

## Port Credit BIA – MINUTES

	<b>Board Meeting</b> Wednesday February 22/23    6:30pm    Virtual Meeting
<b>Board Members</b>	John Pappas, Brenda McGarrell, Councillor Stephen Dasko, Lucie Zima, Julia Chatterji, Dorothy Hagel, Dani Habbal, Marlene Baur, James Shipp, Ryan Long
<b>Regrets</b>	Wassim Al-Roz
<b>Staff</b>	Kelly Ralston, Stacey Oliver
<b>Guests</b>	n/a
<b>Minutes by</b>	Stacey Oliver
<b>Item #</b>	<b>Item Description</b>
<b>1</b>	Call to Order <b>6:35 pm</b>
<b>2</b>	Declaration of any Conflict of Interest: none stated
<b>3</b>	Additions to and approval of Agenda: Complaint re: social media added to Other Business. Moved by Dorothy Hagel, Second by Marlene Baur
<b>4</b>	Previous minutes (September 2022, November 2022, January 2023) were moved and accepted via email.
<b>4</b>	<p><b>Councillor’s Report</b> – Stephen Dasko</p> <ul style="list-style-type: none"> <li>▪ Stephen congratulated the PCBIA Board of Directors as they have officially been appointed by the City of Mississauga Council.</li> <li>▪ The city staff are meeting to review the patio program so that the restaurant and bar industry will be clear on what exactly they are investing in.</li> <li>▪ More information will be available on the Lakeshore corridor shortly.</li> <li>▪ Stephen mentioned that next year (for potentially 4 years) the Elmwood lot will be unavailable due to sewer trunk work. Mining equipment is being brought in to install a deep gravity fed trunk line, and at completion the current sewage pumping stations will be removed. The location where the Don Rowing Club is located up to Lakeshore will be a working compound.</li> <li>▪ Stephen noted that we will work with MAC to get indigenous and local artists to beautify the construction hoarding.</li> <li>▪ Stephen is requesting that the fence at Elmwood be fortified for the neighbour that is north of this lot to avoid noise disruption.</li> <li>▪ The Board to set up a meeting with the work crew to get clarity on any questions.</li> <li>▪ During this project, the Farmers Market will be required to relocate, possibly to the library parking lot.</li> <li>▪ Discussed MTSAs (major transit station areas). The premier is calling for more intensification. There are conflicts between industrial and residential areas. Several developers are proposing higher buildings than what the current height cap allows. Once a height cap is removed, it is very difficult to put in place again. Important to keep the character of the neighbourhood. This matter is currently at the Tribunal.</li> <li>▪ Bill 109 (More Homes for Everyone), Bill 23 (More Homes Built Faster), and Bill 108 (More Homes, More Choice) are calling for 12,000 new homes to be approved per year. They do not have to be necessarily built during this time, but they need to be approved. We currently have approximately 64,000 approved with some requiring only building permits.</li> <li>▪ Kelly noted that the current water station is where Sure Green obtains their</li> </ul>

	<p>water for beautification. The BIA pays for a permit for this use. Since the water station is being removed, are we able to get water from the City free of charge from the Lakeside Promenade? Stephen will set up a meeting with the City to confirm as the detailed design is currently being finalized.</p> <ul style="list-style-type: none"> <li>▪ Kelly advised that when heritage laws are violated the fees are minimal, so one of the recommendations is to allow HAC (Heritage Advisory Committee) to enforce. Stephen will set up a discussion with John Dunlop (Manager, Heritage Planning &amp; Indigenous Relations). It was noted that Bill 23 will change the heritage landscape. Dorothy would like to be part of the conversation about enforcement.</li> <li>▪ Cannabis – the issue of Port Credit opting-in to sell cannabis is being reopened for debate. The concern of industry clustering was discussed. Dani noted that there are cannabis stores who are interested in Port Credit. The board will need to come to a position and make it public. This will be discussed at the Advocacy meeting.</li> <li>▪ No Frills Redevelopment – under the payment in lieu of parking program, Stephen has asked the City if some of these funds can be used for underground parking at the No Frills site. No decision has been made as of yet.</li> </ul>
<p style="text-align: center;"><b>5</b></p>	<p><b>Chair’s Overview</b> – John Pappas</p> <ul style="list-style-type: none"> <li>▪ John thanked everyone for being flexible and meeting via Zoom due to the weather. The holiday party at El Mariachi will be rescheduled. Dates will be proposed via email.</li> <li>▪ John advised that attendance at committee meetings are essential to member’s roles. The committees meet and write a report and then bring it to the board to be voted on. Minor adjustments, but not major changes, can be made to current plan. New members are encouraged to learn the current plan and see what is working. If significant changes are desired, they can be put forth for next year’s budget.</li> <li>▪ Strat Plan – the OBIAA governance training meeting is on March 7<sup>th</sup>. It was proposed that the Strat Plan meeting be delayed until after the training so we can have a more efficient strategy meeting. Dorothy moved to delay the strategy meeting. Motion carried.</li> <li>▪ John discussed festivals and what we can bring to Port Credit with the possibilities of several small festivals. This issue will be added to the agenda for our Strat Plan meeting. Dorothy moved to add this to the agenda.</li> <li>▪ Sponsorship – Brenda advised that we have monies available for sponsorship. Kelly noted that Stacey is working on a cultural celebration and event list and will send out an email to organizers. We can potentially either do a smaller break-out event this year, or a larger event in 2024 as that will give us time to budget for it. The Mississauga Marathon is not being held in Port Credit this year which also frees up some funds.</li> <li>▪ We had to write off \$10,000 of Christmas lighting as it was damaged. That money was taken out of assets for the auditors (KPMG). Motion passed by John. Dorothy asked if we can amend the policy so that Brenda can made these types of financial decisions on behalf of the board. The answer is no because it would go against current policy. Down the road this can be discussed further.</li> <li>▪ KPMG wanted all the minutes up-to-date with all months approved, motioned and passed. Motions and approval occurred through email.</li> </ul>

