

Port Credit BIA		Minutes
	Board Meeting	Wed, April 6th, 2022 6:30pm In-person Meeting
Board Members	John Pappas, Brenda McGarrell, Ric Cooper, Ann Ivy Male, Lucie Zima, Julia Chatterji	
Regrets	Wassim Alroz, Councillor Stephen Dasko	
Staff	Natasha Mackinnon, Dianne Dela Cruz, Andrew Dmytrasz	
Guests	6:30pm: Emily Miskz, Humberto Sanchez, Dorothy Hagel PCBIA Business Members interested in joining PCBIA Board of Directors	
Minutes by	Andrew Dmytrasz	
Item #	Item Description	
1	Call to Order 6:30 pm	
2	Declaration of any Conflict of Interest: None Stated.	
3	Additions to and approval of Agenda Moved by Ric Cooper; Second by Ann Ivy Male	
4	Discussion and/or acceptance of Minutes from the Board Meeting held on Weds, Jan 26, 2022 Moved by Brenda McGarrell; Second by Julia Chatterji	
5	Councillor's Report <ul style="list-style-type: none"> Not present. 	
6	Chair's Report – John Pappas <ul style="list-style-type: none"> Waterfront festival closed for good, was our big event for June. Should consider some way to honour Pat Anderson, possibly an informal discussion on what we should do for Pat. Concrete barriers were removed and are approved until the end of 2023. Would like to welcome Humberto Sanchez from Catalina, and Dorothy Hagel from Hagel law firm. Upcoming Events: <ul style="list-style-type: none"> Spring IN the Port on April 23rd. Mississauga Marathon on May 1st. Port Credit Farmers Market every Saturday starting from June 4th until October 8th. Paint the Town Red on July 1st. Vegfest on June 23rd. The Hazel McCallion Walk for Health on Sunday June 5th, at Port Credit Memorial Arena. 	
7	Committee Reports Financials – Brenda McGarrell <ul style="list-style-type: none"> See Financial report. Discussion <ul style="list-style-type: none"> Flushed with money as the levy came in a lump sum instead of installments this year. Direct deposit made on February 4th. Reconnect festival grant, all money was sent in December. 15k grant from Frosty Finale will be rolled into spring IN the port. How we can get into 30-60-90 day notes. Circle back with Irina from Scotiabank to invest that money. 	

Action

- Natasha to discuss with Irina from Scotiabank and bring over to the executive.

Beautification – Julia Chatterji | Natasha Mackinnon

- See Beautification Report

Discussion

- Met with Cultural District of Mississauga to beautify. Temporary installations in Port Credit, (Stavebank triangle) Hopefully this year, if not then in 2023.
- Activation installation with pianos. Will reach out to Elsinore re: pianos.
- 2022, public space activation, guard rail mural, Beachwood and Lakeshore. City of Mississauga going to spearhead mural, and BIA can have input into that.
- Quote for red benches, \$800 to remove benches to get them inspected, then charge more to repair them.
- Streetscape ambassador program will be taking off. Met with Gail Hamilton last week, not able to commit to full term for six months. Offered Faris Khan assistant supervisor, who will take over Gail's street cleanup.
- Gail will do more admin work, keep up with inventory. Will only do 10 hours.
- PCBIA staff, seven days a week, very little overlap between shifts.
- Region of Peel cleanup on Saturdays.
- Wednesday morning Suregreen cleanup.
- Streets will be nice and tidy.
- Gaill will be cleaning big bins as they will be back this year.
- Will start May 19th, run for 22 weeks, ends October 10th. Also includes Civic days.
- Unfortunately, can't get new garbage bins.
- Possibly get some extra keys for the bins for ambassadors to clean.
- TOPCA is going to be installing two new bikes at 9 Stavebank Rd., will be replacing parking spot in front of Burrito boys. Will have two decorative bikes on either side. Will be early this month or late next month.
- Would be Beautification Committee to decide on new Landscape company, then bring to the board to vote.
- Landscapers term was extended in conjunction with the Municipal Election.
- Run the World, an organization that the BIA had worked with. Replace the I Heart PC sign. Hollowed "In the Port" signs that can be filled up with different items depending on the season. Would be lit up and custom made for our BIA.
- Will be placed at Port Street market. Committee will discuss the design and bring to the Board.
- Andrew has been completely trained on lighting system and he has trained Karen Priest and Cody Evans on it.

