

Port Credit BIA - MINUTES	
Board Meeting Wednesday September 24/2025 5:30 pm Wave Room, Shore Grill & Grotto	
Board Members	John Pappas, Brenda McGarrell, Ryan Long, Paul Michel, Dorothy Hagel, Councillor Stephen Dasko
Regrets	Marlene Baur
Guests	Sue Peric, Ken Nolasco
Staff	Kelly Ralston, Stacey Oliver
Minutes by	Stacey Oliver
Item #	Item Description
1	Call to Order: 5:34 pm
2	Declaration of any Conflicts of Interest or Pecuniary Interest None Stated
3	Additions to and Approval of Agenda Moved by Paul Michel; Seconded by Dorothy Hagel Approved
4	Acceptance of Minutes from Board Meeting held August 27, 2025 Moved by Dorothy Hagel; Seconded by Brenda McGarrell Approved Discussion: Brenda noted that the Treasurer's Report from last month should have been listed as January – July.
5	Introductions Sue Peric from South70 & Co and Ken Nolasco from Klawcadia joined the meeting as observers considering joining the Board of Directors.
6	Chair's Overview – John Pappas • The Coffee & Community breakfast will be held on October 2 at 8:00 AM at The Crooked Cue. The focus will be on planning the 2026 budget. • For those unable to attend in the morning, an evening session will be held on October 8. The location is still TBD, and this session is intended to accommodate businesses that prefer an evening meeting. • The 100th Anniversary of the Cenotaph takes place on Saturday from 10:00 AM to 2:00 PM. • The Farmers Market continues through October 11, and planning is underway for the upcoming Halloween event. • Spending remains on track with the current budget. • Both this meeting and the next will focus primarily on planning the 2026 budget.

7	Treasurer's Report – Brenda McGarrell • Brenda reviewed the financial report, noting that August was a particularly active month and is trending well against the budget. • Transfers from the high-interest savings account to the current account are made as needed. • There was a gift card redemption in August. • A GIC matured on September 8, and both the principal and interest were deposited into the savings account. • Accounts receivable is in strong shape with only a few outstanding items. • Scotiabank is offering an additional 1% promo interest on new deposits for the next six months. • Brenda confirmed that the only product with CIBC is a Visa card. • Overall, the accounts are in good financial standing to fulfil the BIA mandates.
8	Councilor's Report – Stephen Dasko • <u>100th anniversary of the Cenotaph</u> – The 100th anniversary of the Cenotaph will be held on Saturday. This event is the result of a strong collaboration between the BIA, City of Mississauga, Port Credit Legion, Heritage Mississauga, and the Army Navy Air Force. Big thanks to Kelly for all her efforts in making this happen. • <u>Police Station</u> – Discussions are ongoing with Peel Regional Police, the Region of Peel, and the City of Mississauga regarding the establishment of a full police station along the Lakeshore corridor in the south. An update is expected soon. • <u>Christmas Market</u> – Councillor Dasko is hosting an outdoor Christmas Market at the Army Navy on November 21 and 22. The event will feature ice sculptures, music, and more. • <u>Santa Claus Parade</u> – The Mayor is bringing back a full Santa Claus Parade, scheduled for the evening of November 22 at 6 p.m. • <u>Christmas Tree</u> – A 20-foot in-ground Christmas tree has been planted by City Forestry staff at the back of the arena near the Provincial Walk. This location keeps it out of pedestrian and festival areas, with power already in place. It will serve as a festive landmark and enhance the holiday vibe. • <u>Live Music, Arts, Heritage</u> – Councillor Dasko provided updates on these categories. The noise exemption pilot program is underway, the Summer Concert Series was successfully completed, and the Sauga Buses program continues. The 80 Years of Freedom commemoration is taking place in front of the Small Arms Building, and Stephen thanked Paul for his work on this. • <u>Adamson Estate</u> – the Museums of Mississauga launched a pilot program on October 4 with the exhibit A History Exposed: The Enslavement of Black People in Canada, running until December 28. Planning is underway for the next exhibit, which will feature a collaboration with a local historian to animate the building and share Mississauga's story. • <u>Cawthra-Elliott Estate</u> – the Creepy Cawthra Boo Bash will be held on October 25 and 26 for the Museums of Mississauga Halloween event.

