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| **Port Credit BIA - MINUTES** | |
| **Board Meeting**  June 28, 2023 6:30pm Location: Shore Grill & Grotto | |
| **Board Members** | John Pappas, Brenda McGarrell, Marlene Baur, James Shipp, Ryan Long, Dani Habbal, Lucie Zima, Councillor Stephen Dasko, Dorothy Hagel |
| **Regrets** | Wassim Al-Roz, Julia Chatterji, Kelly Ralston |
| **Absent** | n/a |
| **Guests** | n/a |
| **Staff** | Stacey Oliver |
| **Minutes by** | Stacey Oliver |
| **Item #** | **Item Description** |
| **1** | Call to Order: 6:42 pm |
| **2** | Declaration of any Conflict of Interest: None stated. |
| **3** | Acceptance of Minutes from Board Meeting held on May 31, 2023  Moved by Lucie Zima  Seconded by Dorothy Hagel |
| **4** | Additions to and approval of Agenda  Moved by Marlene Baur  Seconded by James Shipp |
| **5** | **Councilor’s Report** – Stephen Dasko   * Stephen discussed the amendments to both the Artisan license exemption and the noise by-law for live music. Both amendments passed successfully. * The noise by-law for live music performances was amended to 11pm for Thursdays, Fridays and Saturdays. It has been changed to 7pm from 5pm for the other days of the week. Mississauga has been named the Canadian Music City of the year by the Canadian Live Music Association, so this is good timing. Stephen thanked John for speaking on this topic. * Kelly, along with fellow BIAs, spoke before City Counsel to request an amendment allowing Artisans to be exempt from vendor licensing fees. The Vendor’s By-Law was amended. Stephen thanked Kelly for tackling this issue. * Classic Cars Thursdays resumes in August along the East end of Lakeshore. * The Tourism Grant was approved from Tourism Mississauga. * Stephen noted that Victoria Clark from Tourism Mississauga has been instrumental in moving Mississauga forward in tourism since her appointment as Director of Tourism in 2021 with her big picture thinking and marketing strategy. |

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| **6** | **Chair’s Overview** – John Pappas   * There is no meeting scheduled for July. The next meeting will be on Aug 30. * The budget needs to be submitted by October. * Lucie noted that we should not focus on the old budget but instead concentrate on creating our new budget with our common goals in mind. * John noted that the Farmers Market is looking great. * The Mayor’s Pride Social is at the Crooked Cue on Friday beginning at 6pm. * The Paint the Town Red Canada Day parade begins at 11am on Saturday. |
| **7** | **Treasurer’s Report** – Brenda McGarrell (report attached)   * Brenda reviewed the year-to-date budget - the account is in good shape and there are enough funds to fulfill the BIA mandates. * Received $3,400 in interest in May which goes into the reserves. * Brenda reviewed the concept of reserves. * James questioned if monies can be kept in an interest-bearing account. Brenda explained that it is being held in GICs, and other funds are tied up in assets. The remaining monies are being used for the mandates. * Aging summary on Accounts Receivable – grants invoices are overdue. * Next month will receive $11,500 for the Tourism Grant.   Action: Brenda to follow up on overdue invoices. |
| **8** | **Committees Overview**  Beautification   * Dani looking for a quote on pressure washing. * 58 light poles will cost $34,742 to repaint. Dani noted that it should be done all at once rather than piecemeal. * Lucie – needs to be discussed further as a committee. Also need to put in budget to remove painting from concrete curbs. It is premature to vote on it right now as it is a budget item for next year. * Stephen – having continuity throughout the Port is important. It should be a full package (light standards, paint, anti-graffiti coating, rope lights, remove STEPS component). A plan should be finalized with one company doing everything and having it done all at once. Focus on doing this in the Spring for a big impact, crisp, clean, and unified. * Dorothy – this is a line item that should be a motion in our budget meeting. * Dani proposed a motion to allocate $34,742 from the Beautification budget to paint the 58 poles black. * Discussion: the timing isn’t right for this motion. Let’s focus on doing everything at once (benches, curbs, planters, painting, lighting). Suggestion to have an RFP and include everything. Keep timing in mind. Do not want it done during events. * Brenda – not in this year’s budget; this is a big-ticket item and needs to be deferred. * Motion has been deferred. * James suggested using project management software to save time. The board decided email will be the method of communication instead. John reminded everyone to respond to motions within 24 hours. * Marlene discussed the meeting with the Oakville BIA. * Oakville BIA re-branded by using a branding company. * Businesses could sponsor various items (ex: plant beds could include “sponsored by” signs). * Stephen noted that the by-law was amended so temporary signage can be added to garden beds.   Recruitment and Retention   * Lucie – staffing update – the Content Creation Coordinator has been changed to a Social Media Coordinator position. This position will focus on social media presence. * Canada Summer Jobs – Data Coordinator and Marketing Coordinator will be hired asap for 30 hours in-house.   Policies & Procedures   * Brenda, Kelly and Dorothy met with Patty to review policies and procedures. * Content is being reviewed to decide what needs to be updated and what is missing.   Budget Committee   * Brenda – all Action Items should be carried forward until they are discharged.   Marketing Committee   * The Marketing Committee has not met recently so there is no report. * John – committees can aim to meet once a month to review goals and beyond that communicate via email if necessary. * James offered resources for posters, videos, social media design. PR; he can use his marketing team from other projects as needed. * James offered resources. * James provided a letter for Sponsorship for the Farmers Market. * John suggested that the BIA occupy overhead banners all year outside of events and noted that James could keep this on the radar. Marketing designs based on Beautification’s vision.   Safety & Security Committee   * Paid Duty has started with a favourable response. Many restaurants gave good feedback. * The expanded paid Duty hours are now from 7pm to 3am so there is a solid presence. * Brenda noted that info is disseminated via social media posts so everyone is aware of the program. * Each week a photo of the officers along with their mobile numbers will be posted in the group chat. * Dorothy had a break-in and completed a police report. * Ryan – interested in seeing the incoming/outgoing reports. * James – distribute information after an incident to show awareness of the reality and be proactive with information.   Farmers Market   * James noted that it is important to get an accurate count of attendees via clicks by the Customer Service Lead as it is needed for marketing and tourism.   Advocacy Committee   * John - Noise by-law amendments went through. Stephen asked John to speak to his pilot project to allow live music in the Port on weekends. Very positive response. Amendment passed. * Not pre-recorded music, only live music. * Licensing and Artisans – Artisans are now exempt from licensing fees under the Vendor By-Law. * Thank you to Kelly Ralston for advocating on behalf of the artisans. |
| **9** | **Action Items to Carry Forward**   * Kelly to do a blog on our dedicated team of Streetscape Ambassadors. * John to follow up with Trista James on the standards for patios in the Port. * Kelly to send a list of Market Square events to Julia so she can synchronize. * Marlene will circulate the overview of the ideas taken from meeting with Oakville BIA. * Dani to follow up with a quote and timeline for pressure washing. * Kelly to follow up with agreement for use of SureGreen’s street vacuum. * Kelly to request an update from Stephen on the Welcoming Streets program. * Kelly to follow up with Stephen for the list of community contacts. * Stacey to follow up with Canada Post to request additional information regarding mail tampering. * Brenda to follow up on overdue grants invoices. |
| **10** | **Adjournment 8:38**  Moved by Marlene Baur  Seconded by Dorothy Hagel |
| **Dates** | Next Board Meeting: Wednesday, September 6, 6:30 pm |