<p><b>6</b></p>	<p><b>Executive Director Report – Kelly Ralston</b></p> <ul style="list-style-type: none"> <li>• Kelly reviewed her report (see attached).</li> </ul> <p><u>Discussion</u></p> <ul style="list-style-type: none"> <li>• Ryan mentioned Compass may still have a volunteer program and we could obtain volunteers for projects there. Marlene noted she is currently on the Board of Directors for Options. The print shop at Options needs more work. Kelly will discuss with Christine Barlow (Business Manager, Options).</li> <li>• Dani asked if new staff is being hired. We will be hiring a Social Media/Marketing Coordinator. We use a third-party consultant to vet candidates and therefore are not accepting recommendations from Board members. The consultant is the same one who vets candidates for OBIAA as well.</li> </ul>
<p><b>7</b></p>	<p><b>Treasurer’s Report – Brenda McGarrell</b></p> <ul style="list-style-type: none"> <li>• Brenda reviewed her report (see attached).</li> </ul> <p><u>Discussion</u></p> <ul style="list-style-type: none"> <li>• Levy – this will be in a lump sum payment by end of month.</li> <li>• We received an HST rebate and it has been deposited.</li> <li>• The KPMG audit is ongoing (since the first week of January).</li> <li>• Brenda thanked Kelly, Melanie and John for all their help.</li> <li>• GIC – Brenda will include in February’s report.</li> </ul>
<p><b>8</b></p>	<p><b>Beautification Committee – Dani Habbal</b></p> <ul style="list-style-type: none"> <li>• No report.</li> </ul> <p><u>Discussion</u></p> <ul style="list-style-type: none"> <li>• It was recommended to have consistent banners to tie into current colour scheme. Consider a “Welcome to Port Credit” lighted sign.</li> <li>• Pots need to be painted consistent colours.</li> <li>• Paint all concrete planters (east of Hwy 10 they are painted).</li> <li>• Empty the stand-alone pots in the winter.</li> <li>• Repair broken sidewalks.</li> <li>• Explore the idea of branding during the Strat meeting.</li> <li>• Muskoka chairs were discussed. Kelly advised that the large Muskoka chair will be removed from storage and put into a permanent position. It will be themed seasonally. This is an Instagrammable asset. The smaller Muskoka chairs are kept at the Lighthouse as opposed to throughout the Port, and people enjoy sitting on them and taking pictures.</li> <li>• Kelly briefed the committee on the current storage situation. We will be changing our storage unit as we do not need a premium spot once the large chair is removed.</li> <li>• Kelly reviewed the document of service requests that the BIA calls in to 311.</li> <li>• James suggested the business owners should be encouraged to keep their store fronts clean.</li> <li>• Consistent theming in the Port will be discussed during the Strat Meeting.</li> </ul>
<p><b>9</b></p>	<p><b>Policy &amp; Procedure Committee</b></p> <p><u>Discussion</u></p> <ul style="list-style-type: none"> <li>• Dorothy advised that we gather all the policies and go through them to see if there are any changes necessary. Some are potentially outdated and some are not in electronic form.</li> <li>• Brenda noted that we usually follow the City of Mississauga’s policies, and we try</li> </ul>

	to simplify our policies and procedures. Kay Matthews from OBIA is a good resource.
10	<p><b>Budget Committee</b></p> <p><u>Discussion</u></p> <ul style="list-style-type: none"> <li>• Brenda reminded the committee of the upcoming OBIAA training on March 7<sup>th</sup>.</li> <li>• It is recommended that members make every effort to attend this training.</li> <li>• Brenda also noted that there are budget guidelines in our constitution (9.0 of our Constitution on Budgets). There is information on budgeting (ex: how to do a budget, how to get monies from sponsors, etc).</li> </ul>
11	<p><b>Marketing Overview Committee</b></p> <ul style="list-style-type: none"> <li>• James discussed his report (attached).</li> </ul> <p><u>Discussion</u></p> <ul style="list-style-type: none"> <li>• James presented his research findings and an outline for a marketing plan as historically there wasn't one. Once John and Kelly approve, the board members will get a first draft.</li> <li>• This plan will be data driven (ex: why are we doing a particular event, what is the return) with measurable KPIs. Committee to send information to Kelly weekly.</li> <li>• A report will be available on the demographics of Port Credit available for soliciting businesses. We need to look at attracting anchor businesses. This report will also allow current businesses to know who their audience is.</li> <li>• Goal is to have the marketing plan done before second quarter.</li> </ul>
12	<p><b>Sponsorship Committee</b></p> <ul style="list-style-type: none"> <li>• Committee has not yet met; no report.</li> </ul>
13	<p><b>Safety &amp; Security Committee</b></p> <ul style="list-style-type: none"> <li>• In Wassim's absence, John reported (report attached).</li> <li>• Committee will be seeking an additional \$20,000.</li> <li>• Ryan and John will approach night-economy businesses for additional funding.</li> </ul>
14	<p><b>Business Recruitment and Retention Committee</b></p> <ul style="list-style-type: none"> <li>• Committee has not yet met; no report.</li> <li>• Lucie mentioned that bringing anchor businesses into our community will be discussed.</li> </ul>
15	<p><b>Advocacy Committee</b></p> <ul style="list-style-type: none"> <li>• John met with the Ontario Minister of Finance on February 2 to speak on behalf of small business. John chose to talk about the things that can make it difficult to run a business. A lot of businesses are paying a lot of money in insurance and the liability to operate a business keeps increasing.</li> <li>• John will be meeting with the city planners to discuss plans for Port Credit. Pedestrian foot traffic will be promoted rather than transit running down the middle.</li> <li>• Dorothy has a written a draft of a letter providing the City with our opinion. The Board will have the opportunity to see the draft and approve it.</li> </ul>
16	<p><b>Farmers Market Committee</b></p> <ul style="list-style-type: none"> <li>• Committee has not yet met; no report.</li> </ul>
17	<p><b>Other Business</b></p> <ul style="list-style-type: none"> <li>• A business was frustrated that one of their social media stories was not shared. Only one was missed and it was not done maliciously. Kelly doing a social media post to remind businesses to tag the BIA on stories and posts.</li> </ul>

