

<h1 style="margin: 0;">Port Credit</h1> <h2 style="margin: 0;">BIA</h2>		<h2 style="margin: 0;">AGENDA</h2>
<b>Board Meeting</b>		<b>Wednesday, Jan 27, 2021</b> <b>6:30pm</b>
		<b>Virtual Meeting</b>
<b>Board Members</b>	Jake Pedler, Nina Tsougiros, Brenda McGarrell, Ric Cooper, Councillor Stephen Dasko, John Pappas, Ann Ivy Male, Scott Higginson	
<b>Staff</b>	Natasha Mackinnon, Dianne Dela Cruz	
<b>Minutes by</b>	Natasha Mackinnon	
<b>Item #</b>	<b>Item Description</b>	
1	Call to Order - 6:45pm	
2	Declaration of Pecuniary Interest	
3	Additions to and approval of Agenda <div style="text-align: right;">             Moved by Ann Ivy Male; Second by: Nina Tsougiros           </div>	
4	Discussion and/or acceptance of Minutes from the Board Meeting held on Wed, Oct, 2020 <div style="text-align: right;">             Moved by Nina Tsougiros; Second by: Ann Ivy Male           </div> Discussion and/or acceptance of Minutes from the Board Meeting held on Wed, Nov 25, 2020 <div style="text-align: right;">             Moved by Nina Tsougiros; Second by: Ann Ivy Male           </div>	
5	<b>Councillor's Report</b> <ul style="list-style-type: none"> <li>• Pick up and drop off Pet Grooming service in Mississauga moved by Council, Wednesday, Jan 27, 2021</li> <li>• Continuous Small Business advocacy from Stephen and Mayor Crombie set to escalate to Premier Doug Ford and Dr. Loh</li> <li>• Covid cases decline and Mississauga is moving in the right direction. No news of reopening businesses in February</li> <li>• Animate the wall at Stavebank Rd. and Lakeshore Rd. is set to launch Spring, 2021. concept to add a new vibrant atmosphere to PCBIA. Jake attended last meeting with Stephen and Isabelle</li> <li>• Discussions around John Tory's statement earlier today to opening businesses. Stephen agrees and addressed that the more people that voice this pushes political parties to be in favor</li> <li>• 'What's happening in the Port' project has been brought up for the past 10 years and has not succeeded in launching as per Ric</li> </ul> <b>Action:</b> <ul style="list-style-type: none"> <li>• Conversation between Stephen, Jake, Natasha + Dianne to place a fixture by Cooksville Creek that reads 'What's happening in the Port' to assist with helping Port Credit Small Businesses. Discussions to obtain funding from City in future</li> </ul>	
6	<b>Chair's Report</b> <ul style="list-style-type: none"> <li>• Executive Director of Brampton BIA, Suzy Godefroy orchestrated a letter to go to Councillor to stop the 1.3% increase of property tax (amounting to \$116.00). All BIA Chairs in Mississauga + Brampton signed</li> </ul>	

