

Port Credit BIA - MINUTES	
	Board Meeting October 25, 2023, 6:30pm Virtual Meeting
Board Members	John Pappas, Brenda McGarrell, Julia Chatterji, James Shipp, Dani Habbal, Ryan Long, Marlene Baur, Councillor Stephen Dasko
Regrets	Lucie Zima
Absent	n/a
Guests	n/a
Staff	Kelly Ralston, Stacey Oliver
Minutes by	Stacey Oliver
Item #	Item Description
1	Call to Order: 6:39pm
2	Declaration of any Conflict of Interest: None stated
3	Acceptance of Minutes from Board Meeting held on October 4, 2023 Moved by Julia Chatterji Seconded by James Shipp
4	Additions to and approval of Agenda Moved by Marlene Baur Seconded by Julia Chatterji
5	Committee vote brought forward to accept into Minutes: motion to accept Norbrook Contracting as the vendor to be awarded the contract to power wash the Port. Moved by Julia Chatterji Seconded by Marlene Baur
6	<p>Councilor’s Report – Stephen Dasko</p> <ul style="list-style-type: none"> • Memorial Park Skating loop – Stephen received news that the pre-holiday launch date for the rink will be missed due to some last-minute changes. • Stephen met with Tourism Mississauga, and they will be allocating resources for this project. A possibility is warming stations; their mantra is “linger longer”. Kelly working with Karen Priest on funding. • Stephen and Kelly are looking into lighting standards. Options will be discussed at a later meeting. • The sidewalk in front of the library has been levelled and repaired. • West Marina Park walkway and the south side pedestrian bridge has been closed because it is currently being graded and raised. This will be closed for the foreseeable future.

	<ul style="list-style-type: none"> • Stephen suggested that the Peel Region Crisis Team be invited to a future meeting for an introduction. They are working with businesses and unhoused individuals throughout the Port tackling issues along the Lakeshore corridor and the arena. • Police parking is now available on Lakeshore in front of Nomads. This parking spot will be used for police to do paperwork and will allow for more police visibility in the area. • Stephen will be presenting the annual Ward 1 Community Excellence Awards at the Port Credit Senior Centre off Cawthra Road on Thursday, October 26 at 6:30. • Stephen discussed collaborating with MetalWorks, Mississauga Arts Council and SoundsUnite to produce a contest for an anthem in honour of Mississauga’s 50th anniversary. Mississauga-based musicians and songwriters are encouraged to submit their original song for a chance to have their song named <i>Mississauga’s 50th Anniversary Anthem</i> and a recording and mixing session at Metalworks Studios. • Marlene asked for an update on the lakeshore corridor construction. Stephen noted that Brightwater scraped, re-asphalted and painted road lines over 3 days. The sewer trunk line is set up for next year with several work areas throughout Port Credit. Expected to be a long project (3 – 4 years) but it will not be intrusive along Lakeshore as it will be gravity fed underground. Some pumping stations will be decommissioned with Stavebank being upgraded. • Stephen and Kelly working on new location for Farmers Market. Stephen has a meeting set up with the City to push for library location.
7	<p>Chair’s Overview – John Pappas</p> <ul style="list-style-type: none"> • John thanked Kelly and the board for their hard work and dedication in getting the budget ready for submission.
8	<p>Treasurer’s Report – Brenda McGarrell (report attached)</p> <ul style="list-style-type: none"> • Brenda reviewed financial statement and balance sheet through Sept 30. • The budget is in good shape and there are enough funds to fulfill the BIA mandates. • There is a last quarter push in for sponsorships and grants, and invoices have been issued. • The 2024 Budget will be submitted to the City on October 27.
9	<p>Executive Director’s Report – Kelly Ralston</p> <ul style="list-style-type: none"> • Kelly reviewed the Clarke Hall 100th Anniversary celebration on October 21. It was very well attended with a flash mob, musical entertainment, and a smudging ceremony. • The Alice in Wonderland Halloween event will take place in the Port Street Market square on October 28 and October 29 from 2 – 4. There will be stilt walkers, pumpkin painting, cookie decorating, face painting and a dog parade. If any board members would like to be a judge for the dogs, please contact Kelly. • Kelly reviewed recommended 2024 budget (final attached). • Budget reflects actuals, planned expenses and realistic sponsorship/support (i.e., removed some prior commitments).

