



**Port Credit Business Improvement Association
Annual General Meeting
November 20, 2023**

Minutes

Board Members Present: John Pappas, Brenda McGarrell, Stephen Dasko, Lucie Zima, Marlene Baur, James Shipp, Ryan Long

Staff:
Kelly Ralston Executive Director
Stacey Oliver Administration and Community Relations
Richard Collins Volunteer
Peter Manthei Volunteer
Tammy Ralston Volunteer

Guest:
Melanie Flake Bookkeeper

General Membership:

Members in Attendance	
Ken Winh	Louie Manzo
Danny Sahdra	Christine Barlow
Lydia Niles	Dr/Claudette Edwards
Maureen O’Neill	Nisreen Askar
Neil Wilson	Jonathan Giggs
Bradley Watson	Noreen Lista – Associate Member
Brandon Lista – Associate Member	

Call to Order

John Pappas called the meeting to order at 6:38 pm.

Indigenous Land Statement

Councillor Dasko recited the Indigenous Land Statement.

Procedures & Rules of Engagement

- The meeting will be conducted in a professional manner
- Disrespectful behaviour will not be tolerated
- Raise hand to ask question
- One person to speak at a time

Disclosure of Pecuniary Interest

None declared

Disclosure of Conflict of Interest

None declared

Introduction of the PCBIA Board of Directors

John Pappas introduced the Board of Directors and noted that they are board elected volunteers who have the authority to make decisions for the PCBIA under the Mississauga Municipal Act.

Approval of the Agenda for the November 20, 2023 AGM

Motion By: Marlene Baur

Second By: Lucie Zima

Discussion:

- Neil Wilson requested that in the future, the Agenda be sent out prior to the AGM.
- Jonathan Giggs asked if new board members are being elected. This will be discussed in New Business.
- Jonathan Giggs noted that there is a Parking Regulations meeting on December 11 to discuss meter parking, and during the Council meeting on November 15 there were changes to the parking rates for the holiday season. This will be discussed in New Business.

Carried

Approval of 2022 AGM Minutes

Motion By: Brenda McGarrell

Second By: James Shipp

Discussion:

- Jonathan Giggs noted that Associate Members should be identified in the Minutes as they cannot vote. Kelly – notation has been added to identify Associate Members.
- Jonathan Giggs asked if quorum is required for the AGM. John Pappas advised that attaining quorum is impossible with 500 members.

Carried

Councillor's Report: Remarks by Ward One Councillor Stephen Dasko

- The Patio Program is assisting businesses with Covid recovery.
- The upcoming report to the Planning and Development Committee report on December 11 will make the parking fee exemption permanent.
- The Pedestrian Walkway Bridge will break ground in Q2 for the first phase to do some of the road work. Main construction will take place in 2025 with an anticipated 2026 open.
- The east side of Port Credit Marina is in the final stages of an environmental assessment process.
- Lakeshore Connecting Communities – a working group has been established with participants including the BIA and Transportation and Works group.
- Brightwater intention is to increase the residential component by approximately 900 units and possibly increasing building heights. Brightwater has been collaborative and engaging with the community. No final decisions yet.
- Brightwater has committed to have 2 electric shuttles that will go to the GO Station and back.
- Councillor Dasko and the BIA previously worked to expand the BIA boundaries to include Brightwater.
- Next year work stations will be set up for the Peel Region gravity fed sewer line. Stations will be set up near Credit River and Elmwood lot. The work will be done underground and will not disrupt the Lakeshore corridor. Expected to take 3 to 4 years. As well, Pumping Houses will be decommissioned.
- Development Updates:
 - Edenshaw has brought forward an application for two high-rise towers at 40 and 42 stories in the lot beside the Port Credit GO Station. The matter is currently before the Ontario Land Tribunal.
 - Edenshaw previously brought forward an application at Park St and Elizabeth St for a 22 story building in an area with a height restriction. This matter went to the Ontario Land Tribunal and it was ruled that they cannot exceed 15 stories.
 - Planet Organic site – with the Ontario Land Tribunal, no current decisions.
 - Skinner & Middlebrook site – requested 11 stories, were approved for 8 stories.
- West Marina Park is well underway with an anticipated opening towards the end of Summer 2024. Amenities include boat ramps, a sun shelter and fish cleaning station.
- Port Credit Library is back up and open ahead of schedule and under budget.
- A refrigerated skating loop is currently being installed in the Port Credit Memorial Park with an anticipated opening of Christmas. Every year after it will be open from approximately the 3rd week in November until after March Break. It will be free for everyone to use and will encourage more people to come to Port Credit businesses.
- Free holiday parking within the Port Credit BIA boundaries is now permanent from November 30 – January 15.
- This is the 4th year for Classic Car Thursdays – this initiative has brought a significant amount of people to Port Credit and employed many musicians.

