

Port Credit BIA		AGENDA
	Board Meeting Wednesday July 28, 2021 6:30pm Virtual Meeting	
Board Members	Jake Pedler, Brenda McGarrell, Ric Cooper, Councillor Stephen Dasko, Ann Ivy Male, Lucie Zima, Julia Chatterji, Wassim Alroz	
Regrets	John Pappas, Nina Tsougious	
Staff	Natasha Mackinnon, Dianne Dela Cruz	
Guests	6:30pm: Victoria Clarke, Director & CEO Tourism Mississauga Topic of Discussion: Introduction to the PCBIA Board	
Minutes by	Natasha Mackinnon	
Item #	Item Description	
1	Guests: Victoria Clarke, Chief Executive Officer of Tourism Mississauga Victoria introduced herself to the Board and staff and discussed topics such as expanding Mississauga Tourism's team, building relationships with Destination Mississauga, promoting Mississauga as a destination for event organizations to host events, and promote Mississauga for tourists to visit Mississauga. Victoria made mention of Port Credit's Silver Salmon Challenge Finish Charts and discussed the initiatives about the event on a Tourism Mississauga angle.	
2	Call to Order at 6:47pm	
3	Declaration of any Conflict of Interest None Declared	
4	Additions to and approval of Agenda <p style="text-align: right;">Moved by Ric Cooper; Second by Wassim Alroz</p>	
5	Discussion and/or acceptance of Minutes from the Board Meeting held on Wed, June 23, 2021 <p style="text-align: right;">Moved by Wassim Alroz; Second by Brenda McGarrell</p>	
6	<p>Councillor's Report – Stephen Dasko</p> <p>Councillor discussed the on-going Starbucks garbage issue and lack of garbage cans outside the location.</p> <p>Councillor Dasko was able to cover cost for laneway parking on South & North side for Classic Cards Thursdays in 2020 and 2021. In 2022, the City will be collecting a percentage to cover some of the cost from the PCBIA.</p> <p>Councillor Dasko attended Caption Nick's Silver Salmon Challenge and found the event ran very professionally. The team showed interested to be more involved in the community and the Councillor will work with them to set that up.</p> <p>Action Natasha to send Councillor Starbucks head office phone number and keep him in the loop about the garage issue.</p>	
7	<p>Chair's Report – Jake Pedler</p> <p>Mentions of the on-going Starbucks garbage issue.</p> <p>More information presented below on committee reports.</p> <p>Action Natasha to recontact with Starbucks District Manager on Wednesday, July 29th to follow up on placing garbage bins outside the location.</p>	

8

Committee Reports

Financials – Brenda McGarrell

Reports provided for May and June 2021. Cheque was reduced on total levy payment received. 2021 Final Budget: \$36,044.66.

Cheque was reduced by total under levy repayment. This results in a reversal shown on the report #30010 but is how City wants this reflected. It will balance by end of year.

In good Financial standing.

Beautification

Committee meeting summary provided (refer to the report)

Marketing

Committee meeting summary provided (refer to the report)

Action

Dianne to reach out to retailers in PCBIA to gain their suppliers.

Lucie to connect with Dianne regarding retail suppliers.

Advocacy

No Report

Sponsorship

Edenshaw to sponsor an event or art installation for PCBIA up to \$5k.

Safety & Security - Jake Pedler

Jake reviewed paid duty program with Sergeant Jason Watson. Also, in attendance: Councillor Dasko, John Pappas & Dianne Dela Cruz. In the past Serg. Watson hand selected police officers to be on-site during the program however there were a couple of weeks where that was not the case, where the police officers on duty were not engaging with the community and aware of the rules of program. Jake penned an email that escalated to Serg. Watson to assigned officers that have a background with the program.

Break in at El Jefe and Convenience store on Tuesday, July 27

All reports are filed in the office for review

Action

Nina to send video of break in at El Jefe to Sergeant Watson to share with Peel Police.

Policies – Brenda McGarrell and Dianne Dela Cruz

Brenda mentioned as a Board of the City of Mississauga, the BIA should seek assistance from the City's liaisons to reflect on adopting their policies to the BIA.

Port Credit BIA to follow the City of Mississauga's Flagpole policy.

No DocuSign policy listed to date in the constitution.

Dianne outlined baseline organizational policies that are missing from the Port Credit BIA office that need to be included: Diversity, Maternity, and paternity, Accessibility, Drugs, and alcohol policy.

Action

Brenda advised that the DocuSign policy to be added to constitution.