	<ul style="list-style-type: none"> <li>• A reminder of the Paint the Town Red pool tournament at the Crooked Cue on Saturday night.</li> <li>• A reminder of OBIAA training on March 7 at 6pm. It is requested that everyone attend.</li> <li>• The Strat meeting has been proposed for March 26, 10 – 4.</li> </ul>
<b>10</b>	<b>Adjournment</b> Moved by Julia Chatterji ; Second by John Pappas.
<b>Dates</b>	Next Board Meeting: March 29, 2023 at 6:30 pm.

# EXECUTIVE DIRECTOR REPORT

February 22, 2023

## Lighthouse:

- Construction:
  - Access to the Lighthouse has been quite restricted over the past 1.5 weeks
  - Construction continues on the walkway under the bridge and in the parking lot
  - Staff fenced in & out
- Lighting:
  - Working with Karen Priest on identifying a potential new vendor for the lighthouse lighting system
  - Should have a proposal in March
- License Agreement:
  - One amendment required with regards to the maintenance of the flagpole
  - Once the Agreement is amended, I will send it to the Executive Committee

## Training:

- OBIAA Governance Training:
  - March 7, 2023
  - Only 3 Board members confirmed
- OBIAA Conference
  - Need the final numbers for the OBIAA training (April 16 – 19)
  - Group rate cut off is February 28, 2023 and we need to ensure room availability at the associated hotels ( 3+ \$775.00 vs \$825 each)

## Partnerships:

- Met with Community Outreach Coordinator for Indwell
  - Will be doing a tour of the facility
  - Identifying potential volunteer/paid partnerships
- Port Credit Community Foundation & Astra
  - Looking at activating the Port Street Market Square
  - Adding in a greater variety of performances other than music i.e. Shakespeare #INthePort, Frog in Hand etc.
- Lyons
  - Bringing back Carolling in the Park
- MAC
  - Walk through the Port to identify potential art installation/mural locations

- Tourism Industry Association of Ontario & Tourism Mississauga
  - Webinars and resources for PCBIA and business community on increasing tourism i.e. Regenerative Approach to Tourism in Canada, free access to Elevating Ontario Experiences: Taste of Place Workshop etc.
- City of Mississauga 311
  - Identifying the unique needs of BIAs
  - The 311 experience
  - Improving access and resolution times
- Cultural District/ Culture Mississauga
  - Extract data from Port Credit responses to incorporate into our marketing, events, etc.
  - Pending report from all Mississauga Cultural Districts for comparison purposes
- Rotary Club of Mississauga
  - Bringing back movies #InThePort – their event with promo & support from PCBIA
- Moby Nick:
  - Work with the fishing charters to promote fishing industry in Port Credit
  - Look at spawning etc.
  - Joint launch with all of the charters – cross-promo with Waterside

#### Community Outreach:

- Tracking inquiries and Service Requests from residents, businesses, PCBIA
- Majority of SRs pertaining to graffiti, infrastructure issues
- Ping Street App to encourage residents and businesses to become involved in the solution
- City is looking to enhance this public tool to help with access to services and remove graffiti

#### Resources:

- Co-Op
  - Reaching out to UTM, Centennial College, and George Brown to have coop student(s) assist with videography
- Volunteers:
  - Scheduling a volunteer orientation
- Marketing & Communications Coordinator:
  - Repost post discussion with Staffing Committee

#### #InthePort this week:

- Heritage Week
- Testing Community Gift Card fix
  - Solicit if new businesses would like to enroll – with a deadline
  - Roll out end of Feb
- Start gather footage for St. Patrick's Day
- Solicit Satellite Office for Peel Police

- Tag us!