<p>10</p>	<p>Committees Overview</p> <p><u>Safety & Security</u></p> <ul style="list-style-type: none"> • Recommending budget remains at \$45,000. • The Paid Duty program will begin in June and will be extended through September if the required sponsorship is acquired. • The liaison officer provided quantitative and qualitative reports. • There were 128 calls for service with 85% of the calls occurring in the summer months, and 70% of the calls coming in on Saturday nights. On Friday nights, 11pm is the busiest hour for calls, while on Saturdays 2am is the busiest. The paid duty officers were first on scene at a shooting incident, and they also apprehended an individual wanted on a Canada-wide warrant. • There were calls for noise, impaired individuals, disturbance, medical, and several charges were laid for loud mufflers. • There has been very good feedback about this program on social media. • As there now is a baseline of statistics, reporting can be improved next year. • Any businesses located past the downtown core who are open late that would like to join Ryan’s Whatsapp group can contact the BIA office. • Kelly stressed that this is a pilot project and any calls to the officer’s cells must be an in-the-moment real-time issue. • No sponsorship monies upfront with an anticipated spend of \$45,000 beginning in June. If sponsorships are received, the program will be expanded through September. <p>Motion to pass budget: Ryan Long Seconded: Dani Habbal Carried</p> <p><u>Sponsorship</u></p> <ul style="list-style-type: none"> • Recommending budget of \$70,400. • Kelly provided an overview of sponsorship of Buskerfest, Paint the Town Red, Music Walk of Fame, and Southside Shuffle. It was noted that sponsorship amount for Southside Shuffle was more this year due to it being their anniversary year. • Arts on the Credit and TOPCA fall under Miscellaneous Sponsorship Requests. • The Mississauga Marathon is no longer held in Port Credit, and Vegfest is now defunct. • In total, \$68,000 was spent in 2023 on Sponsorships with \$3,600 still in miscellaneous that has not been allocated. • Port Credit will have a lot of construction over 2024, so a budget increase will be looked at for 2025. <p>Motion to pass budget: Marlene Baur Seconded: Julia Chatterji Carried</p>
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Business Recruitment & Expansion (BR&E)

- Recommending budget of \$3,000.
- This is a growing line item designed to encourage new businesses to come to the Port, as well as to support existing businesses.
- Welcome booklets are being sourced to have something tangible to provide to new businesses. Jeff Jones of Migo Marketing to design, and the booklets will be printed to distribute to new businesses. Looking at having BIA member window decals for the businesses.
- Kelly to meet with John Cassan to review ideas on bringing in new businesses.
- In the process of adding *for lease/sale* commercial properties to the website.

Motion to pass budget: James Shipp

Seconded: Marlene Baur

Carried

Farmers Market

- The location for 2024 has not yet been decided on. Construction will continue through next year, so the Lighthouse parking lot is not an option.
- \$20,000 is being allocated for a permit.
- Event wages will be covered under the wages line item rather than the events.
- New items required for the 2024 season: BIA tent, weights, café tables, chairs, potentially higher towing fees due to location change.

Beautification

- Recommending budget of \$334,220.
- Items under Beautification were reviewed:
 - additional equipment for Streetscape Ambassadors
 - storage at Smart Stop
 - hydrant permit
 - new power-washing program (includes the initial cleaning in the spring, maintenance, plus the painted curb seating)
 - lightpole painting with anti-graffiti paint
 - planters
 - landscaping
 - new street banners with 4 installs
 - it was noted that the golf cart will likely be operational for one more year

Motion to pass budget: Marlene Baur

Seconded: James Shipp

Carried

	<p><u>Marketing</u></p> <ul style="list-style-type: none"> • Recommending budget of \$82,350. • Media – Insauga, Hootsuite, Mailchimp • Sponsored bags - \$9,000 for 4000 bags • Canvas bags • T-shirts – looking into swag • Signage – 3 or 4 side street signs and Canadian TODS highway signs • Transit signs at 2 bus stations and Union Station • Website and hosting - \$20,000 (Kelly and James will wireframe and have an RFP sent out for digital companies) <p>Motion to pass budget: Marlene Baur Seconded: James Shipp Carried</p>
<p>11</p>	<p>Adjournment 8:39 Moved by James Shipp Seconded by Marlene Baur</p>
<p>Dates</p>	<p>Next Meetings: -AGM Prep: Tuesday, November 14, 9:30 am -Year End Celebration: Tuesday, December 12, 6:30 pm</p>