	• <u>Peel Art Gallery Museum + Archives (PAMA)</u> – PAMA is located in Brampton and part of the Region of Peel. The City of Mississauga currently contributes \$3.4 million to PAMA, which has been identified as an inefficient use of taxpayer funds. Stephen is recommending that PAMA be provided with a City-owned building in Brampton and that the funds be reallocated. Starting in 2027, this funding may be redirected to support the Arts. The process is now in its final stages. • <u>Election Year, October 2026</u> –Stephen announced his intention to run for re-election as Ward 1 Councillor in the upcoming municipal election.
9	Executive Director’s Report – Kelly Ralston • <u>100th anniversary of the Cenotaph</u> – Kelly thanked the Sponsorship Committee for approving funds to support the celebration. Event participants include Walmart, Elmwood Meats, and Gold Cherry Bakery. A photo booth featuring the event logo will also be available, allowing attendees to take home a keepsake photo as a reminder of the occasion. • <u>Coffee & Community – October</u> – members are invited to help shape the 2026 budget. Paul emphasized the need for creative ideas on capital spending, so attendees should come prepared for that discussion. Kelly confirmed that reminders have been sent via email, newsletters, and postcards, and an evening meeting will be held on October 8 for those unable to attend the morning session. Kelly will also review how the levy is calculated, noting that this process aims to encourage input, involvement, and transparency in the budget. • <u>Coffee & Community – November</u> – safety and security will be the topic for November. Kelly will contact Safe City Mississauga, Crime Stoppers, Peel Police, and Tactical Guard to arrange a presentation. • <u>Survey</u> – a survey will be sent out on Friday to gather feedback from businesses on which events were successful and what they would like to see in the future. • <u>East End Committee</u> – a meeting is scheduled for October 16 with eight interested members in attendance. The discussion will focus on rebranding the east end. • <u>West End Committee</u> – Kelly will arrange the meeting with Paul. • <u>Halloween #INThePort</u> – scheduled for October 25 at Brightwater, this year’s event will be held in the west end, as previous events have taken place in the east end and the core. The event will be inclusive for both adults and kids, featuring a Wednesday Addams themed day program and an online pub crawl with an Old Hollywood Horror theme. Rides leftover from Classic Country Thursdays (last event canceled) will also be used for this event. • <u>Santa Claus Parade</u> – scheduled for November 22, all five BIAs will participate, each contributing \$2,000. The Port Credit BIA is working with the City designer on a float to promote the area. The event also provides an opportunity at Celebration Square to distribute swag and encourage visitors to come to Port Credit. • <u>Winter #INThePort</u> – taking place on November 29, the event will feature lighting of the skating rink, Christmas trees, lighthouse, park, and the main street. • <u>Canada Day #INThePort</u> – grants for 2026 are now open. Applications will be submitted for both the City and Heritage grants, with the final meeting with PTTR to be arranged.

	• <u>Youth Worker Opportunities</u> – Kelly sent an email to businesses highlighting resources available to the business community, including co-op students from Port Credit Secondary School and the YESS Program (Youth Employment and Skills Strategy) at the Family Services of Peel. • <u>Event Logistics Coordinator</u> – will be hired in the near future. • <u>Canada Summer Jobs Student</u> – The Industrial Design student who worked with the BIA over the summer has extended her placement to help finalize several projects, including the creation of bags, the BR&E booklet, and an events and tourism booklet aimed at attracting events to Port Credit. • <u>Stingray Media</u> – Kelly working with this advertising company to develop an overall marketing plan for 2026. • <u>Website</u> – Kelly will send a link to the website to the board so everyone can review the progress. Henna is capturing drone footage, and Melisa is gathering content using volunteer actors for the site.
10	Streetscape & Beautification – Kelly Ralston • <u>Garbage bins</u> - black garbage bins have been installed and are being serviced twice weekly by SureGreen. • <u>Benches</u> - there is 1 bench remaining which will be installed by the old No Frills. • <u>Lighting and safety</u> > Pedestrian level lighting is needed. Kelly met with City staff to explore adding a lower, removeable arm to the highway lights to provide pedestrian level lighting. Currently, 80% of decorative poles are not working. Alternatives include using lit snowflakes in winter and musical notes for the rest of the year, with a rendering shown. > Councillor Dasko advised that discussions are ongoing regarding future streetscape, with potential pilot programs planned after the pedestrian bridge is completed. The City is supporting the development of a comprehensive streetscape guide for new buildings along Lakeshore to ensure consistency. Streetsville faces similar highway lighting issues; Stephen shared examples of their approach. > Kelly noted an additional City-funded highway pole will be installed across from NZ Hair. > John emphasized the importance of the City addressing dark spots with uniform lighting and having a realistic, actionable plan. > Kelly noted that the BIA's mandate is to exceed City standards. This year's budget includes \$80,000 for snowflakes, with music notes planned for next year. > Kelly clarified that decorative poles have mismatched lighting: some have out-of-warranty glass covers, while newer poles have LED lighting. There are 58 decorative poles, with additional highway poles also in place. > Kelly noted concerns about installing lighting across the street due to trucks and wind potentially damaging the lights. > Kelly will provide an updated quote for the two options and have an email vote next week.