# Marketing Committee Minutes

February 7, 2023 11:00 a.m. via Zoom

Attendees: James Ship, John Pappas, Julia Chatterji, Lucie Zima, Marlene Baur, Kelly Ralston

Meeting: Via Zoom

## Discussion Points:

- 2023 Budget:
  - The 2023 Budget has been approved by the Board, Membership and Council
  - Levy payment will be disbursed end of Feb/early March
- PCBIA Website
  - The website has presented problems for a few years
  - Some of the issues include:
    - Poor user experience
    - Ineffective directory
    - Links not working
    - Bugs
    - Layout issues
  - Website upgrades were not included in the 2023 budget
  - PCBIA staff will work with GHD Digital to fix current issues
  - PCBIA Marketing Committee will look at options to fix/replace the website
  - **Action:**
    - PCBIA staff to continue to review the website
    - PCBIA Marketing Committee to identify ideal website/requirements
    - Develop a wireframe of a proposed site – James
  - Reconnect Grant 2021 – 2022:
    - Kelly is finalizing the report for the prior year as prior staff did not submit the required Final Report
    - Kelly is reconciling current Reconnect grant for submission
  - Reconnect 2023 – 2024 (apply by August 2023) - \$20K has been allocated for 2023 to cover initial costs
- Upcoming Marketing campaigns include
  - #LoveINThePort
  - Community Gift Cards – Reintroduction
    - PCBIA Staff will rejuvenate the program
    - The Community Gift Card provider has created a work around for businesses who have not been able to reconnect to the card redemption system
    - Looking to relaunch in the last week of February

- \$17K worth of gift cards to push out to the Port
- Family Day
- Heritage Week February 20 – 26
  - Kelly is working with local historian(s) to highlight the rich heritage in Port Credit
  - Historic sites and streets in Port Credit
    - Lighthouse
    - Port Credit Heritage District
    - Credit Grove
    - The Vogue/Crooked Cue
    - Old Starch Building
- March:
  - Irish Heritage Month – Irish pubs in Port Credit (pubs & bars)
  - SpringINThePort:
    - Promote for April 2023
  - International Women’s Day – March 8<sup>th</sup> – Women run businesses in Port Credit
  
  - St. Patrick’s Day events #INThePort – March 17
    - Give Away Box
  - International Transgender Day of Visibility - #PrideINThePort/inclusion
  - Port Credit Farmers Market promo/vendors
- April:
  - SpringINThePort
    - AR/Goosechase
    - Small events leading up to finale
    - Contest
  - Podcast:
    - Partner with Southside Shuffle – contest for our introductory music
    - Line up guests
    - Launch
  - Streetscape Ambassadors/program
- May:
  - Mothers Day
  - Duty Police Program
- June:
  - Indigenous Heritage Month
  - Indigenous History Event – Sponsored Edenshaw
  - Pride Month - #PrideINThePort
  - Promo Classic Cars (August 2023)

- Ongoing:
  - Membership Mondays
  - Spotlight on new businesses
  - Resources for businesses
  - #KeepThePortClean
  
- 2023 Upcoming Events:
  - #SpringINThePort – April 2023
  - Guided History Tours June to October 2023
  - Indigenous History Month (June)
  - Doors Open – September 2023
  - #FallINThePort – October 2023
  - #WinterINThePort 2023 – 2024
  - PCBIA Sponsored Events:
    - Buskerfest:
      - Committee member expressed concern with bringing Buskerfest back
      - Attendees may not always shop in the stores during the event, but it provides great exposure and returning customers
      - Feedback has been that the businesses and visitors want Buskerfest with the following parameters:
        - The event continues to draw large numbers of attendees
        - These numbers are measured and reported
        - The buskers are located throughout the Port . or not at all
    - Southside Shuffle:
      - Very well attended
      - Brings a large number of visitors to Port Credit
      - \$25K budgeted for 2023
        - Requesting that Southside Shuffle (and other) present their event to the Board
  
- Tourism:
  - PCBIA looking to fill the position of Marketing & Communications Coordinator
  - PCBIA will be leveraging available grants and internship/co-op programs to create high quality tourism videos
  - Videos
    - SpringINThePort
      - Fishing Charters - TBD
    - SummerINThePort
      - Parasailing, cycling, walking, shopping, dining
    - FallINThePort:
      - HalloweenINThePort
    - WinterINThePort
      - Outdoor skating rink in PC Memorial Park
    - Activations & activities

- Apps
  - Get in the Loop not a great fit
  - Kelly is looking at other APPS
- Leverage Tourism sites:
  - Mississauga Tourism
  - Discover/Destination Ontario
  - Attractions Ontario
  - Etc.
- Print & Online:
  - Look Local
  - Port Credit Neighbourhood
  - Online:
    - Leveraging Community Group Program
      - Reader boards at libraries and community centres (free)
      - Digital Signage:
        - Damaged signs on Lakeshore to be replaced by Sign Den
        - Looking at Digital sign providers for placemaking initiatives:
          - Street signs
          - Overpass signs
          - Port Credit Community Foundation has expressed interest in funding these initiatives
    - Leveraging on-line (free) ads
      - Eventbrite
      - Mississauga News
      - Snap'd South
      - Mississauga Calendar
- Grants & Sponsorships:
  - Canada Summer Jobs - Applied
  - Edenshaw – interested in Indigenous Heritage
  - Brightwater
  - PC Community Foundation
  - Peel Chrysler
  - Trillium
  - Mississauga Community Foundation
  - Provincial & Federal Government
  - Tourism Mississauga
  - Corporate Sponsorships
- Resources:
  - PCBIA staff is actively looking at hiring/leveraging:
  - Coop/interns
  - Canada Summer Jobs

- Marketing & Communications Coordinator
- Meeting Frequency – Wednesdays at 10:00 a.m. 3<sup>rd</sup> Wednesday of the month, unless it conflicts with the Board meeting date

