



**Port Credit Business Improvement Association
Annual General Meeting**

November 26, 2025
Clarke Memorial Hall

MINUTES

Board Members Present

Name	Role
John Pappas	Chair
Brenda McGarrell	Treasurer
Stephen Dasko	Ward 1 Councillor
Marlene Baur	Director
Ryan Long	Director
Dorothy Hagel	Director
Paul Michel	Director

Staff

Name	Role
Kelly Ralston	Executive Director
Mary Kidnew	Administration and Community Relations
Peter Manthei	Streetscape Supervisor

Members in Attendance

Tony Iantorno – Cobs Bakery	Neil Wilson – Primera World Marketing Inc.
Christine Barlow – Options	James Shipp – RawBlendz
Stefani Eby – Blueheel	Phil Kuye – Kuye Law
Clair Wang and Chongya Yan – Auria Pilates	Brynne Read – Tribeca Coffee Co.
Matt Sahdra – Indian Cuisine By the Lake	Linda Pinizzotto – Linda Pinizzotto Real Estate Group
Jordan Chang – Habitat Social	Louis Manzo – Cabin
Maureen O’Neill – Short Grill & Grotto	Alessandra Autieri – Advanced Women’s Health
Lydia Niles – Impressionable Gifts	Marcelo and Gloria Pazan – Pazan Gallery
Ken Nolasco – Klawcadia	Chris Conway – Old Credit Brewing (Associate Member)

Members in Attendance - Zoom

Welcome and Housekeeping – John Pappas

- The AGM will review the year in two parts: Board, committee and Executive Director reports first, followed by the financial presentation, including the 2024 audited statements, 2025 year-to-date information and the 2026 budget.
- Members are asked to maintain decorum and respect. Questions will be invited after each section, with a five-minute maximum per speaker.
- Questions that cannot be answered immediately, are outside the BIA mandate, or require a longer discussion will be noted for follow-up.
- Members are asked to keep questions focused on BIA matters so the meeting can move through the full agenda.

Introduction of the Board

John Pappas introduced the Port Credit BIA Board members and Executive Director.

Call to Order

John Pappas called the meeting to order at 6:51 p.m. on November 26, 2025.

Disclosure of Pecuniary Interest

None declared.

Disclosure of Conflict of Interest

None declared.

Approval of Agenda for the November 26, 2025 AGM

Motion: Linda Pinizzotto moved that the agenda for the November 26, 2025 AGM be approved as presented.

Seconded by: Lydia Niles

Carried

Land Acknowledgement – Stephen Dasko

Councillor Dasko delivered the land acknowledgement, recognizing the treaty and traditional territory of the Mississaugas of the Credit First Nation, the Haudenosaunee Confederacy and the Huron-Wendat Nations, and the presence of Indigenous peoples in Mississauga.

PCBIA Chair Highlights – John Pappas

- Business engagement and collaboration were identified as the Board's main priorities. Member meetings and consultations were used to gather feedback and help shape priorities.
- The Board continued advocacy on issues affecting the main street, including restricting the presence of food trucks within BIA boundaries and supporting removal of the payment-in-lieu-of-parking program, which was described as a long-standing barrier to business growth.
- Canada Day was delivered on a short timeline after Paint the Town Red was no longer in a position to run the event. The BIA worked with the City, Councillor Dasko, Mayor Parrish, Visit Mississauga and other partners to keep the event moving forward.
- Feedback on the Canada Day fireworks was positive, while some members and visitors were disappointed that there was no parade. For 2026, grant eligibility is expected to include fireworks, and a parade is planned to begin at Hurontario and travel east, with activations planned on both sides of Port Credit, including Brightwater.
- East-end and west-end subcommittees were established to broaden input and representation across the BIA.
- The Board stated that the operating budget would not increase, with reserves to be used for selected capital improvements while the levy supports the regular operating budget.
- The Chair thanked the volunteer Board and staff and said the BIA remains committed to supporting businesses throughout Port Credit.

