their establishment.
- Mississauga Music Walk of Fame will receive full requested amount of \$3,000 for their hybrid, pre-recorded + virtual event.
- The Sponsorship Committee made a unanimous decision to allocate \$10,000 towards all major festivals in Port Credit: Mississauga Waterfront Festival, Paint The Town Red & A Thanksgiving to Remember, and Southside Shuffle, Blues & Jazz Festival.
- Ryan Brown Illusions will not receive funding from PCBIA.
  - Ryan is an individual and if we start signalling out funding opportunities to individual performers, we will begin to get applications from more.
- Report provided.

Action:

The committee will be holding a 15-minute meeting with each event + festival to hear their goals and updates for 2021.

Beautification – Natasha Mackinnon

- Updates on the Public Art Mural project and partnership with MAC.

Motion

Ric Cooper made a motion to go over budget to accommodate Public Art Mural Project and go over budget by \$25k on line item #45001 – Streetscape Maintenance & Decor and confirm that the Public Art Mural will be installed in 2021 and Indwell Mural will be postponed until 2022.

Discussions

Jake presented arguments that other BIA's have Murals and are more advanced than ours.

Further discussions were made by the Board.

Moved by John Pappas; Second by Nina Tsougios

Carried.

- Call for Artists will be released April 8, 2021
- Jury will be selected for Public Art Mural project to judge artwork
- Report provided.

Marketing – Ann Ivy Male

- SpringIN the Port – new marketing campaign set to launch in April 2021
- Lamar Advertising provided a proposal for half bus wrap + king ads.
- Marketing Committee to meet and discuss other opportunities with advertising + Lamar's proposal.
- Report provided.

Advocacy – John Pappas

- Meeting with Dr. Loh held March 30, 2021
- Highlights presented during meeting include:
  - Adopt a harm reduction model to keep the public safe
  - Stop segmenting businesses for closure during partial lockdowns
  - Hold all GTA in the same zone colour
  - Change last call from 9 pm back to 11 pm
  - Discussions that Dr. Loh does hold power to what zone Peel Region stands

Minister Ng. meeting April 1

	<ul style="list-style-type: none"> <li>John mentioned rent subsidy and how it does not apply to all Canadians. Foreign investors are receiving funding and Canadian's are not eligible. <ul style="list-style-type: none"> <li>Concerns that there is no fairness.</li> </ul> </li> </ul>
	<p>Safety &amp; Security</p> <ul style="list-style-type: none"> <li>No Report.</li> </ul>
	<p>Policies</p> <p>Action:</p> <p>Brenda McGarrell, Claudette Edwards, and Dianne Dela Cruz to meet in April 2021 to discuss updating policies</p>
	<p>Business Recruitment <b>*new</b> – Dianne Dela Cruz</p> <ul style="list-style-type: none"> <li>Goals to attract new business to Port Credit and promote Port Credit as a desirable business community</li> <li>2021 priorities: <ul style="list-style-type: none"> <li>1) Create open communication/ working partnership with landlords to support the onboarding of new businesses into Port Credit and build working relationships.</li> <li>2) Design an attractive PCBIA Membership Program with unique benefits to members.</li> </ul> </li> <li>Ric suggested bringing back Welcome Wagon</li> <li>Report provided.</li> </ul>
8	<p><b>Staff Report</b></p> <ul style="list-style-type: none"> <li>Natasha and Dianne provided a written staff report.</li> <li>Grants: <ul style="list-style-type: none"> <li>Healthy Community Grant application directed towards Main Street Decorative Poles.</li> <li>Reconnect Festival and Events Festival Grant application directed towards WinterIN The Port.</li> </ul> </li> <li>PCBIA to submit the Support The Port initiative for the 2021 OBIAA Awards</li> <li>OTF grant update next Board Meeting to discuss where we can allocate funding requests</li> <li>Natasha and Dianne requested to receiving ideas about a more efficient method for staff reports</li> </ul> <p>Action:</p> <p>Dianne to email Councillor Dasko and reach out to Transportation and Works Department.</p> <p>Dianne to reach out to Johnny at La Villa Bakery.</p> <p>Julia, Jake, Dianne, and Natasha to meet in April 2021 and discuss a Red Tape Reduction plan to Efficient Reporting.</p>
9	<p><b>Other Business</b></p> <p>Port Credit Noise By-Law - Maureen, Shore Grill and Grotto *Postponed</p> <p>East Village Think Tank</p> <ul style="list-style-type: none"> <li>Report provided.</li> </ul> <p>Business + Community Friendly: Repaint lines on Lakeshore</p> <ul style="list-style-type: none"> <li>Report provided by John Pappas</li> <li>John and Stephen to meet offline and discuss</li> </ul> <p>Farmers Market</p>

	<ul style="list-style-type: none"> <li>• New branding shared with Board.</li> <li>• Go ahead confirmed by Peel Public Health</li> <li>• Everything on track</li> </ul> <p>Virtual Networking Events</p> <ul style="list-style-type: none"> <li>• Launch of Virtual Networking Event was a success. Guest speakers reaching out to Dianne to pitch ideas to present to our members.</li> </ul> <p>CRM update</p> <ul style="list-style-type: none"> <li>• Proposal received by Passionfruit was too expensive.</li> <li>• Revisit plan in future.</li> </ul> <p>OBIAA Conference + Awards in Hamilton: Sept 26-29 Confirmations</p> <ul style="list-style-type: none"> <li>• Reminder to board members to sign up before deadline in August, 2021.</li> </ul>
10	<p>Adjournment</p> <p style="text-align: right;">Moved by Ric Cooper; Second by: Julia Chatterji</p>
Dates	<p>Easter Long weekend - Office closed Good Friday, April 2, 2021</p> <p>Next Virtual Networking Event Launch date: April 22, 2021</p> <p>Virtual OBIAA Professional Development: April 21, April 28, May 5, May 12</p> <p>Farmers Market June 5 to October 2</p> <p>2021 AGM date and location</p> <div style="text-align: center;">  </div>