# Marketing Committee Minutes

February 22, 2023 10:00 a.m. via Zoom

Attendees: James Ship, Lucie Zima, Marlene Baur, Kelly Ralston

Regrets: Julia Chatterji, John Pappas

## Discussion Points:

- Marketing Plan
  - Historically there has not been a formalized or comprehensive PCBIA Marketing Plan
  - Leveraging PCBIA's SME, James Shipp, a plan is in progress
  - Attached is an overview of the pending Marketing Plan
  - The plan will focus on:
    - Well thought out and data driven strategies
    - Evaluation of the demographics of our target audiences
    - Implementation of communications, events, and campaigns that support identified target audiences
    - Established KPIs that are measured and reported on monthly
    - Solicited feedback from the Port Credit businesses
    - Relevant communications to our business communities on obtaining the most benefit from PCBIA community events, initiatives, sponsored events, etc.
    - Evaluation of events based on the CPM model – i.e. what is our cost per 1 thousand visitors to an event (sponsored or community event)
    - Recruitment and Retention:
      - Refocusing on the recruitment and retention of new businesses in the Port, including actively soliciting anchor stores that will elevate the Port Credit brand
      - Supports in place to make Port Credit attractive to new businesses
      - Continue to support existing businesses
- Website:
  - Working out bugs
  - Actively looking for Community News to keep the site relevant/current
  - Start the work on a wireframe and analysis on what we would like the site to do for a potential 2024 budget expense
  - During the 2023, optimize the current site

- SpringINThePort
  - Continue to follow the Easter theme: i.e. Hop through the Port (in progress)
  - Kelly will be looking at potential AR technology to create a scavenger hunt type of activity that lasts for several days
  - The event should occur over various days and culminate in a final event
  - Final event will include activities and a performance i.e. puppet show, flash mob dance etc.
  - Look to engage the Port Credit business in décor and participation
  - Focus on Feet on the Streets
  - Innovative attendee engagement such as painting a large Spring mural – can be sponsored by developer and used at building sites
  - PCBIA will continue to collaborate with Clarkson BIA to leverage their event and not have any conflict in attendance
  - Kelly preparing a deck on the event for the Committee
  - Kelly preparing a deck to present to sponsors
  - Current budget: \$10K
  
- Next Meeting: Wednesday March 15, 2023, at 10:00 a.m.

# Port Credit

Explore

---

From: Brenda L. McGarrell

February 21, 2023

## **SUBJECT: Treasurer Report – January, 2023**

---

### **Attached:**

Balance Sheet as of January 31, 2023 – 2 Pages

Note: #12000 – has accounts Receivable for 1<sup>st</sup> month of 2023 Levy – lump sum to be received shortly in February, City as advised.

Budget VS Actuals January 2023 – 3 Pages

No YTD as is first month.

Note: HST rebate received/deposited January 31, 2023 - \$33,630.39

If any questions on any topic Financial; kindly advise; I will have reviewed and return answers.

Thank you,



Brenda L. McGarrell  
Treasurer PCBIA



1/2

**Port Credit BIA  
Balance Sheet  
As of January 31, 2023**

	<b>Total</b>	
<b>Assets</b>		
<b>Current Assets</b>		
<b>Cash and Cash Equivalent</b>		
<b>CASH</b>		
1000 C.I.B.C. Current Account	0.00	
10000 Scotiabank	77,874.72	
10200 Petty Cash (General)	135.65	
10220 Petty Cash (Farmers Market)	1,560.00	
<b>Total CASH</b>	<b>\$ 79,570.37</b>	
14990 *Undeposited Funds	0.00	
<b>Total Cash and Cash Equivalent</b>	<b>\$ 79,570.37</b>	
<b>Accounts Receivable (A/R)</b>		
<b>Accounts receivable total</b>		
12000 Accounts Receivable	83,669.91	Includes 1 mo of levy due from City
12001 Interest Receivable	1,463.49	
<b>Total Accounts receivable total</b>	<b>\$ 85,133.40</b>	
<b>Total Accounts Receivable (A/R)</b>	<b>\$ 85,133.40</b>	
<b>Investment</b>		
1010 G.I.C.	266,373.93	
17655 Other current assets	0.06	
<b>Total Investment</b>	<b>\$ 266,373.99</b>	
<b>Total Current Assets</b>	<b>\$ 431,077.76</b>	
<b>Non-current Assets</b>		
<b>Property, plant and equipment</b>		
17500 Machine & Equipment	37,620.10	
17510 Acc. Amortization Machine & Eqp	-32,076.49	
17520 Accum. Amortization - Planters	-39,567.37	
17530 Accumulated Amortization - Sign	-4,581.61	
17540 Accum amortization - Furniture	-19,078.90	
17550 Accum Amortization - Leasehold	-14,424.46	
17560 Office Furniture	21,837.76	
17570 Leasehold improvements-	0.00	
17580 Accum Amort. - Benches	-14,964.65	
17590 Accumulated Amort - Decorations	-75,448.09	
17595 Accumulated Amortization Light Poles	-1,389.38	
17600 Capital Assets - Planters	42,454.78	
17650 Sign Panel	4,581.61	
17660 Banners	74,494.77	
17670 Lighthouse Renovation 2019	22,775.00	
17680 Benches / Muskoka Chair	22,265.89	
17700 Accumulated Depn - Banners	-46,227.39	