Discussion:

Linda Pinizzotto: Raised concerns about east-side representation, the accuracy of the BIA boundary description and a past Board election process. She said she wanted the record to reflect these concerns and asked that the subcommittee structure and boundaries be clearly understood.

Kelly Ralston: Clarified that the PCBIA boundary is a business-improvement-area boundary and is different from the geographic community boundary between Port Credit and Lakeview. She stated that the BIA extends approximately from Maple Avenue to Beechwood Avenue.

Stephen Dasko: Confirmed that Seneca Avenue is associated with the community boundary between Port Credit and Lakeview, while the BIA boundary is different and predates his tenure as Councillor.

Linda Pinizzotto: Asked whether businesses that had previously paid into the payment-in-lieu-of-parking program could receive a rebate or other consideration, noting the significant costs some businesses had incurred.

Stephen Dasko: Said the payment-in-lieu requirement had been restrictive and that he had advocated for its removal. He offered to provide the relevant City report and said questions about possible rebates could be followed up through his office.

John Pappas: Agreed the program had been a significant barrier to opening or expanding a business. He noted that money collected through the program had been used for parking and related infrastructure.

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

- Reported on the sixth annual Ward 1 Excellence Awards and congratulated Port Credit recipients. Nominations came from the public across the ward.
- Discussed parking as an ongoing business concern. The Councillor noted that he had opposed a proposed \$1-per-hour parking increase and continued to support holding the line on increases while Port Credit businesses are rebuilding traffic.
- Noted that the annual December parking-fee relief program had been changed so it would recur rather than requiring a new request each year.
- Highlighted arts and cultural activity at the Adamson Estate, including museum programming and an exhibit related to Black history in Canada. Additional museum programming focused on Port Credit and Lakeview was expected in the new year.
- Provided an update on the small park space at Stavebank and Lakeshore, informally referred to as “Triangle Park,” which is being cleaned up, landscaped and furnished with seating.
- Reported that work had started on the pedestrian/cycling bridge connecting the area near the Port Credit Legion to Memorial Park, with completion anticipated for fall 2026.
- Noted the upcoming tree-lighting event at the skating trail and the collaboration between the City and BIA to animate the space and bring visitors into the area.
- Invited members to the December 11 meeting regarding the 2026 City budget.

Discussion:

Neil Wilson: Asked for an update on the Hurontario LRT, citing prolonged construction, unsafe or inconvenient pedestrian routes and the effect the work has had on business traffic.

Stephen Dasko: Explained that the LRT is a provincial/Metrolinx project rather than a City project. Community liaison meetings had stopped in early 2024, the project had experienced contract and scheduling delays, and additional work will still be required after track installation. He does not expect completion in the near term.

Kelly Ralston: Added that the BIA was trying to work with Metrolinx on promotional campaigns to encourage people to continue visiting Port Credit during construction.

PCBIA Executive Director Highlights – Kelly Ralston

- The BIA's primary focus remains business engagement throughout Port Credit.
- Two budget consultations, together with input from the east- and west-end revitalization committees, were used to help shape budget priorities and initiatives.
- The BIA has been working to help businesses better understand the levy, including how it is calculated and what the funds are used for. A breakfast meeting was held with representatives from MPAC and the City to explain the process: the BIA sets its annual budget, City Council approves it, MPAC provides the assessed property values, and the resulting BIA tax rate is applied to individual property assessments.
- Member communication includes newsletters, website updates, social media, postcards, breakfast meetings, Coffee & Community and Mix After Six. Members were asked for feedback on how and when they prefer to receive information and attend meetings.

- The strategic-plan pillars were identified as Advocacy, Beautification, Business Retention & Expansion, Marketing & Communication, Policy & Procedure, Safety & Security, and Sponsorship.

Discussion:

Linda Pinizzotto: Questioned the use of a live QR-code survey during the AGM and asked why she had not seen an email regarding the meeting.