	<p>Brenda and Dianne to make an amendment to the Personal policy regarding Bullying and Harassment.</p> <p>Brenda and Dianne to creative a waiver for contractors hired under the PCBIA to be covered and insurance before they begin their tasks with PCBIA.</p> <p>Business Recruitment *new - No Report</p>
<p>9</p>	<p>Staff Report</p> <p>Natasha Mackinnon</p> <p>Highlights listed regarding Mississauga Board of Trade’s Shop Local partnership with Mississauga BIA’s and Tourism Mississauga. MBOT to apply for a grant and divide it amongst all Mississauga BIAs for a Shop Local Mississauga campaign. This includes funding, signage and shop local branding kit.</p> <p>Natasha working in partnership with the City of Mississauga to secure Buskers to perform at the Farmers Market and Busker Family Day to help drive business to our members on the Main Street, assist our farmers and helps performers recovery from tight restrictions in previous months.</p> <p>Streetscape Ambassador home-base storage unit moved from Elmwood Lot to the Lighthouse. This storage facility is also used as a hub to hold paint and suppliers for artists working on Main Street. This is a convenient and safe location that is easily accessible if staff members are not on-site to assist.</p> <p>Natasha and Dianne held a check-in meeting with Gail (Streetscape Specialist) to discuss overall workload, streetscape maintenance and the streetscape ambassador program.</p> <p>Natasha, Dianne, and Quinton sat in on a meeting to discuss Window Art Wrapping to bring awareness on National day of Truth and Reconciliation.</p> <p>Natasha reached out to Mississauga Arts Council to retrieve Indigenous Artists contact information.</p> <p>Security staff secured for all four dates of Classic Cars Thursdays. The security company was present during 2020’s CCT and is aware of what procedures and protocols are needed during the event.</p> <p>Natasha and Karen Priest held a meeting with Symphony Interactive to install a program to change the light at the Lighthouse remotely.</p> <p>Dianne Dela Cruz</p> <p>Dianne discusses the Healthy Community grant application process and will submit a grant request of \$200K mid-September to replace our Decorative Main Street Lighting poles.</p> <p>Update on the Canada Summer Jobs program: the office did not receive many applicants however interviews were held and the job was offered to one candidate. She respectfully declined as she secured a position in another organization. Dianne to repost the job on Indeed, LinkedIn and other Social Media platforms. Dianne requested if the Board has any referrals to send their resumes along.</p> <p>Dianne is working on a Welcome package booklet with Quinton and Amanda (PCBIA’s contracted Graphic Designer).</p> <p>Updates on the Farmers Market: Capacity lifted to 190 people at once. Dianne staying on top of policies and restrictions daily as they keep changing. Able to add a coffee vendor to the Market - Dianne reached out to Social Coffee Bean in June to invite them to come back however they were not comfortable to be a vendor just yet.</p>

Dianne reached out to them again in July as they have first dibs however, they were still not comfortable. Dianne has reached out to Backroad's coffee. Dianne and Natasha working on logistics for the closing ceremony in October: to include balloon arch, kid friendly entertainment, hot chocolate, and live entertainment. Dianne mentioned that all Market vendors, staff, and volunteers must wear masks during the event however guests are not required.

Action

Jake advised to give our volunteers a thank you package for all their hard work: Dianne to take the lead on this.

10

Other Business

Staffing: Quinton Lindsay

Dianne and Natasha provided an update that Quinton was hired to work 30 hours a week but has been averaging 35 hours a week in the office and will continue to do so moving forward. Quinton has accelerated in his position, has taken on more responsibility with office support and is performing well across all Social Media platforms.

Discussion from the Board:

Jake advised that Quinton should join the team as Full-time staff sooner than later. Brenda advised that Quinton has come along way from the beginning enjoying his role and is commitment to the Port Credit BIA. His personality and positive attitude fits perfectly for our community and members. Jake informed the Board that most BIA's with a budget of \$500k+ have 3 fulltime staff. Brenda confirmed there is room in the budget to move Quinton from part-time to full-time. Ann supports the decision to bring Quinton full-time and asked Natasha and Dianne to elaborate on their vision for staffing so the Board of Directors can have an overall look at the entire team. Dianne and Natasha mentioned 3 full-time staff plus 1 part-time to keep momentum up in the office. Staff is focused on building a foundation to track everything in office from events to beautification and so on. Lucie asked for Quinton's job description at point of hire to what it has led to and if Quinton is on contract. The Board confirmed that Quinton is not on contract and is a part-time staff member on payroll until changes are made.


Action:

Dianne to send a high-level job description comparing Quinton's responsibilities when he was first hired to his current role. Jake mentioned to put a proposal together which includes Quinton's role plus salary expectations and construct a formal vote via email in the next few weeks.

Calendar of Events

International Overdose Day held on August 31st. Port Credit BIA working with organizers to assist with planning and marketing. Also in attendance is Councillor Dasko, and MPP Rudy Cuzzetto.

Discussions on the seriousness of this event to bring awareness and fight against the stigma was held by the Board. Social cupcake and Spice Lounge lost employees from overdoses. John Pappas mentioned he has an overdose kit at the Crooked Cue in an easily assemble location.

	<p>Action Organizers to secure Nasal spray products and kits to donated to Port Credit bars and restaurants.</p> <p>OBIAA Conference + Awards in Hamilton held on Sept 26-29 Natasha received confirmations from Board Members who are attending and is securing tickets.</p>
<p>11</p>	<p>Adjournment</p> <p>Moved by Ric Cooper; Second by: Julia Chatterji</p>
<p>Dates</p>	<p>Monday, Aug 2, 2021. *Office closed No Board Meeting in August 2021. Next Board Meeting Weds, Sept 29, 2021.</p> <p style="text-align: right;"></p>