

Port Credit BIA - MINUTES	
	Board Meeting Wednesday June 26/2024 6:30 pm Shore Bar & Grill
Board Members	John Pappas, Brenda McGarrell, James Shipp, Lucie Zima, Marlene Baur, Ryan Long
Regrets	Stephen Dasko
Absent	n/a
Guests	Kris Kane, Karen Cecy
Staff	Kelly Ralston, 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 29, 2024 Moved by Ryan Long; Second by Brenda McGarrell Approved
4	Additions to and approval of Agenda Moved by James Shipp; Second by Ryan Long Approved
5	<p>Guest Presentations</p> <p><u>Karen Cecy – Buskerfest</u></p> <ul style="list-style-type: none"> • Following the first year back since Covid, Buskerfest transitioned to the park due to the necessity of revenue from vendors. Moving forward, Buskerfest will be strictly a street festival. • The festival will feature strolling performers and more than 70 shows over the weekend at various locations including the Lighthouse, Stavebank, the Marina, Helene S. and Elizabeth S. • Purchased 60 radio spots on Light 92.1 FM to advertise from Mississauga - London to draw people to Port Credit. The station came on as sponsors and there will be radio contests along with 2 vehicles at the event with an hourly live feed. • Experience prizes include Waterside Inn, Crooked Cue, Shore, Cabin and Blueheel. • Waiting for commitment from sponsors so posters can be printed. • Secured mobile signs locations and digital billboards in Mississauga. • Hired an employee to manage social media campaign. • Performers coming in from all over the world along with acts including LED fireflies/butterflies, crows, and stilt walkers.

- A pirate show with a ship has been booked for the Marina location.
- Partnered with a singer/songwriter competition, which will include a staging area at the Lighthouse, with preliminary and final rounds scheduled for Saturday and Sunday.
- Karen is responsible for all fundraising, with last year's budget at \$114,000 and this year's budget set at \$124,000. To date, the full amount has not been raised, and a response from Tourism regarding sponsorship is pending.
- Buskerfest brings approximately 50,000 people to Port Credit over 3 days. A reminder that event attendees often become customers after the event.
- Last year over \$20,000 from the festival organizers was spent in Port Credit on expenses such as hotel, wrap parties, printing, graphic arts, coffee etc.
- Road closure expenses amount to an additional \$11,000. Kelly will follow up on the by-law as it is up to the Chief of Police's discretion whether or not to waive these costs if we have barricades and security.
- Waiting for a commitment from Tourism for sponsorship. John is on the Board of Directors for Tourism and he will follow up on this.

Kris Kane – Southside Shuffle

- Kris thanked the BIA for the generous sponsorship for both last year and this year.
- The Southside Shuffle originated in 1999, starting in a soccer field located at Hurontario and Lakeshore, with the mainstage set up on a flatbed truck.
- The 25th anniversary of the Southside Shuffle last year was a success, achieving the goal of featuring a diverse array of performers and activities. This objective will continue to be a focus for this year.
- In 2023 Southside Shuffle was honoured to receive the Heritage Hero award from Heritage Mississauga, the Business Award of Excellence from the Mississauga Board of Trade, and the Mississauga Festival Civic Recognition Award for 25 years of service. They also consistently receive the FEO Top 100 award every year out of 1,600 festivals.
- Last year, a two-year subscription was acquired for Tradable Bits, a fan-based marketing platform that supports branding and ticket sales for music festivals.
- Noteworthy social initiatives from last year included the Shuffle Sponsor Spotlight, which recognized sponsors, and 25 weeks of contests offering pairs of tickets. These initiatives will be continued in 2024.
- Kris presented significant statistical growth from 2022 to 2023, highlighting an increase in visitors to Port Credit and a rise in local stays. Specifically, 20.1% of visitors stayed at local hotels and Airbnbs last year.
- The total reach of advertising compared to 2022 increased from 578,517 impressions to 736,947 in 2023.
- There has been a large increase in engagement on social media platforms.
- Of the attendees, 66% dined in local restaurants, and 33% shopped locally.
- Highlights for 2024 – Beggars Blues Banquet will be on August 15th. The Media Launch VIP Mingle will be held immediately prior to the banquet.
- There will be a free official Southside Shuffle launch kick-off party at Roc n Doc's the night before the festival begins.
- There will be 10 food trucks in the park as well as a selection of Artisans.
- Shannon Baldwin will be joining the team as the Vendor Coordinator.

	<ul style="list-style-type: none"> • Several bands will perform on the street. Local bands from Mississauga are encouraged to submit a video application to Southside Shuffle. • An event for the Mississauga Youth Challenge was initially planned, however, no band applications were received. John suggested reaching out to Newton’s Grove School in Mississauga to explore potential band participation. Kris noted that board suggestions to open the challenge to youth outside of Mississauga will be considered for next year. • This is the third year where the Southside Shuffle awarded the “Southside Shuffle Music Achievement Award” and a cheque for \$750.00 to a student from Cawthra Park S.S. This is awarded to a student chosen by faculty who has shown outstanding achievement both musically and academically. • Performers from Southside Shuffle will be featured at the Farmers Market throughout August.
<p>6</p>	<p>Chair’s Overview</p> <ul style="list-style-type: none"> • Farmers Market began on June 1 and John congratulated the team for a great opening month. • Congratulated Councillor Dasko on a great mayoral race.
<p>7</p>	<p>Treasurer’s Report (report attached)</p> <ul style="list-style-type: none"> • A financial update was provided, including a review of the balance sheet, budget vs. actuals, and aged receivables through May 31. • 6 GICS (2 at \$50,000 and 4 at \$100,000) were purchased strategically to provide funds if they are required in the future. • The GICs have been renewed at 5% with Scotiabank as they had the best rate. • The business banking account was customized for the needs of the BIA with CIBC at an interest rate of 4.25%. • The GIC purchases will be reflected in the June budget. • The Scotiabank VISA was compromised with fraud. John working with the bank for a fraud investigation which can take up to 30 days. • Waiting for a new VISA from CIBC or the renewal VISA through Scotiabank. • Signed signature document for CIBC. The next step is for John to write a letter to transfer funds to CIBC. • KPMG has sent final audit. • Brenda reviewed the older Reconnect Ontario 2022 Grant. As some of the assets listed were ineligible, a portion of the money received needs to be returned. Kelly negotiated with the Ministry of Tourism, reducing the amount owed to \$7,700. • Expenditures are on track and the budget is being managed effectively. Funds are being kept in reserve to address any potential infrastructure needs that may arise.