Neil Wilson: Said he had attended primarily to hear the reports and would have preferred survey feedback to be collected separately.

John Pappas / Kelly Ralston: Confirmed that AGM communications had been distributed by email and explained that the live feedback was intended to help the BIA understand member communication and meeting preferences.

Beautification Committee Highlights – Marlene Baur

- Beautification remains a major priority, with a significant portion of the 2026 budget planned for streetscape improvements.
- The Streetscape Ambassador and cleanliness programs will continue.
- Curb paint that had begun to look like graffiti was removed. Work also continued toward a more consistent look for garbage receptacles and benches, with further upgrades planned.
- Holiday décor and snowflake installations were added. Tree wrapping and lighting remain limited in some locations because of infrastructure issues along Lakeshore.
- Member feedback supported continued use of banners, planters, seasonal plantings and gardens, along with improved lighting, tree maintenance, sidewalk repair, art/murals and more cohesive décor across the full BIA.
- A professional lighting plan is being considered, and the committee continues to work with the City on waste receptacles and other streetscape improvements.

Discussion:

Jessica (Community Member): Asked how the consultation ratings were developed and whether they reflected current performance or the importance of an issue. She said cleanliness and feeling safe strongly affect whether she visits local businesses with a young child and expressed strong support for the Streetscape Ambassador program.

John Pappas: Explained that the ratings came from member consultation and voting and were intended to help identify priorities. Lighting and security had emerged as two of the most consistent concerns.

Linda Pinizzotto: Asked how much money was available in reserves for new lamp posts.

John Pappas: Said capital spending from reserves, including lighting, would be addressed during the financial presentation and noted that light-pole work is more complicated than simply purchasing fixtures.

Marketing Committee Highlights – Kelly Ralston

- Member consultation identified priorities including stronger Port Credit branding, updated and digital signage, more cohesive lighting, a better website directory, improved wayfinding, more social-media advertising, promotion outside Port Credit and additional themed events.
- A business “buddy system” was discussed as part of Business Retention & Expansion to help welcome new businesses and connect them with established businesses.
- Canada Day in the Port was delivered in collaboration with Paint the Town Red, Mayor Parrish, Councillor Dasko and other partners. The BIA pursued the maximum available grants and plans to expand the event in 2026.
- The 2025 Farmers Market was reported to have attracted approximately 65,000 visitors.
- The BIA is working with outside event producers on 2026 initiatives, including the Ontario Country Music Awards, a pet expo and a Renaissance Fair. The intention is to bring new audiences into Port Credit without having the BIA directly fund every event.
- The BIA continued merchandise design work through a Canada Summer Jobs-supported position and reported strong interest in Port Credit merchandise during the Santa Claus Parade.
- Plans for 2026 include broader collaboration with Visit Mississauga and Stingray Media, improved access to billboard and digital advertising, continued work to streamline City processes for businesses, branding work and more marketing education for members.
- Waterfront-focused ideas were also discussed, including water-based activities and longer-duration installations that could create a draw over several weeks rather than only one or two days.
- Where possible, new initiatives are intended to be sponsored rather than funded entirely through the member levy.

Discussion:

James Shipp: Asked for clearer timelines and more regular updates on projects the BIA is working on. He also asked where members can find Board minutes and requested more detailed marketing-spend information, including specific media costs, so members can better assess the results of campaigns and events.

Kelly Ralston / John Pappas: Explained that Board minutes and newsletters provide ongoing updates and that more detailed event budgets are available. The AGM presentation follows broader City reporting categories rather than presenting every expenditure line by line.

Linda Pinizzotto: Expressed concern about the scale of proposed future initiatives relative to past spending and argued that east-side businesses had not received comparable event exposure. She also raised concerns about Canada Day distribution, street blockages and previous spending on the skating rink.

Lydia Niles: Disagreed with framing Port Credit as east versus west and said the BIA should be viewed as one community. She referred to past east-side programming, including Classic Car Thursdays and Southside Shuffle activity, as examples of efforts to draw people to that area.