Action

- Check with Susie Costa regarding signage on the boardwalks.
- Chat about the benches and Piano.
- Natasha to contact Region of Peel regarding garbage bins and to circle back with the Board.

Marketing - Ann Ivy Male | Dianne Dela Cruz

- See Marketing Report.

Discussion

- Social Media strategy will be a working document.
- Every season going to have a paid ad to highlight various services in the community. Going to test it out to see how effective they will be.
- Cody's Corner should also do "Know your BIA Board". Possibly in front of storefront.
- Reusable bag, in which companies can buy advertising spots on them.

Action

- Connect with Victoria Clarke regarding some possible synergy and possibly more monetarily.

Advocacy - John Pappas | Natasha MacKinnon

- See Advocacy committee report.

Discussion

Lakeshore Transportation Studies

- Think of all the money and time that would take to remove all the trees and all the construction for everything.
- Issue, the four lanes doesn't address traffic flow properly. Only one way across the river. Think about money spent to have busses going 2 km.
- North/South is more important for traffic.
- Need traffic calming and traffic flow.
- Time to take it to the Membership about what the recommendation is going to be. Get the residents aware. Commitment from Frank Giannone. Pat Anderson, Tommy Donnelly.
- Twostep process to align all the people who have influence.
- If this will get voted on, what is the process?
- Lots of reasons why we don't like this plan. Don't know about timing yet for this.
- John Pappas wants to take the lead on this issue.
- A town hall meeting is in order for this issue.
- Would have a great impact on all businesses and the community by taking out the trees, boulevard, patios, parking in lieu, light poles we have been saving for, Classic Cars Thursdays.
- Goes from Royal Windsor to Etobicoke creek.
- Should find out more about this before we start campaigning.

Action

- To discuss this committee in terms of effective and best use of our time.
- Advocacy Committee to investigate micro mobility proposal approval process and steps to counter this proposed plan.
- Stephen Dasko will arrange a meeting with Gino Dela Cruz.

Sponsorship – Natasha Mackinnon

- See Sponsorship committee report.

Discussion

- Met March 28th.
- Another committee meeting to be held to discuss loose ends.
- Buskerfest, some risk factors she would have to address. Will circle back at the end of this month. If not this year, they will come back in 2023.
- Waterfront festival money of \$17.5K will move to reserves for now.

- Sponsorship can give money to different organizations. Will be over budget on a single line item but at the end of the year will balance out.
- Sponsorship committee still needs to meet about Veg Fest.
- Ric Cooper made a motion to allocate \$2,000 to Mississauga Marathon. Seconded by Lucie Zima. All in favor. Carried.
- Ric Cooper made a motion to allocate \$17,500 to Paint The Town Red. Seconded by Julia Chatterji. All in favor. Carried.
- Ric Cooper made a motion to allocate \$17,500 to Southside Shuffle, Blues & Jazz Festival. Seconded by Ann Ivy Male. All in favor. Carried.
- Ann Ivy Male made a motion to allocate \$3,000 to Mississauga Music Walk of Fame. Seconded by Ric Cooper. All in favor. Carried.

Safety & Security - Wassim Alroz | Natasha MacKinnon

- No report. Will be reported on later once meet with the officer.

Policies & Procedures – Brenda McGarrell | Dianne Dela Cruz

- No report.
- Name change to Policy and Procedures.

Hiring Committee - Lucie Zima | Dianne Dela Cruz

- No report.
- Proposed name change to Staffing Committee, with a focus on employee retention including check in meetings.
- Hiring Committee should be dissolved as committee has met its goal of hiring two new staff in the office.
- Proposed that committee be resurrected only when needed.
- Office staff know they can come to the Board at any time with any issue.
- Management confirms there is no need for a hiring or staffing committee currently.

Business Recruitment & Retention - Dianne Dela Cruz

- See Business Recruitment & Retention Committee report.

