

Port Credit BIA		Minutes
	Board Meeting Wednesday Oct 27, 2021 6:00pm	In-person Meeting
Board Members	Jake Pedler, Brenda McGarrell, Ric Cooper, Councillor Stephen Dasko, John Pappas, Ann Ivy Male, Lucie Zima, Julia Chatterji, Wassim Al Roz	
Staff	Natasha Mackinnon, Dianne Dela Cruz	
Guests	<p>6:00pm: Eniber Cabrera Planner, City Planning Strategies Update the parking requirements in the Zoning By-law through the Parking Regulations Study. Some of the draft policy directions include reducing the parking requirements to be provided on each site (i.e., off-street) for retail stores, restaurants, offices, and personal services, among other uses.</p> <p>Discussion John raised parking in lieu funds which is equivalent to \$80k dating back 25 years ago. John advised to reduce rates and revisit this fund, the bigger a business is on the main street the more they pay for a parking spot. A suggestion made to look at real numbers and land on a reasonable amount of money for parking. Depending on the space you need to open a small business in Port Credit, a business owner pays 10%-25% and up for parking spaces. Consideration to reduce the rate for parking spot and be realistic. If businesses don't open in the community, the parking fund will not go up. Jake advised that Spice Lounge had to pay \$5k to the City of Mississauga when they opened the second floor. Businesses need to pay for parking spots but do not have the spots available to them, it is not a fair advantage. Ric mentioned the parking in lieu fund has been held up for over 20 years. Enbier advised she had heard this before and unfortunately, there is no solution during this stage. The City will make mention in the report to bring forth the parking fund. Municipal parking group launching a parking review to look at parking fees. John mentioned to advocate for a parking in lieu program. Take up parking spaces to increases businesses when taking the parking spaces for patios.</p> <p>Action Decrease parking rate for main street small businesses. Reach out to Port Credit parking committee and connect them to Enbier. Written report provided.</p> <p>6:15pm: Welcome new PCBIA Employee Cody Evans Cody Evans, Port Credit BIA's Social Media Coordinator introduced herself to the Board of Directors.</p>	
Minutes by	Natasha Mackinnon	
Item #	Item Description	
1	Guests: Eniber Cabrera	
2	Call to Order - 6:35pm	
3	Declaration of any Conflict of Interest	
4	Additions to and approval of Agenda <p style="text-align: right;">Moved by Ric Cooper; Second by Wassim Al Roz</p>	

5	<p>Discussion and/or acceptance of Minutes from the Board Meeting held on Wed, July 28, 2021</p> <p>Moved by Julia Chatterji; Second by Brenda McGarrell</p>
6	<p>Councillor’s Report – Stephen Dasko</p> <p>Stephen chatted with the Pat Anderson, the Chair of the Mississauga Waterfront Fest regarding the Lights & Ice event at Memorial Park. Stephen mentioned he has arranged with the City of Mississauga to extend the installations for another 2 weeks. Stephen provided an update regarding fees being waived for pop up markets and patios. The Councillor has been pushing for a 2-year extension to the patio program that is set to come to an end in Dec 31, 2021. He will have more of an update by November 2021.</p> <p>John asked if the 2-year extension program is temporary. Stephen said yes. Jake asked if the BIA could do on our end. Stephen said yes.</p> <p>Action Stephen to reach out to the BIA for help when needed. Councillor to connect with Chair of Tourism board as well.</p>
7	<p>Chair’s Report – Jake Pedler</p> <p>Jake mentioned how rewarding the OBIAA conference and team building activities were. Some highlights included mobile tours which showed how advanced Hamilton BIAs are with their activations on Main Street. Ric mentioned the conference in Ottawa was very fulfilling as well. Jake mentioned that other communities have same issues we do such as homeless and people in crises.</p>
8	<p>Committee Reports</p> <p>Financials – Brenda McGarrell Written Report Provided. Ric Cooper made a motion to accept the 2022 Budget. Seconded John Pappas. All in favor.</p> <p>Decorative Pole replacement. Brenda mentioned that we need a safety net for up to 5 years in reserves. We are tapping into reserves now for decorative pole replacements and will only have 2 years left. Staff need to write more grants and obtain sponsorships such as Healthy Community grant and reach out to our community partners. Brenda mentioned we increased the levy \$25k in 2022 and decreased it in 2021 to help businesses recover. Next year we will increase it again for 2023 to land back on our \$901k mark.</p> <p>Beautification – Jake Pedler Natasha Mackinnon Written report provided. Ric mentioned the lamp tops on the decorative poles were replaced recently and we should try to reuse them on the new poles. Jake mentioned that we should not paint over the existing poles and to save the money to redo the poles completely. Brenda mentioned we should have consistency with poles throughout the Main Street and we should reach out to Brightwater in re: to their main street poles.</p>

Three quotes were provided by Classic Displays, Suregreen Landscaping and Visualize It to reposition Main Street tree lighting.

Ric Cooper made a Motion to appoint Suregreen Landscaping the contract to reposition Main Street tree lighting. Seconded by Lucie Zima.

All in favor.

The board was presented the WinterIN The Port campaign that outlined the initiatives and events taking place in December and January, including the budget breakdown presented by Port Credit BIA and Rocket Productions.

Action:

Natasha to seek a \$7,500 sponsorship from all community partners: Brightwater, PPCF and Edenshaw Development to assist with the finale for WinterIN The Port.

Natasha to email all event dates to Councillor Dasko.

Cody to design an A4 sheet with a list of all events.

Marketing - Ann Ivy Male | Dianne Dela Cruz

Written report provided.

Advocacy - John Pappas

No report.

Sponsorship – Jake Pedler | Natasha Mackinnon

No report.

Safety & Security - John Pappas | Jake Pedler

Watson will speak at AGM about Paid Police program.

Policies – Brenda McGarrell | Dianne Dela Cruz

Brenda mentioned to include a password protection tab under the Membership and Associate Membership section of the website. This is not something that can be done because BIAs are a local Board of Council - Financial Statement and Board Meeting Minutes are public information.

Brenda mentioned to make an amendment to policy for non-members, giving them 48 hours prior to the meeting to sign up for attendance.

Action

Make an amendment to policy in re: to non-members attending AGM.

Invite Kay Matthews to attend AGM.

Include a Public Relations piece in the beginning of the AGM to set the tone, keep the meeting professional, outline the expectations, and to stay on topic with time limits per speaker.

Hiring Committee ***new** - Lucie Zima

Written report provided.

Interviews held and position filled for the New Admin & Communications Coordinator in December 2021. The start date for the position is set for mid-January 2022.