John Pappas: Explained that Canada Day street blockages were put in place for public-safety reasons. He also said broader street-festival programming had already been included in BIA planning and reiterated that member suggestions are recorded for consideration.

Stefani Eby: Asked for an annual overview of events with enough lead time for businesses to plan their participation. She also suggested including Board-meeting information or links in newsletters.

Chongya Yan: Suggested using outside social-media influencers and day-in-the-life style content to promote Port Credit as a destination, noting that many clients come to her business for one appointment and leave without exploring the area.

Kelly Ralston: Said influencer opportunities were being explored through Visit Mississauga, which could help with vetting and pricing. She also reminded members that the BIA has a videographer and regularly reshapes business content when the BIA is tagged.

John Pappas: Clarified that the BIA's role is to attract people to Port Credit as a whole; individual businesses are responsible for converting that traffic into customers.

Stefani Eby: Suggested additional creative campaigns throughout the year that highlight different types of Port Credit businesses and experiences, rather than relying only on seasonal promotions or influencer activity.

Safety & Security – Ryan Long and John Pappas

- Safety and security spending has shifted toward real-time coverage, identifying trends and building stronger working relationships with security personnel.
- The BIA replaced paid-duty police coverage with Tactical Security guards, allowing more days and hours of coverage at a substantially lower cost.
- Geotagging and daily shift reports provide a record of patrol activity and issues such as vandalism, which can then be referred to the appropriate committee or partner.
- Member consultation continued to identify safety and insufficient lighting as concerns. Some solutions, including street lighting, fall outside the Safety & Security budget and require coordination with other committees or the City.
- The 2026 plan anticipates increased security spending to provide broader coverage.

Discussion:

Councillor Dasko: Reported that he was working with Peel Regional Police on the possibility of a police facility in Port Credit to increase police presence in south Mississauga, with further information hoped for in the new year.

Marcelo Pazan: Asked whether the BIA or City had considered strategically placed CCTV cameras and quicker graffiti-response tools to help deter repeat vandalism.

Councillor Dasko: Said graffiti can be reported through his office or 311 and that the City has a contractor for removal. He also said he had been advocating for CCTV in Port Credit and noted that arrangements for sharing municipal and regional camera footage had progressed. Any broader camera program would more likely be City- or grant-funded than a BIA expense.

Kelly Ralston: Highlighted the BIA's work with Safe City Mississauga, including crime-prevention assessments, Business Watch, graffiti reporting and tools to identify hot spots. She said Safe City could be brought back for another member information session.

Sponsorship Committee – Brenda McGarrell and Marlene Baur

- The committee's mandate is to support events and festivals that bring people into the area, contribute to local economic activity and support the business community.
- Ideas raised during consultation included Midnight Madness, additional pedestrian/street-closure events, a Christmas market, Jerkfest, heritage installations, dog events and pop-culture events.
- A new sponsorship evaluation and point system was introduced so applications can be assessed against consistent criteria.
- Buskerfest was not recommended for continued funding because visitation had declined; approximately \$20,000 was expected to return to the budget.
- Southside Shuffle was recommended for increased support. Other supported or considered initiatives included country music programming, Frog in Hand, Music Walk of Fame, Mississauga Marathon, Arts on the Credit and Hazel Walk.
- A contingency amount was retained so the committee can consider additional 2026 opportunities that arise after the main application period.

Discussion:

Louis Manzo: Commended the BIA's Canada Day effort and said he views BIA-sponsored events as bringing attention to Port Credit generally rather than directly to an individual cash register. He asked how Cabinfest, which is held outside the BIA boundary but showcases Port Credit businesses, could be considered through the sponsorship process.

John Pappas: Said the 2026 sponsorship application deadline had passed, but contingency funds had been kept for opportunities that may arise. He noted that sponsoring an event outside BIA boundaries would require careful review of what the BIA is permitted to fund.