Discussion:

Jonathan Giggs: how much will Brightwater businesses contribute to the BIA Levy? Will the assessment to other property owners within Port Credit be reduced? Jonathan would like it on the record that a reduction in Levy costs for other businesses be considered.

Kelly Ralston: the BIA is working very closely with Brightwater, and some businesses are anticipated to open in the Spring but it is too early to project.

Neil Wilson: raised a proposal process question—why doesn't the City reclaim some land along the frontage to set developments further back from the road to accommodate a turn lane? For future developments, what is the process to ensure usable roads, sidewalks and bike paths?

Stephen Dasko: Lakeshore has significant underground infrastructure, making it a complex area. Utilities and other factors complicate wider setbacks and are implemented when possible. Port Credit accounts for 40% of all development applications in Mississauga. Stephen advocates not against development, but for the right development that aligns with our community. The Councillor can discuss this further with Neil offline.

Louie Manzo: noted that the skating loop is a valuable initiative, with community activation and engagement being a key success point. Inquired about opportunities to join a committee to bring it to life or contribute ideas for winter festivities and local business involvement.

Stephen Dasko: The main goal has been to build the proper infrastructure. Ric Cooper previously flooded a make-shift community rink. The skating loop will provide a safe space for families compared to river skating, and support local businesses during the slower months of January–April. Plans include holiday features like a Christmas tree, ice carvings, and activations. Kelly is meeting weekly with the City on logistics, with a tentative launch date of January 13. Kelly will collaborate with Louie on activation ideas.

Claudette Edwards: Given Ric's years of work and support, Claudette suggested to approach him for input or ideas on potential activations and animations for the skating loop.

PCBIA Chair Highlights – John Pappas

- John reviewed the year's highlights.
- Although 2023 started slowly, Port Credit saw a strong recovery over the summer with increased activity post-COVID.
- Safety and security remained a priority. New partnerships with City staff, community organizations, and police have been established. John thanked Kelly for an outstanding job in addressing these challenges.
- PCBIA advocated for the patio program to become permanent; the City will present on this program in mid-December.
- Cleanliness and beautification efforts have increased, aligning with the core focus on keeping Port Credit clean, safe, and beautiful.
- PCBIA continues to work hard to improve the collective good and make Port Credit a great place to do business.

Discussion:

Neil Wilson: is there a way to collectively strengthen our voice with Peel Regional Police for increased security in Port Credit? The BIA shouldn't have to cover the cost of paid-duty police.

Kelly Ralston: in the pilot program with paid-duty, the officer's cell numbers were provided so they were first on the scene of any incidents. A new task force is being formed with the Superintendent of Peel Regional Police, Safe City Mississauga, Councillor Dasko, Kelly, John, and the Safety & Security Committee to address security concerns. It is important for businesses to report all incidents, as increased stats will help to secure additional funding and police presence in the area. Stephen Dasko: reporting incidents to the Police is important for data. There is now a designated parking spot in Port Credit to increase police presence, and Councillor Dasko has an ongoing request for a police station. More voices supporting these efforts are always encouraged. Kelly Ralston: you don't need to be on the Board to join the Safety & Security Committee or attend some of the meetings. If you're interested, please email Kelly for details. Dr Edwards: agree that Port Credit needs more police and fire presence. A hardware store in the area would also be beneficial. While patios are great, we need stronger safety measures, as wooden structures aren't enough to prevent potential vehicle accidents. Jonathan Giggs: data is needed on vacancy rates. The biggest change in retail are the cannabis stores.

Beautification Committee Highlights – Marlene Baur

- Beautification in Port Credit is a priority.
- Additional funds have been allocated to street cleaning, focusing on both cleanliness and structural updates. Cleanliness will be a top priority for 2024, including extra power washing and curb paint removal.
- Streetscape Ambassador Program: Kelly noted that traditionally, ambassadors are active from June to September, but the streets weren't cleaned beyond that period. Streetscaping has been extended through mid-December, with plans to resume in March. Feedback indicates the streets are noticeably cleaner.
- Light Poles: The paint is chipping, so poles will be repainted with graffiti-proof paint in the spring. Working on a more consistent look with planters and benches for curb appeal, with plans to replace old planters for a uniform colour. Looking to improve overall colour and cleanliness in Port Credit.
- Marketing and Beautification will now be together in one uniformed committee.