JAN.  
 Balance Sheet 2/2  
 2023

17710 Decorations	170,450.31
17720 Light poles	3,510.00
<b>Total Property, plant and equipment</b>	<b>\$ 152,231.88</b>
13000 Prepaid Expense	7,130.84
<b>Total Non Current Assets</b>	<b>\$ 159,362.72</b>
<b>Total Assets</b>	<b>\$ 590,440.48</b>
<b>Liabilities and Equity</b>	
<b>Liabilities</b>	
<b>Current Liabilities</b>	
<b>Accounts Payable (A/P)</b>	
20000 Accounts Payable	5,739.62
<b>Total Accounts Payable (A/P)</b>	<b>\$ 5,739.62</b>
<b>Credit Card</b>	
20050 Scotiabank Visa	5,346.83
<b>Total Credit Card</b>	<b>\$ 5,346.83</b>
20100 Accounts Payable Other	0.00
20150 Accrued Liabilities	23,672.54
20150A Step up rent liability	2,781.19
2100 Payroll Liabilities	0.00
2110 E.I. Payable	0.00
2120 CPP Payable	0.00
2130 Income Tax Payable	0.00
<b>Total 2100 Payroll Liabilities</b>	<b>\$ 0.00</b>
22000 HST Payable	-3,005.22
2315 Deferred Income	1,993.44
Receiver General Suspense	0.00
<b>Total Current Liabilities</b>	<b>\$ 36,528.40</b>
<b>Non-current Liabilities</b>	
20200 Due to the City of Mississauga	28,518.40
<b>Total Non-current Liabilities</b>	<b>\$ 28,518.40</b>
<b>Total Liabilities</b>	<b>\$ 65,046.80</b>
<b>Equity</b>	
24500 Opening Bal Equity	0.06
24700 Reserve	0.00
Retained Earnings	480,083.38
Profit for the year	45,310.24
<b>Total Equity</b>	<b>\$ 525,393.68</b>
<b>Total Liabilities and Equity</b>	<b>\$ 590,440.48</b>

1/3

**Port Credit BIA**  
**Budget vs. Actuals: 2023 - FY23 P&L**  
**January 2023**

	Actual	Budget	Total over Budget	% of Budget
<b>Income</b>				
30000 Special Municipal Levy	79,277.92	79,277.91	0.01	100.00%
30010 Under levy repayment	-1,772.85	-1,772.85	0.00	100.00%
<b>Total 30000 Special Municipal Levy</b>	<b>\$ 77,505.07</b>	<b>\$ 77,505.06</b>	<b>\$ 0.01</b>	<b>100.00%</b>
30040 Grants		0.00	0.00	
30041 City of Mississauga Grant		0.00	0.00	
3008 Grant Revenue		0.00	0.00	
<b>Total 30040 Grants</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	
80000 Interest Income	752.73	583.34	169.39	129.04%
<b>Fundraising</b>			0.00	
30030 Sponsorship and Grants			0.00	
30038 WinterIN the Port	22,238.90	22,270.00	-31.10	99.86%
December 2023 Program		0.00	0.00	
<b>Total 30038 WinterIN the Port</b>	<b>\$ 22,238.90</b>	<b>\$ 22,270.00</b>	<b>-\$ 31.10</b>	<b>99.86%</b>
3014 Sponsorship		0.00	0.00	
<b>Total 30030 Sponsorship and Grants</b>	<b>\$ 22,238.90</b>	<b>\$ 22,270.00</b>	<b>-\$ 31.10</b>	<b>99.86%</b>
30050 Membership Dues		0.00	0.00	
3006 Miscellaneous BIA Income		0.00	0.00	
30060 Vendor Fees		0.00	0.00	
30080 Transfer from Reserves		4,252.35	-4,252.35	0.00%
3013 Project Sponsorship			0.00	
3017 Miscellaneous		0.00	0.00	
<b>Total 3013 Project Sponsorship</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	
<b>Events</b>			0.00	
30064 SpringIN the Port		0.00	0.00	
<b>Total Events</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	
<b>Total Fundraising</b>	<b>\$ 22,238.90</b>	<b>\$ 26,522.35</b>	<b>-\$ 4,283.45</b>	<b>83.85%</b>
<b>Total Income</b>	<b>\$ 100,496.70</b>	<b>\$ 104,610.75</b>	<b>-\$ 4,114.05</b>	<b>96.07%</b>
<b>Gross Profit</b>	<b>\$ 100,496.70</b>	<b>\$ 104,610.75</b>	<b>-\$ 4,114.05</b>	<b>96.07%</b>
<b>Expenses</b>				
40000 Salaries and Benefits			0.00	
40001 Salaries	7,505.38	7,500.00	5.38	100.07%
40002 Additional Wages		0.00	0.00	
40003 Benefits	259.61	260.00	-0.39	99.85%
40004 Payroll Deductions	607.16	610.00	-2.84	99.53%
40005 WSIB	42.72	43.00	-0.28	99.35%
<b>Total 40000 Salaries and Benefits</b>	<b>\$ 8,414.87</b>	<b>\$ 8,413.00</b>	<b>\$ 1.87</b>	<b>100.02%</b>
41004 Repair, Maintenance		0.00	0.00	
41012 General IT Expense	767.34	780.00	-12.66	98.38%
46000 Advertising and Promotion			0.00	