	• <u>Dual Stream Bins</u> - there is a need to replace the City's silver dual bins with a style similar to the black metal garbage bins. Since Peel is transferring trash collection to the City, action cannot proceed until the new contract is in place. A decision is needed on whether to include this in the 2026 budget or wait until 2027. • <u>Patios</u> - Jordan (Habitat Social) and Nick Dell working on a patio program. Seasonal patios must be heated and have seating if used in winter. A follow-up patio meeting will be scheduled.
11	Sponsorship – Kelly Ralston • The goal is to attract more event producers to Port Credit, with the BIA supporting through permits and potential sponsorship rather than organizing the events directly. Pet Expo is confirmed, the Renaissance Fair is in progress, and CMA has been invited to submit an application. • Sponsorship applications for 2026 are now open, with a committee meeting scheduled for October 1 to review submissions. • Planning for 2026 includes exploring ideas with longer-lasting impact through installations. Kelly is meeting with the City of Mississauga's Cultural Infrastructure and Creative Spaces team. Petals of Hope by the Alzheimer's Society of Peel is currently installed at the Lighthouse. Kelly is also working with Mac on creative placemaking, with examples shown including glow chairs, topiary displays, moving art, and magic windows.
12	Safety & Security – Kelly Ralston & Ryan Long • Kelly noted we are working with Workplace Safety & Prevention Services (WSPS), and they presented at a recent Coffee & Community meeting. Opportunities for businesses include WSIB rebates and access to a new app for creating customized safety orientation handbooks. • Kelly will meet with Safe City Mississauga for a walkthrough on October 7 to assess lighting. They will provide recommendations based on Crime Prevention through Environmental Design principles. • The Justice Luncheon will take place on November 4, with Chief Nish of Peel Regional Police as the keynote speaker; invitations have been extended to the Board. • Ryan provided an update on Tactical Guard security and reviewed the report to-date. He noted that future reports would benefit from a more detailed breakdown of property damage and violent incidents, and verbiage for these will be included in monthly reports. • After a full year, the data will allow for better analysis. • Kelly highlighted the increased engagement with Tactical Guard, noting that the team is now an active part of the community. The security coverage extends from Maple down through Beechwood. Kelly will increase social media posts about the program, and Ryan will take photos of guards on duty. • A safety survey will be sent out by Kelly to assess how safe businesses feel, comparing results to the spring survey. • John recommended providing businesses with stickers displaying Tactical Guard contact numbers.

13	Additional Business <u>Capital Investments</u> – Kelly noted that creative approaches are being explored for capital investments, including installations and improvements to the main street. <u>Decals</u> - Paul asked about distribution. Kelly confirmed they were hand-delivered and will bring more to the October 2 Coffee & Community meeting. <u>Canada Day Surplus</u> – Kelly advised this will be discussed at the next Finance meeting. <u>Triangle Parkette</u> – Councillor Dasko shared the artist’s mock-up for the Stavebank park area, which will become a green space with a permanent art installation and benches. <u>Benches</u> – Councillor Dasko mentioned that some benches in front of PetSmart were removed due to misuse. Brenda noted two benches are missing on Front Street, affecting seniors who walk in that area. <u>OBIAA</u> – Brenda noted that the conference will take place in St. Catharines from April 19–22, with registration opening December 1. <u>Next meeting</u> - Oct 29 –Kelly reminded committees to submit ideas beforehand, as the budget will be finalized at this meeting.
14	Action Items • Kelly to send out a survey to businesses regarding past events. • Kelly to arrange West End Committee meeting with Paul. • Kelly to send a website link to Board members. • Kelly to provide updated lighting quote and conduct an email vote. • Kelly to send out a safety survey to businesses.
15	Adjournment – 7:19pm Moved by Ryan Long, Seconded by Paul Michel
Dates	Next Meeting – Wednesday October 29, 5:30pm, Shore Grill & Grotto, Wave Room