Louis Manzo: Suggested that the Board look at the purpose and community benefit of an event, not only its physical location, particularly when there is no suitable venue within the BIA boundary.

Brenda McGarrell: Said the Board could take the issue back for consultation and consideration.

Linda Pinizzotto: Objected to using BIA funds outside the BIA jurisdiction and again raised concerns about how event spending is distributed between the east and west sides of Hurontario.

Linda Pinizzotto: Proposed that BIA event and festival expenditures be reported separately for the east and west sides of Hurontario. No seconder or vote was recorded. John Pappas said detailed expenditures could be reviewed, but the BIA would not divide its overall financial reporting into separate east- and west-side budgets.

Financials / 2023–2026 Budget Comparative – Brenda McGarrell

Motion: Paul Michel moved that the 2024 audited financial statements be received into the Minutes as provided.

Seconded by: Dorothy Hagel

Carried

- The 2026 budget was developed through the committees using forecasted needs, planned initiatives and member consultation.
- A comparative overview from 2023 through 2026 was presented. Income categories included vendor and grant revenue, while expense categories included office costs, salaries, bookkeeping, financial and audit fees, streetscape and maintenance, décor, landscaping, banners, beautification, training and conferences, advertising and promotion, security, events and sponsorships.

- Sponsorship spending was reduced in line with the Sponsorship Committee recommendations.
- Capital spending includes new banners, garbage bins and lighting. Lighting was identified at approximately \$180,000 as an initial phase rather than a complete lighting build-out.
- Approximately \$379,000 is planned to be transferred from reserves for capital investments, including lighting, garbage receptacles, banners and installation.
- The Board said reserve funds above the desired contingency level are being directed toward capital improvements identified as priorities by members, while still maintaining an appropriate operating reserve.

Discussion:

John Pappas: Explained that a common benchmark is to maintain reserves at approximately 50% of the operating budget. He said the BIA had been above that level and planned to use part of the excess for capital work based on member feedback.

Kelly Ralston: Explained the RFP process. Staff and committees develop the RFP and criteria, the opportunity is circulated, submissions are reviewed and narrowed to a shortlist, and the Board/committee selects the proposal that best meets the stated requirements.

James Shipp: Reiterated his request for more detailed marketing-spend information by medium and vendor, including radio and other advertising, so he can better assess return on investment. He said he is open to activities outside the immediate boundary when there is a clear benefit to Port Credit businesses.

James Shipp: Also asked for more specific recognition and programming related to Black History Month and Indigenous history and culture, noting that he had raised similar ideas previously.

John Pappas: Confirmed that more detailed expenditures can be reviewed and said suggestions recorded in the minutes are considered by the Board. He noted that spending must be justified as benefiting the membership and must comply with BIA policy.

Marcelo Pazan: Asked how RFP opportunities are advertised and whether local Port Credit businesses are prioritized. As a local graphic designer, he said he had not seen previous RFPs and suggested stronger local outreach.

John Pappas / Kelly Ralston: Explained that RFPs may be promoted through the newsletter, social media and Ontario BIA Association resources, with additional outreach to known qualified vendors. They agreed that being local could be considered as part of an evaluation, while the BIA still needs to select the proposal that best meets the overall requirements.

Linda Pinizzotto: Supported stronger local procurement and argued that Port Credit businesses should be given greater opportunity to compete for BIA work. She also disagreed with the description of the Ontario BIA Association's role in circulating vendor opportunities.

Closing Comments – John Pappas

- Thanked members for attending and acknowledged the time contributed by the volunteer Board.
- Thanked Councillor Dasko for serving on the Board and thanked the Board, Kelly Ralston and BIA staff for their work during the year.
- Reminded members that the BIA office is available for questions and comments and encouraged members to continue participating in meetings and BIA activities.
- Noted that the 2026 AGM will be an election year, giving members an opportunity to seek election to the Board.

Adjournment

Motion: Marcelo Pazan moved that the meeting be adjourned at 9:30 p.m.

Seconded by: Louis Manzo

Carried