	<ul style="list-style-type: none"> <li>Virtual Town Hall featuring Associate Minister of Small Business &amp; Red Tape Reduction, MPP Prabmeet Sarkaria and MPP Rudy Cuzzetto was a huge success; great feedback from attendees</li> </ul> <p><b>Action:</b></p> <ul style="list-style-type: none"> <li>Stephen Dasko to follow up with Mayor Crombie re: the Business Licenses renewal request for payment that were sent out to small business owners while they still remain closed</li> </ul>
7	<p><b>Committee Reports</b></p> <p>Financials</p> <ul style="list-style-type: none"> <li>Brenda McGarrell provided a written report showing January vs. December's Budget</li> <li>Addressed the \$36,045 uncollected/written off taxes from businesses sent from the City. The City will allocate the BIA's ask for \$901,00 less \$36,045</li> <li>Discussions around Sure Green Landscaping overall budget which is sitting at \$210,000. Our contract states \$189,440 which leaves \$20,560 for additional charges, i.e. extra clean-up, planters, décor. Remarks that it balances off with \$19,700 not spent</li> </ul> <p>Aging Summary</p> <ul style="list-style-type: none"> <li>Safety and Peel Police payment not paid by bars and restaurant owners. The decision was made in 2020 that the BIA will cover the expense. Raised awareness that 3 owners did not contribute.</li> </ul> <p><b>Motion:</b> Brenda McGarrell requested that 3-line items to remain non-collectable due to economic climate change and the PCBIA will not collect from the business owners. PCBIA to write off the expense. Seconded by John Pappas Carried.</p> <p><b>Action:</b></p> <ul style="list-style-type: none"> <li>Board Members and Staff to review the 2021 Budget by early next week, send revisions to Brenda + Melanie following a final copy sent to City for approval</li> </ul> <p>Beautification</p> <ul style="list-style-type: none"> <li>Presented line items from Natasha's staff report</li> <li>First phase of illuminate the Port with tree lighting on the Main Street completed in December 2020 moving into the second phase with custom Lighthouse lighting to begin first week of February 2021</li> <li>Mural on LCBO &amp; Lake Lofts approved by property owners &amp; developers</li> <li>Jake and Natasha discuss offline schedule for keepPCclean garbage pick up</li> </ul> <p><b>Action:</b></p> <ul style="list-style-type: none"> <li>Beautification Committee including Jake, Ric and Natasha to meet in February</li> </ul> <p>Marketing</p> <ul style="list-style-type: none"> <li>Marketing report provided by Ann</li> <li>Launched TikTok</li> <li>Family Day Contest</li> </ul>

	<ul style="list-style-type: none"> <li>Ann Ivy Male moved that the Marketing Committee agreed to not publish printed directories in 2021. Conflict of Interest Declared by Ric. Rest of Board agreed to not publish printed directories.</li> <li>Lamar Bus Wrap offering a 2 for 1 deal stating that if the BIA is to renew the partnership, the existing Businesses Are People bus will remain on the road until the end of 2021. Ric suggestion to ask Lamar to include 2 for 1 deal + 10 panels on other businesses.</li> </ul> <p><b>Action:</b></p> <ul style="list-style-type: none"> <li>Natasha to inquire about Lamar and report during next meeting</li> <li>Natasha to present unspent Support The Port money at next meeting</li> </ul> <p>Advocacy</p> <ul style="list-style-type: none"> <li>Virtual Town Halls held every quarter featuring a keynote guest speaker</li> <li>Discussions around featuring Minister Ing</li> </ul> <p><b>Action:</b></p> <ul style="list-style-type: none"> <li>John to write a letter on behalf of all BIA and have all the BIA's to sign</li> </ul> <p>Safety &amp; Security</p> <ul style="list-style-type: none"> <li>No report</li> </ul> <p>Sponsorship</p> <ul style="list-style-type: none"> <li>Sponsorship application sent out to Events &amp; Festivals</li> </ul> <p>Policies</p> <ul style="list-style-type: none"> <li>No Report</li> </ul>
8	<p><b>Staff Report</b></p> <ul style="list-style-type: none"> <li>Natasha and Dianne provided written report</li> </ul>
9	<p><b>Other Business</b></p> <ul style="list-style-type: none"> <li>Strategic Plan to remain as is</li> <li>Introduce CRM software</li> <li>Dianne working on grant applications for Summer Student and Arts + Celebration</li> <li>Office Management update by Natasha</li> <li>List of all board member dates for 2021 provided by Natasha</li> <li>Farmers Market returns Spring 2021</li> <li>Natasha outlined committee members</li> <li>New board members to join</li> <li>Networking Events return virtually</li> <li>Port Credit Community Member Michael Perrault who launched UNITY in the Community presented merch ideas to board members</li> </ul>
10	<p>Adjournment</p> <p style="text-align: right;">Moved by Ric Cooper; Second by: John Pappas</p>
<b>Dates</b>	MBOT and Mississauga BIA's meeting, Thursday Feb 4, 11-12pm