June/23

2/3

46001 Media Marketing	2,289.56	2,333.33	-43.77	98.12%
46002 Promotional Materials		0.00	0.00	
46003 Signage	6,300.00	6,300.00	0.00	100.00%
46004 Website-hosting and maintance		0.00	0.00	
46006 Networking/Training/Conferences		0.00	0.00	
4607 Events and Campaigns		0.00	0.00	
<b>Total 46000 Advertising and Promotion</b>	<b>\$ 8,589.56</b>	<b>\$ 8,633.33</b>	<b>-\$ 43.77</b>	<b>99.49%</b>
<b>47000 Project Expenses</b>			0.00	
4626 Security			0.00	
4626-2 Duty Police		0.00	0.00	
<b>Total 4626 Security</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	
47001 Farmers Market		0.00	0.00	
47002 WinterIN the Port	22,238.90	22,241.00	-2.10	99.99%
47003 SpringIN the Port		0.00	0.00	
47006 Halloween IN the Port		0.00	0.00	
47009 Classic Cars		0.00	0.00	
47010 Misc. X-Mas		0.00	0.00	
47011 Support the Port	300.00	83.33	216.67	360.01%
<b>Total 47000 Project Expenses</b>	<b>\$ 22,538.90</b>	<b>\$ 22,324.33</b>	<b>\$ 214.57</b>	<b>100.96%</b>
<b>48000 Sponsorships</b>			0.00	
48001 Busker Fest		0.00	0.00	
48002 Vegfest		0.00	0.00	
48004 Canada Day - PTR		0.00	0.00	
48006 Southside Shuffle		0.00	0.00	
48007 Mississauga Marathon		0.00	0.00	
Misc		0.00	0.00	
<b>Total 48000 Sponsorships</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	<b>\$ 0.00</b>	
<b>Beautification &amp; Maintenance</b>			0.00	
45001 Streetscape Maint. and Decor	613.34	650.00	-36.66	94.36%
45002 Landscaping	4,040.00	5,000.00	-960.00	80.80%
45004 Banners		0.00	0.00	
45005 Other Beautification		0.00	0.00	
<b>Total Beautification &amp; Maintenance</b>	<b>\$ 4,653.34</b>	<b>\$ 5,650.00</b>	<b>-\$ 996.66</b>	<b>82.36%</b>
<b>Business Development</b>			0.00	
6000 Business Development			0.00	
6002 Networking Meetings	317.50	320.00	-2.50	99.22%
<b>Total 6000 Business Development</b>	<b>\$ 317.50</b>	<b>\$ 320.00</b>	<b>-\$ 2.50</b>	<b>99.22%</b>
<b>Total Business Development</b>	<b>\$ 317.50</b>	<b>\$ 320.00</b>	<b>-\$ 2.50</b>	<b>99.22%</b>
<b>Office and General Expenses</b>			0.00	
41001 Rent	1,287.79	1,440.00	-152.21	89.43%
41002 Phones, Fax, Mobile,Internet	327.66	350.00	-22.34	93.62%
41003 Insurance	1,290.42	916.67	373.75	140.77%
41005 General Office Supplies	354.40	360.00	-5.60	98.44%
41006 Travel		0.00	0.00	
41007 Board Meeting Expense	4.58	0.00	4.58	
41008 Public Relations		0.00	0.00	
41009 Memberships			0.00	

Jan-23

3/3

41011 Office Cleaning	200.00	208.33	-8.33	96.00%
42000 Professional Services			0.00	
42001 Professional Fees	40.20	0.00	40.20	
42002 Bookkeeping Services	955.00	1,000.00	-45.00	95.50%
<b>Total 42000 Professional Services</b>	<b>\$ 995.20</b>	<b>\$ 1,000.00</b>	<b>-\$ 4.80</b>	<b>99.52%</b>
43000 Finance Fee			0.00	
43001 Bank Charges	174.46	125.00	49.46	139.57%
<b>Total 43000 Finance Fee</b>	<b>\$ 174.46</b>	<b>\$ 125.00</b>	<b>\$ 49.46</b>	<b>139.57%</b>
44000 Audit			0.00	
44001 Audit	225.00	225.00	0.00	100.00%
<b>Total 44000 Audit</b>	<b>\$ 225.00</b>	<b>\$ 225.00</b>	<b>\$ 0.00</b>	<b>100.00%</b>
60000 Misc out of pocket expense	100.00	100.00	0.00	100.00%
<b>Total Office and General Expenses</b>	<b>\$ 4,959.51</b>	<b>\$ 4,725.00</b>	<b>\$ 234.51</b>	<b>104.96%</b>
<b>Total Expenses</b>	<b>\$ 50,241.02</b>	<b>\$ 50,845.66</b>	<b>-\$ 604.64</b>	<b>98.81%</b>
<b>Net Operating Income</b>	<b>\$ 50,255.68</b>	<b>\$ 53,765.09</b>	<b>-\$ 3,509.41</b>	<b>93.47%</b>
<b>Other Expenses</b>				
50000 Amortization	5,590.65	7,916.67	-2,326.02	70.62%
<b>Total Other Expenses</b>	<b>\$ 5,590.65</b>	<b>\$ 7,916.67</b>	<b>-\$ 2,326.02</b>	<b>70.62%</b>
<b>Net Other Income</b>	<b>-\$ 5,590.65</b>	<b>-\$ 7,916.67</b>	<b>\$ 2,326.02</b>	<b>70.62%</b>
<b>Net Income</b>	<b>\$ 44,665.03</b>	<b>\$ 45,848.42</b>	<b>-\$ 1,183.39</b>	<b>97.42%</b>

Monday, Feb. 20, 2023 01:52:16 p.m. GMT-8 - Accrual Basis



# Safety & Security Committee Minutes

Date: February 9, 2023

Attendees: John Pappas, Wassim Al-Roz, James Shipp, Kelly Ralston, and Councillor Stephen Dasko