Discussion:

Lydia Niles: what colour will be used for the benches and poles?

Marlene Baur: benches and posts will be a darker colour. Since Port Credit is a waterfront town, a marine shade of blue will be incorporated to reflect this identity. The exact shade is still being fine-tuned.

Louie Manzo: for street lighting, there previously were twinkle lights in the trees, which looked inviting and safe. The current rope lights around poles don't have the right colour and look cheap.

Marlene Baur: rope lights will be removed for pole painting and won't be reinstalled. Exploring ways to make Lakeshore brighter with the right type and level of lighting.

Neil Wilson: loves the patios, but currently they are all different; need a uniform, consistent appearance. Get rid of the concrete pylons.

Jonathan Giggs: wants lights to be bright. Too dark right now, not safe for pedestrians. Kelly – asked if it is fair to say that the rope lights will stay on for now to keep the Port lit, with new lighting with a different colour planned for 2024. Broken tree lights will be removed. When the poles are painted, options for brighter lights will be explored. All agreed on this approach.

Lydia Niles: need streetscape in January and February too. Kelly – SureGreen is onsite 1 day per week and Peter can supplement weather permitting.

Marketing Committee Highlights – James Shipp

- Beautification and Marketing Committees have been merged for efficiency and to provide visibility on how the money is being used for beautifying Port Credit.
- This enhances accountability, with line items in the budget showing exactly where funds are allocated.
- #SpringINThePort Carnival highlighted the popularity of family events.
- The 2024 marketing plan goal is to increase revenue and create more opportunities for local businesses.
- The Farmers Market saw record attendance by adding in cultural themes and entertainment.
- #WinterINThePort for 2023/2024 is a work-in-progress.
- The new website will improve user experience and allow BIA member businesses to be featured.
- An RFP will be sent out for a company to design and build the new website.
- James presented the updated Port Credit logo, now featuring marine blue instead of grey.
- Metrics, analytics, and demographic reporting will be available on the new website.
- The goal is to increase promotion of Port Credit across Mississauga and the GTA.

Discussion:

Neil Wilson: Would like to see a Port Credit business portal on the website for participating businesses, featuring shopping and entertainment. Businesses that join could have their own page on the portal to showcase specials and coupons.

Kelly Ralston: Anyone who would like to have some input prior to the RFP being sent out should email Kelly to set up a meeting.

Business Recruitment & Expansion Committee – Lucie Zima

- Last year, the focus was on staffing, and we are now fully staffed.
- The current priority is recruitment and retention in Port Credit, aiming to recruit key businesses to fill vacant spaces. Email Kelly if you notice a new business opening or a current one closing.
- The plan is to include a listing of available spaces on the new website and will work with property owners and real estate agents. If you have contacts we could reach out to, email Kelly.

Sponsorship Committee – Marlene Baur

- PCBIA sponsors the following events but doesn't organize them:
 - The Southside Shuffle this was a big success in 2023, and we will sponsor it again next year.
 - Canada Day and Buskerfest were also successful and will continue to receive sponsorship.
 - Additional sponsorships include History & Heritage, the Walk of Fame, and a small budget is set aside for new initiatives.

Discussion:

Neil Wilson: Asked if Classic Car Thursdays are put on by the PCBIA. Kelly confirmed that it is, with funding from Mississauga Tourism. Neil noted that attendance seemed low this year and that the money could be spent on other things; concerned about promoting a hotrod culture in Port Credit.

Kelly Ralston: For 2024 outreach will begin in the winter, focusing on building relationships with car owners and adding more musicians to enhance the event. The goal is to make cars supplementary, with additional attractions like musicians and Brampton Batman. The success of the event will be assessed after the 2024 season. Increase engagement with businesses in the east end is also a focus.

John Pappas: It brings feet to the street, which is part of the BIA's mandate.

Louie Manzo: Are there metrics for events that the BIA sponsors? John confirmed that event organizers make presentations and provide data. Kelly added that there are surveys for BIA initiatives; for example, attendees filled out a survey to receive a Farmers Market bag, helping to gather data.