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Staff Report

Natasha Mackinnon - Dianne Dela Cruz

Natasha's report

Operations

- Review meeting minutes created by Andrew
- Minutes for Beautification report and Sponsorship and Agenda
- Assisted Chinatown BIA with security and tender procedures and protocols.
- Organized a date & time with International Village BIA in Hamilton to visit our Main Street and provide details on preparing for LRT construction on Hurontario, managed throughout COVID, reopening process, etc.

On-going

- With Andrew's assistance, set up email for John Pappas: Chair@portcredit.com.

Beautification

- Organized Winter clean up and storage at off-site location between PCBIA + Suregreen.
- Custom Lighthouse Remote Completed.
- Indwell project: **Public Art Call: Murals on Indwell Lakeshore Lofts out now with deadline April 11, 2022.**
- Received notice from MAC that the LCBO project is taking off and the panels are to be installed before the launch of the Farmers Market.
- Lighthouse programing installed. Andrew overseeing, trained Karen Priest. Billed half the invoice to PCCF.
- Trillium Health Partners Banner Initiative.
- Coordinating with Stephen Dasko, City of Mississauga, and TOPCA re: installation of bike racks, including décor and timeline at 9 Stavebank Rd.

Sponsorships

- Discussed during committee update.

Advocacy

- [The OBIAA Elections Platform](#) document is completed. Purpose of this document is for each political party to provide their platform based on Main Street issues such as homelessness, affordable housing, social issues, and so forth. Mentions of new social issues that BIAs have taken on outside our mandate during the pandemic such as mental health issues, safety concerns, policing, opium crisis and more.

Financials

- Continuing to train Andrew on important financial protocols.
- Bookkeeping, coding Visa statements with Andrew's assistance.
- Kept track of monthly Budget vs. Actuals.

On-going

- Create an internal billing tracker for monthly supplier payments.
- Move away from cheques & towards auto deposits.

Marketing

- Review and approve weekly Social Media calendar that includes captions and copy. Attend all weekly Social Media meetings with Dianne and Cody.
- Attended meeting with Lamar to discuss pricing – Dianne to provide an update.

Events

- Coordinated DJ for Spring IN The Port Block Party and e-introduced to Karen Cecy. Secured Gail, Faris & Joanne to work the event.
- Coordinated with Suregreen and Creos for the Main Street Installations, Dianne will provide an update.
- Formulated a budget and plan for booking Farmers Market talent. The post will be released within the week and opened for 30+/- days.

Safety

- Committee meeting before busy season begins.

OBIAA

- Attended weekly best practice calls.
- Attend biweekly OBIAA Advocacy meetings.
- Did not get selected to join the Board of Directors. The Board agreed with the Nominating Committee that I am a strong candidate, and the Board made mention to Marty Williams, the Chair to encourage me to stand for election in November at the AGM. Him and I will be discussing this further at the Conference.
- Submitted a presentation to OBIAA for [Advocacy and Leadership – Businesses Are People](#).

Brightwater Community Liaison

- Activity attends bi-weekly meetings to get an update on the internal and external work.
- A copy of the most recent presentation will be sent to the Board shortly.
- The construction on the trail is complete.

Meetings + Training Sessions

- TOPCA.
- Marketing Committee meetings.
- Weekly Management meetings.
- Weekly SM meetings.
- Strategic Plan, OMAFRA training and meeting with Dianne.
- Micro-mobility system City Meeting.
- Check-in meeting with Councillor Dasko.
- Business Watch Program – Safe Mississauga.
- Run the World meeting to discuss Queen Bea's Landing décor and IN THE PORT signage.

- Buskerfest Meeting – Producer listed risk factors to host the event in 2022. An extension was given by the City of Mississauga & the Spon. Committee will revisit during next meeting. Organization does plan to run the event in 2023.
- Attended Community Meetings including developer meetings at 128 Lakeshore rd. and lane by parking.
- Lemonlight meeting.
- The Shores to discuss sponsorship funding opportunities.
- Vegfest meeting.
- Sponsorship Committee meeting.

