

# Port Credit BIA

**Board Meeting**

**Monday April 06, 2020 – 7:00pm**

**Virtual Meeting - Zoom**

**MINUTES**

<b>Board Members</b>	Jake Pedler, Nina Tsougios, Brenda McGarrell, Ric Cooper, Councillor Stephen Dasko, Claudette Hope-Edwards, John Pappas, Lydia Ordoñez-Niles, Ann Ivy Male, Scott Higginson		
<b>Staff</b>	Beatrice Moreira-Laidlow, Natasha MacKinnon	<b>Minutes by:</b>	BML
<b>Item #</b>	<b>Item Description</b>		
1.	<b>Jake Called meeting to Order – 7:00pm</b> Welcomed everyone		
2.	<b>Declaration of Pecuniary Interest - None declared</b>		
3.	<b>Approval of Agenda</b> <b>Motion:</b> Nina Tsougios moved that the Agenda be approved as read Seconded by Scott Higginson Carried		
4.	<b>Approval of the February 2020 Meeting Minutes</b> <b>Motion:</b> Lydia Ordoñez-Niles moved that the minutes from the February 2020 Board meeting be approved as read Seconded by Scott Higginson Carried		
5.	<b>Councillor’s Report – Stephen Dasko</b> <ul style="list-style-type: none"> <li>• Measures to help businesses have been taken at all levels of government</li> <li>• A good resource website for information is: <a href="http://unlimited.ca/coronavirus">unlimited.ca/coronavirus</a></li> <li>• MP Ruddy Cuzzetto taken different approaches to relief and results to Main Street funding</li> <li>• Rob Phillis new mechanism in place to also assist med-small size businesses</li> <li>• Municipal level – deferral to property taxes and water bills</li> <li>• Councillor will advocate in every way possible at municipal level</li> <li>• Something new will be coming as an announcement from the Federals MPP Sven Spengemann</li> <li>• Marina development – still committed to future plans, great stimulus, long term jobs and tourism draw</li> <li>• Application for Board seat on Mississauga’s Tourism Board has been submitted</li> </ul>		
6.	<b>Chair’s Report –</b> <ul style="list-style-type: none"> <li>• Had meeting with Food Bank, Slavica Bissylas and dan Medowcroft, looking to doing a more intense distribution for the Food Bank, also looking to open a food depot on the south end</li> <li>• Volunteers are needed to prepare packages, hoping that some of the event volunteers can help</li> </ul>		

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	<ul style="list-style-type: none"> <li>• Shared answers to the survey sent, a lot of good comments received, lots of mutual concerns</li> <li>• Lots of appreciation to the BIA for all the communication and handling of these unprecedented times.</li> <li>• Review lines of the survey a copy was submitted to everyone</li> <li>• Expect business closures and changes</li> </ul> <p><b>Action:</b>  Staff to have a banner made and hang at the lighthouse railing acknowledging and thanking all Nurses, first responders and front- line workers.</p>
<p>7.</p>	<p><b>Committee Reports</b></p> <p><b>Financials</b></p> <ul style="list-style-type: none"> <li>• Brenda McGarrell Provided a written and status report</li> </ul> <p><b>Beautification</b></p> <ul style="list-style-type: none"> <li>• All banners are up</li> <li>• Spring planting has begun</li> <li>• Benches will be placed once time permits</li> <li>• New garbage bins on their way</li> <li>• Utility Boxes moving ahead</li> <li>• Mural at Helene St. S. quote submitted for approval</li> </ul> <p><b>Marketing</b></p> <ul style="list-style-type: none"> <li>• Marketing Team provided a report</li> <li>• Meeting last week between Jake, Ann, Natasha and Doug</li> <li>• ShopWatch initiative created</li> <li>• Staff will print out at least 50 posters to be placed on open shops windows</li> <li>• Marketing and communications continue as per weekly developments</li> <li>• New Main Street Initiative presented and will give it a try</li> <li>• Bus wrap out all over town</li> </ul> <p><b>Parking – John</b></p> <ul style="list-style-type: none"> <li>• Not much to report as far as parking at this point, but still strongly feels this fund should be revised.</li> <li>• Security/ John recommends BIA look into hiring private security patrol with car as break-ins have begun</li> <li>• Stephen Dasko mentioned we should connect with Safe City Mississauga</li> </ul> <p><b>Action:</b></p> <ul style="list-style-type: none"> <li>○ Bea to set up meeting with Jake and some of the Safety and Security Committee to lay a plan to investigate hiring private security.</li> <li>○ Bea o Connect with Teresa from Safe City Mississauga</li> <li>○ Bea to connect with Scott regarding Ivan /Website</li> </ul> <p><b>Sponsorship – Bea – Events notice of payments and releasing VegFest cheque</b></p> <ul style="list-style-type: none"> <li>• Notification to events about sponsorships/event cancellations</li> </ul> <p><b>Policies – Claudette Hope-Edwards/Brenda McGarrell nothing to report currently</b></p>

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8.	<p><b>Staff Report – Submitted</b></p> <ul style="list-style-type: none"> <li>• Continue to attend all City/Region/Public Health/Government info sessions</li> <li>• Share to all SM and Communications</li> <li>• Work on plan to recovery</li> </ul>
9.	<p><b>Round table discussion – entire Board and Staff</b></p> <ul style="list-style-type: none"> <li>• How to entice Business after COVID19</li> <li>• Preparing for the aftermath</li> <li>• Ready Promo plan in place</li> <li>• Gift Card idea – Port Credit Generic so that it can be used at any PCBIA Business</li> <li>• Lobby for GST rebate, property tax release support</li> <li>• Engage and partner up with OBIAA – Strength in numbers</li> <li>• Councillor to continue to inform us of any benefits that can come from City Level</li> <li>• Reinforce FACT, we all need support</li> <li>• Encouraged to read article from Niagara Falls- link shared by Claudette</li> <li>• Gift Cards some giveaways</li> <li>• 3 Months free parking after COVID19</li> <li>• Invite people to re-discover the Port/Massive Marketing Campaign</li> <li>• Advocacy</li> <li>• Street wall mounted hand sanitizers</li> <li>• Comeback videos</li> <li>• Huge Street Party/weekly themed, local campaigns</li> <li>• Survey</li> <li>• Get rid of PIL</li> <li>• Street Party</li> <li>• Businesses still feel that they are on their own</li> </ul>
10.	<p><b>Other Business - Chair’s new initiative BOARD MEMBER OF THE MONTH</b></p> <p>January 2020 – Photo contest initiative Ric Cooper January Board Member of the Month</p> <p>February 2020 – Marketing Committee Director Anne Ivy Male February Board Member of the Month</p>
11.	<p><b>Adjournment</b></p> <p><b>Motion:</b>          Ric Cooper moved that the meeting be adjourned at 8:52pm          Seconded by Nina Tsougios          Carried</p>

Dates:

April 19-22 OBIAA Conference Cancelled

Next regular Board meeting Wednesday April 29, 2020 – 7pm