PCBIA Executive Director Highlights – Kelly Ralston

- Kelly introduced Stacey Oliver as the new Administrative and Community Relations Coordinator.
- Working to build strong partnerships. Working with Options to have volunteers join Peter for street cleaning every Friday. This mutually beneficial setup also opens up potential hiring opportunities for the volunteers next year. The BIA has a similar partnership with Thriveability. The groups are enthusiastic and have received positive feedback from the community.
- We now have a co-op student and will bring on summer students as well. This helps expand the BIA's efforts without relying on the levy.
- For BR&E, Kelly met with the Mississauga Culture Division, who has artists looking for spaces. Mac is launching a website to connect artists with available spaces and they said they would consider commercial spaces. Kelly sent photos of vacancies (ex: Modern Theory building) as potential options.
- Advocating on behalf of businesses regarding the City's proposed parking fee increases and sending updates about CEBA loans; the BIA is writing letters on businesses' behalf. If these issues affect you, reach out to Kelly. John is actively involved in the patio program. It is important for businesses to stay informed and have a say in decisions that impact them.
- An important goal is establishing an MOU with the City. There is ongoing frustration about the responsibilities of the BIA vs the City regarding services. An MOU that clearly defines both roles is being worked on.
- Attracting events and cultural activities is another key goal. Kelly is aware that ongoing construction at entry points impacts businesses. Looking at both winter and summer activities to ensure there's always something happening in the Port, despite the construction.

Safety & Security – Whatapp Group Highlights – Ryan Long

- The WhatsApp group is very active, allowing members to share photos and descriptions of potential issues. This helps track stats to support increased police presence.
- Anyone interested in joining the group can email Kelly.
- Ryan started this group for the night economy, and photos and cell numbers of the police officers on paid duty are shared in the chat.
- John noted that response times for paid duty officers has been very fast, helping to prevent issues before they become incidents.

PCBIA 2022 Audited Financial Statements – Brenda McGarrell

- John thanked Brenda for all her work as Treasurer and noted she is one of the longest serving members of the BIA.
- Brenda noted that KPMG, a City mandated auditor, does our financials at the end of each year and we don't get them finalized until approximately June.
- Auditors found everything to be in order

Motion: Johnathan Giggs moved that 2022 audited financial reports be received into the Minutes as provided

Seconded by: Neil Wilson

Carried

Discussion:

Jonathan Giggs: why is there a large difference between the budget and the actual for both fundraising and amortization of tangible capital assets?

Melanie Flake: Fundraising: The reserve fund was included in the budget but wasn't spent, accounting for the difference between budgeted and actual amounts. Amortization of tangible capital assets: When submitting the budget to the City, there's no separate line for capital items so they are added to the amortization line in the budget. The actuals reflect only amortization, not the capital expenditure.

Neil Wilson: when is financial information sent to the members?

Brenda McGarrell: Financials are posted on the website after they are approved. Following each monthly Board meeting, the previous month's approved financial statements are uploaded to the website.

Neil Wilson: Members should know that they can access this information on the website as many are unaware.

Brenda McGarrell: The City requires the budget to be submitted by the end of October. Once submitted, it's uploaded, and then the City Council approves all BIA budgets together.

Kelly Ralston: The audited budget is also available on the website. Once the final approved budget is uploaded, an email will be sent out to Members making them aware.

2023 – 2024 Budget Comparative – Brenda McGarrell

- Committees prepared budget forecasts, presented them to the Board, resulting in the final 2024 budget.
- We have no control over the Municipal Underlevy. This year, we applied a \$26k credit for the levy. In previous years, it has been even higher, so this provides a general idea of the Underlevy amount.
- Transfer from reserves – this year we are not transferring any reserves to balance the budget.
- Lakeshore is still classified as Highway 2, which is why it has taller highway light poles which are not ideal for pedestrian lighting. Highway lighting can't be changed until decisions are made

regarding Lakeshore Corridor construction. Looking at a plan to add a lower arm to these poles for better sidewalk lighting. An estimate from two years ago was \$350k, so it is important to build up reserves for such larger expenses.

Motion: Neil Wilson moved that 2023 Budget be received into the Minutes as provided

Seconded by: Dr. Edwards

Carried

Discussion:

Claudette Edwards: Is there a mandate from the City to keep a certain level in reserves? Brenda noted that while there is not a mandate, OBIAA recommends maintaining at least 50% of the annual levy in reserves for best practice. Currently trending to have approximately \$500k in reserves this year. The money is well invested in 2 GICs at 5.2% interest and 4.6% interest, with both maturing in the Spring. Getting nearly \$2k/month on just the bank account.

Neil Wilson: Does the provincial government pay for highway lighting? Shouldn't we only pay for decorative lighting? Brenda clarified that the BIA is responsible for all lighting. Kelly noted this issue highlights the need for an MOU with the City to clearly define where BIA responsibilities end and City responsibilities begin.