Dianne's report

Training Andrew

- Lead weekly check-in meeting with Andrew to assign, review and help manage his workload. Every Thursday we discuss his progress and update his work management document which tracks all his deadlines and deliverables. He is very busy!
- Asana Training- walk through system and discussed goals for implementation.
- Farmers Market Training- walk through administration duties and discussed process and paperwork requirements.
- Review and approve member and community newsletters.

Organizational Planning

- Asana
 - Created four staff report templates in Asana- one for each team member.
 - Staff will be able to track all work assignments and projects for the month.
 - Holding a team training session next week to walk everyone through program.
 - We will be implementing these reports this month.
 - Board will have log-in credentials and can view reports anytime.
- OMAFRA x OBIAA Strategic Planning Training
 - Completed four day training session.
 - In the preparation stage with Natasha, we identified potential candidates to fill the project roles. We have also put together a list of stakeholders that should provide feedback during this process.
 - We are developing an action plan which we will continue to work through once we schedule a meeting with Julia who also took part in the training.

Business Recruitment & Retention

- Lead committee meeting on March 25th.
- Working with Andrew to finalize New Business Welcome package.
- Continuously working on all items mentioned in the Business Recruitment report.
- Meeting with Safe City Mississauga to discuss partnership with the BIA. Share a common goal of keeping PC safe and the Business Watch program is another benefit to joining our BIA.
- Meeting for Mississauga Innovation Reveal where Mayor Crombie introduced new hub and programming for Entrepreneurs.
- Brightwater Community meeting to hear updates on the development.
- Meeting with OrangeTheory to share information on member benefits and sponsorship opportunities.

- Ward 1 Community Meeting: Housing Affordability Task Force.
- Ward 1 Community Meeting: Port Credit Library Update.
- Ward 1 Community Meeting: City Planning for 128 Lakeshore Rd E.
- Micromobility Community Meeting.

Marketing

- Lead weekly meetings with the marketing team to discuss ongoing and future projects.
- Provide direction and oversight on all items mentioned in the marketing report.
- Lead marketing committee meeting on March 4th.
- Working with E-solutions to address a few glitches on the website.
- Worked with Natasha over several meetings to outline new banner theme and direction.
- Indie 88 meeting- exploring possibility of introducing radio to our marketing mix.
- Lamar bus wraps meeting- discussing new pricing and packaging that would better fit our needs and budget.
- Training session held by My Main Street: Main Street Reimagined: Leveraging Marketing to Attract More Visitors.
- Lemonlight meeting- exploring possibility of creating professional promo videos for events.

Grants

- Reconnect Ontario Grant 2021
 - Submitted final report on WITP to receive remaining grant funding for 2021 reward~ \$14,000.
- My Main Street: Community Activator Grant
 - Unfortunately we were not awarded this grant. Therefore we are unable to include the Large Interactive Installation during Spring IN The Port campaign.

Events

- Farmers Market 2022
 - We have received applications for 12 full season vendors (farmers, craft food).
 - Still working on securing a coffee vendor for the season. Reached out to Social Coffee Bean a few times but have not heard back yet.
 - We have secured a hot sandwich and back bacon vendor for 2022.
 - We have received applications from over 21 artisans.
 - Reached out to all past participants inviting them to return to the market for 2022 and heard back from all but two.
 - Submitted a Road Occupancy Permit with the City.
 - Requested COI from our rep.
 - Sourcing a silent generator to power the market this season. We will no longer rely on Gord to provide power.
 - Will be putting out a call for musicians and talent this coming Monday- entertainment at the market every week.
- Spring IN The Port Block Party
 - Submitted a Road Occupancy Permit with the City.
 - Provided a deposit cheque to the city for the use of barricades and signage.
 - Coordinated meter bagging and no parking with the City.
 - Requested COI from our insurance rep.