Regrets: Officer Kristine Mazzocato, Ryan Joseph Long, and Dani Habbal

## Topics of Discussion:

### 1. 2023 Program Overview – John Pappas

- The PCBIA funds the Paid Duty Police Program in Port Credit
- Duty Police officers are hired to monitor the main street from the Credit River to Hurontario and respond to calls throughout Port Credit
- The program has been very successful and has resulted in a decline in incident calls to Peel Police from Port Credit
- Feed back has been positive from businesses and from Chief Nishan Duraipappah
- PCBIA Safety & Security Committee (the Committee) is looking to expand the program and the approved 2023 Budget allows for the expansion
- The Committee invited the Night Economy to a meeting to discuss safety in Port Credit
  - The turn out was underwhelming and the Committee is looking to hold another session during the week of March 20 – 24<sup>th</sup>, 2023
- **Action:**
  - Book the meeting with representation from the Night Economy in Port Credit and any other businesses that want to attend - Kelly

- Market the meeting through various streams such as a PCBIA newsletter, direct emails, calls to the businesses, and posters handed out to the businesses. – Kelly
- Leverage Ryan’s Whats App connections - John

2. Budget

- 2023:
- PCBIA 2023 budget for the Paid Duty Police Program is \$45,000
- There is a commitment to raise \$15,000 for this budget line item
- Cost breakdown: (based on 2022 rates)

Number of Officers	Total Hours	Total Cost
2	6	\$1336.55
2	7	\$1559.31
2	8	\$1782.07
2	9	\$2004.82

3. Schedule Requirements:

- The Committee is looking to expand the program to allow for police to be present until the 3:00 a.m. cut off as after midnight is when the responsive aspect of the program is required
- The Committee has proposed that the program start earlier to create an atmosphere of not only safety but a visible partnership with the Peel Police
- Families should feel safe and encouraged to visit Port Credit
- Current funding will cover the 8 hour shift from 7:00 p.m. to 3:00 a.m. from July to September 2023
- Any additional shifts will need to be covered by sponsorship and grant monies raised

PCBIA Safety & Security 2023 Budget									
	Jun-23		Jul-23		Aug-23		Sep-23		Total Cost
	Friday	Saturday	Friday	Saturday	Friday	Saturday	Friday	Saturday	
	2	3		1	4	5	1	2	
	9	10	7	8	11	12	8	9	
	16	17	14	15	18	19	15	16	
	23	24	21	22	25	26	22	23	
	30		28	29			29	30	
<b>Total Shifts</b>	<b>9</b>		<b>9</b>		<b>8</b>		<b>10</b>		
<b>CostPer Shift</b>	\$1,782.07	\$16,038.63	\$16,038.63	\$16,038.63	\$14,256.56	\$14,256.56	\$17,820.70	\$17,820.70	<b>\$64,154.52</b>
<b>Hours Per Shift</b>	8 hours (7:00 p.m. to 3:00 a.m.)								
									<b>\$48,115.89</b>

PCBIA Safety & Security 2023 Budget									
	Jun-23		Jul-23		Aug-23		Sep-23		Total Cost
	Friday	Saturday	Friday	Saturday	Friday	Saturday	Friday	Saturday	
	2	3		1	4	5	1	2	
	9	10	7	8	11	12	8	9	
	16	17	14	15	18	19	15	16	
	23	24	21	22	25	26	22	23	
	30		28	29			29	30	
<b>Total Shifts</b>	<b>9</b>		<b>9</b>		<b>8</b>		<b>10</b>		
<b>CostPer Shift</b>	\$1,336.55	\$12,028.95	\$12,028.95	\$12,028.95	\$10,692.40	\$10,692.40	\$13,365.50	\$13,365.50	<b>\$48,115.80</b>
<b>Hours Per Shift</b>	6 hours (9:00 p.m. to 3:00 a.m.)								
									<b>\$36,086.85</b>

#### 4. Funding:

- The Committee will be looking at the following options for funding of the program:
  - Sponsorship
  - City of Mississauga
  - Grants
- **Action:**
  - Prepare a deck to provide to potential sponsors highlighting the benefits and results of the program – Kelly
  - Gather stats to support the success of the program for inclusion in the deck- Wassim



## 5. CTC Cameras

- Some other BIAs have reported success with the implementation of CTC cameras in the BIAs
- Funding has been provided by the BIAs for businesses to install security cameras that are pointed to the street in front of their businesses and making any video available to the BIA or police should an incident occur
- **Action:**
  - Look at any funding that the other BIAs were able to obtain to support a CTC camera program. - Kelly

## 6. Reporting

- The provision of stats and reports on the program are paramount
- The reports from Peel Police will need to be sent on a weekly basis so that we can continually monitor and communicate the successes to the PCBIA business community
- **Action:**
  - Work with Peel Police Liaison to set up reporting requirements and schedule – Wassim & Kelly
  - Provide weekly reports – Wassim
  - Communicate stats and updates to businesses via newsletter and social posts - Kelly

## 7. Marketing/Promo:

- PCBIA will run marketing promos highlighting the program
- Promos will include posts on Duty Police that are #InThePort
- Community engagement will be encouraged with people tagging @portcreditbia in their photos with officers

## 8. New Business Opportunities

- Peel Police need a “satellite” office in Port Credit to establish a base and a presence in Port Credit
- Requirements include:
  - Desk
  - Chairs
  - Facilities/washroom

- Wi-Fi
- Signage will be used to identify the designated office
- **Action:**
  - Reach out to Port Credit business community to solicit a potential location for the satellite office during the Duty Police shifts - Kelly

9. Next meeting – scheduling recurring monthly meetings

- Next meeting TBD
- **Action:**
  - Determine the availability of the Peel Police Liaison – Kelly
  - Meet next in April – after the meeting with the Night Economy