Stephen Dasko: there is a City component to it, but it will be better defined through the MOU process. There are different lighting options to look at, but this is one thing that will be worked out.

Lydia Niles: If we get the correct LED lights on the decorative poles, an additional arm on the taller lights should not be necessary.

Kelly Ralston: Met with the lighting specialist regarding the decorative lights. It's important to note that they've been covering costs for the decorative LED lighting. We need to be cautious and strengthen our relationship to avoid any potential chargebacks for the years they've maintained the top portion of these lights.

Jonathan Giggs: Requested clarification on the \$15k income listed for Safety & Security in 2023. John explained that this amount was expected from sponsorships, but those funds didn't materialize. In 2024, any sponsorships we receive will be considered a bonus to extend the program.

Jonathan Giggs: The budget has come a long way with significant improvements. A request was made to see the current fiscal year's Profit and Loss statements. Brenda noted they are available online. Kelly to forward to Jonathan.

New Business - Open to the floor:

Jonathan Giggs: Would like more clarification on how holiday parking rates will work. Enforcement is non-existent.

Kelly Ralston: There will be one hour of free parking from November 30 to January 15, with this holiday exemption becoming permanent during this period. Enforcement is challenging. Parking meters will be bagged with signs reading "Compliments of Councillor Dasko and the BIA."

Neil Wilson: Requested that the BIA send communication to businesses, reminding them that free parking benefits customers and asking employees not to use these spaces. Kelly will send several posts again this year, including a countdown.

Lydia Niles: Does a permanent patio program extend through winter? Councillor Dasko noted that wooden patios can become slippery, raising safety concerns, and mentioned accessibility and mobility issues as well. He has shared these concerns with the team preparing the report. Lydia also asked about concrete patio barriers which are still up. Kelly will file an SR to remove.

Kelly Ralston: Information about the proposed paid parking increase was sent to businesses, along with contacts for feedback. The City is proposing a rate increase from \$1.50/hr to \$2.50/hr. The BIA is advocating for an incremental increase instead of an immediate jump, and for the change to wait until the parking app is available and the LRT, pedestrian bridge, and construction are complete. A sudden hike may deter visitors, especially with ongoing Hurontario construction. Also requesting a cap on future rate increases for employees.

Jonathan Giggs: Parking space is limited in Port Credit. Employees can take another way to get to work.

Ryan Long: There is a safety aspect with the night economy. Wait staff often work until 2 or 3 am when GO trains aren't running. With Uber being costly, transportation options are limited for late-night workers.

Dr. Edwards: Parks shouldn't have paid parking, and charging for parking south of Lakeshore feels like double-charging and could be seen as discriminatory. The Councillor noted that paid parking is becoming more common across the City, particularly south of Lakeshore, where there's a surge in demand during the summer. He added that the increased summer demand began during COVID, with many people abusing parking in waterfront areas.

Neil Wilson: Questioned if the paid parking increase is just to raise funds. The Councillor clarified that the goal is to reinvest in municipal amenities, and there is a reserve through the Payment-In-Lieu (PIL) program for new parking and maintenance. Councillor Dasko requested the BIA submit a position statement and emphasized the need for a parking app, recommending that the rate increase be postponed until the app is available.

Neil Wilson: High parking fees, like those in Hamilton, could deter visitors from visiting and create an unfair advantage for malls where parking is free and more convenient. This puts local businesses at a disadvantage for what is relatively small revenue in the overall budget. The Councillor agreed with these points.

Kelly Ralston: The BIAs are all working together on this issue. Reminded everyone to have their voices heard by emailing City contacts. An email with contact information was sent out—please reach out individually.

Jonathan Giggs: Paid parking encourages turnover and the need for more paid spaces to prevent cars from parking all day, potentially prompting people to consider other transportation options.

Maureen O'Neill: Would customer complaints or a petition make an impact? John encouraged pursuing this approach.

Dr. Edwards – Going on record as opposed to paid parking in parks as it feels regressive, and he is hoping that the BIAs will oppose it.

Motion: Dr. Edwards moved that the BIA take the position of opposing paid parking in parks.

Seconded by: Neil Wilson

Opposed - 1

Carried

Closing Comments:

Kelly Ralston: Open communication is encouraged. Kelly's email and a QR code linking to the website are on the voter cards.

Brenda McGarrell: A reminder that the budget is available through the office the first week of November.

Motion: John Pappas moved that the 2023 AGM be adjourned

Seconded by: Neil Wilson

Carried