	<ul style="list-style-type: none"> ○ Put a call out to the community for our kids bike decorating contest. We will need three volunteer judges for the contest and we're hoping some of the Board will join. ○ Put a call out to the community for event volunteers to support programming and stations. ○ Karen has secured the musicians and performers for the event. Still working on securing live dancers. ○ Cody has created a poster for this event, and we put a call out to our members to see who is interested in housing a poster in their storefront. ○ Programming for the event includes a full schedule of entertainment, a kite making station, an interactive flower wall station, backyard games, dancers and stilt walkers, a bike decorating contest for kids, and our community row which will feature our community event partners and social services. ○ We have challenged our community event partners to decorate their tents and tell a story about who they are. Best booth will be awarded a prize. <ul style="list-style-type: none"> ▪ Confirmed: PTTR, VegFest, SSS ▪ Waiting on MMWF, Summer Concert <p>Additional Meetings</p> <ul style="list-style-type: none"> ● Shores Retirement x BIA to discuss sponsorship opportunities. ● Night Market TO to discuss spring installation at Queen Bea's. ● Buskerfest x BIA to discuss event outlook for 2022. ● Vegfest x BIA to discuss partnership and event outlook for 2022. ● Sponsorship Committee meeting. ● Meeting with TOPCA to discuss partnership outlook for 2022.
<p style="text-align: center;">9</p>	<p>Other Business</p> <ul style="list-style-type: none"> ● 2023-2027 Strategic Plan Discussion. ● Lakeshore Transportation Studies - Discussion next board meeting or separate.
<p style="text-align: center;">10</p>	<p>Adjournment 8:33 pm</p> <p style="text-align: right;">Moved by: Ric Cooper; Second by: Ann Ivy Male</p>
<p>Dates</p>	<p>Office Closed: Good Friday, April 15, 2022</p> <p>OBIAA Conference April 24-26, 2022</p> <p>Spring IN The Port Block Party - Sat, Apr 23, 2022, Next Board Meeting: Wed, May 4, 2022.</p> <div style="text-align: right;">  </div>

From: Brenda L. McGarrell

Date: @ March 31, 2022

Subject: Treasurer Report ending February 28, 2022

Attached:

February, 2022

Budget VS Actuals – 4 Pages – (February only)

Balance Sheet - 3 Pages

Balance sheet Notes:

City Levy direct deposited – February 4, 2022 – spread income remaining March onwards
Festival Grants Received – Marketing update – deferred spend

Scotia Bank balance healthy – leaves us in Good financial standing.

After reviewing the Financial Statements, if any questions, kindly advise. I will have reviewed and Return answers.

Thank you,



Brenda L. McGarrell

**Port Credit Business Improvement Association
Budget vs. Actuals: 2022 - FY22 P&L
February 2022**

	<u>Actual</u>	<u>Budget</u>	<u>Total over Budget</u>	<u>% of Budget</u>
Income				
30000 Municipal Levy	68,750.00	68,750.00	0.00	100.00%
30010 Under levy repayment		-3,333.33	3,333.33	0.00%
Total 30000 Municipal Levy	\$ 68,750.00	\$ 65,416.67	\$ 3,333.33	105.10%
30030 Sponsorship and Grants			0.00	
30038 WinterIN the Port		0.00	0.00	
Total 30030 Sponsorship and Grants	\$ 0.00	\$ 0.00	\$ 0.00	
30050 Membership Dues		454.50	-454.50	0.00%
30060 Vendor Fees		0.00	0.00	
30080 Transfer from Reserves		14,725.00	-14,725.00	0.00%
80000 Interest Income	150.59	125.00	25.59	120.47%
Fundraising and Other			0.00	
3006 Miscellaneous BIA Income		0.00	0.00	
3013 Project Sponsorship			0.00	
3014 Sponsorship		0.00	0.00	
Total 3013 Project Sponsorship	\$ 0.00	\$ 0.00	\$ 0.00	
Student Grant			0.00	
Total Fundraising and Other	\$ 0.00	\$ 0.00	\$ 0.00	
Total Income	\$ 68,900.59	\$ 80,721.17	-\$ 11,820.58	85.36%
Gross Profit	\$ 68,900.59	\$ 80,721.17	-\$ 11,820.58	85.36%
Expenses				
40000 Salaries and Benefits			0.00	
40001 Salaries	22,721.96	19,583.33	3,138.63	116.03%
40002 Additional Wages		0.00	0.00	
40003 Benefits	466.66	500.00	-33.34	93.33%
40004 Payroll Deductions	1,773.32	1,000.00	773.32	177.33%
40005 WSIB	115.94	75.00	40.94	154.59%
Total 40000 Salaries and Benefits	\$ 25,077.88	\$ 21,158.33	\$ 3,919.55	118.52%