<p>8</p>	<p>Executive Director's Report</p> <ul style="list-style-type: none"> • <u>Canada Day</u> – Kelly, John, James, and Peter will attend the parade, meeting first for breakfast. Brenda will also join for breakfast. PCBIA will be #16 in the parade and will distribute Canadian flags. • <u>Classic Country Thursdays</u> – Classic Cars will transition to "Classic Country Thursdays" due to issues with the cars not coming out if there is rain in the forecast. Continuing to represent the East end, it will be held in the Elmwood lot to avoid high layby parking costs along Lakeshore. The event, held Thursday evenings in August, will expand to feature classic cars, Brampton Batman, treats, and country music. • <u>Partnerships</u> <ul style="list-style-type: none"> - <u>Hello and Lime e-bikes and scooters</u> are now in the Port. Kelly is working with the two companies and the City to ensure a proper rollout as there was not a consult for a placement plan. The City has a 3 year contract with the companies. Kelly to request they come to the Farmers Market to do a demo. - <u>Metrolinks</u> – Kelly will meet with Metrolinx to discuss the impact of construction on PCBIA businesses and identify ways to offset this. Brenda noted that a sound barrier wall is being erected south of the GO tracks. Kelly will obtain additional details during the meeting. - <u>MiWay Transit</u> – collaborating with MiWay on promo. Discussing the possibility of implementing a passport similar to the one used for Carassauga, allowing free MiWay access to Port Credit events. - <u>Terracycle</u> – 14 larger, more visible cigarette butt holders will be installed on garbage containers. Peter will collect and send the butts to the company who will recycle them. PCBIA is piloting as the first BIA to use this program. - <u>Sutera</u> – provides in-ground garbage and dog poop containers. Kelly will walk through the Port to explore opportunities for placement. • <u>Safety & Security</u> – the program is up and running with positive feedback. Ryan noted he has had good feedback about the cruiser parked with lights on, which enhances visibility. Kelly is following up on the CIRT program which includes no-cost daytime police coverage on bikes and a police cruiser to be parked around the Port at night. We will receive a report from Crime Analytics detailing incidents as well as constable reports on prevented incidents.
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	<ul style="list-style-type: none"> • <u>Nomination Committee</u> – the committee has reviewed candidates who submitted an expression of interest and selected people for interviews. 3 candidates to be accepted, and they will attend an orientation with John, Kelly, and Brenda to understand the Board member role. They will observe two meetings, with a decision made at the third meeting. Once new members are onboard, the skills matrix will be reviewed to identify any gaps, such as the need for an attorney. • <u>Beautification</u> <ul style="list-style-type: none"> - <u>Banners</u> - Vinyl samples were reviewed, and Marlene selected color 4154C after viewing the options in daylight. The chosen banner was signed by Marlene. Kelly mentioned that the new banners will be staggered with the BIA and 50th Anniversary banners along the street. Installation costs will be covered at 50% since the City will pay for the 50th Anniversary banners. At the end of the year, the 50th Anniversary banners will be removed, allowing for the installation of additional BIA banners. Lucie advised considering the potential fading of current banners when planning for new installations. - <u>Hats</u> – Kelly presented hat samples. A larger brim is needed, and nylon is preferred over cloth. Marlene noted that the shades of blue were incorrect, specifying a marine blue for consistency. The Board also liked white for hats. Marlene showed original example with the correct shade. Lucie requested a finer font. - <u>Shirts</u> – add a V-neck option for ladies, include "est 1835" on the shirts, and place "PCBIA" on the sleeve. The shirts will come in blue for internal use and red for sale as swag. Current red shirts will be worn in the Canada Day parade. - <u>Bags</u> – we will receive sample of sponsored bags. • <u>Mainstreet Grant</u> – Kelly noted that none of the BIAs received the Mainstreet Grant. Kelly meeting with them for further clarification.
<p style="text-align: center;">9</p>	<p>Action Items</p> <ul style="list-style-type: none"> • Kelly will meet with Metrolinks and provide an update to the Board • Kelly is following up on the CIRT program • Kelly, John and Brenda to meet with Board candidates for an orientation • Kelly will request revised samples of hats and shirts.
<p style="text-align: center;">10</p>	<p>Adjournment – 8:57 pm Moved by Marlene Baur; Second by Brenda McGarrell</p>
<p style="text-align: center;">Dates</p>	<p>Next Meeting – Wednesday August 29, 6:30pm, The Shores of Port Credit</p>