42000 Professional Services				0.00	
42001 Professional Fees	132.87	166.67	-33.80	79.72%	
42002 Bookkeeping Services	955.00	1,000.00	-45.00	95.50%	
Total 42000 Professional Services	\$ 1,087.87	\$ 1,166.67	-\$ 78.80	93.25%	
43000 Finance Fee			0.00		
43001 Bank Charges	135.75	177.27	-41.52	76.58%	
43002 Provincial HST adjustment		0.00	0.00		
Total 43000 Finance Fee	\$ 135.75	\$ 177.27	-\$ 41.52	76.58%	
44000 Audit			0.00		
44001 Audit	218.33	225.00	-6.67	97.04%	
Total 44000 Audit	\$ 218.33	\$ 225.00	-\$ 6.67	97.04%	
46000 Advertising and Promotion			0.00		
46001 Media Marketing	2,786.62	2,818.18	-31.56	98.88%	
46002 Promotional Materials		0.00	0.00		
46003 Signage		0.00	0.00		
46004 Website-hosting and maintance		0.00	0.00		
46006 Networking/Training/Conferences	198.00	200.00	-2.00	99.00%	
4607 Events and Campaigns		0.00	0.00		
Total 46000 Advertising and Promotion	\$ 2,984.62	\$ 3,018.18	-\$ 33.56	98.89%	
47000 Project Expenses			0.00		
4626 Security			0.00		
4626-2 Duty Police		0.00	0.00		
Total 4626 Security	\$ 0.00	\$ 0.00	\$ 0.00		
47001 Farmers Market	573.34	600.00	-26.66	95.56%	
47002 WinterIN the Port		0.00	0.00		
47003 SpringIN the Port		0.00	0.00		
47004 Portchella		0.00	0.00		
47010 Misc. X-Mas		0.00	0.00		
47011 Support the Port	443.71	434.09	9.62	102.22%	
Total 47000 Project Expenses	\$ 1,017.05	\$ 1,034.09	-\$ 17.04	98.35%	
47009 Classic Cars		0.00	0.00		
48000 Sponsorships			0.00		
48001 Busker Fest		0.00	0.00		
48003 Mississauga Waterfront Festival		0.00	0.00		

48004 Canada Day - PTR		0.00		0.00	
48006 Southside Shuffle		0.00		0.00	
48007 Mississauga Marathon		0.00		0.00	
Misc		0.00		0.00	
Total 48000 Sponsorships	\$	0.00	\$	0.00	\$
60000 Misc out of pocket expense		-30.00		0.00	-30.00
Beautification & Maintenance					0.00
45001 Streetscape Maint. and Decor				0.00	0.00
45002 Landscaping		5,840.00		6,000.00	-160.00 97.33%
45004 Banners				0.00	0.00
45005 Other Beautification				0.00	0.00
Total Beautification & Maintenance	\$	5,840.00	\$	6,000.00	-\$ 160.00 97.33%
Business Development					0.00
6000 Business Development					0.00
6002 Networking Meetings				0.00	0.00
Total 6000 Business Development	\$	0.00	\$	0.00	\$ 0.00
Total Business Development	\$	0.00	\$	0.00	\$ 0.00
Office and General Expenses					0.00
41001 Rent		1,250.28		1,285.71	-35.43 97.24%
41002 Phones, Fax, Mobile,Internet		483.98		583.33	-99.35 82.97%
41003 Insurance		1,067.86		916.67	151.19 116.49%
41004 Repair, Maintenance				0.00	0.00
41005 General Office Supplies		870.05		750.00	120.05 116.01%
41006 Travel		20.06		20.00	0.06 100.30%
41007 Board Meeting Expense				0.00	0.00
41009 Memberships		495.00		500.00	-5.00 99.00%
41011 Office Cleaning		200.00		263.64	-63.64 75.86%
41012 General IT Expense		847.95		1,009.09	-161.14 84.03%
Total Office and General Expenses	\$	5,235.18	\$	5,328.44	-\$ 93.26 98.25%
Total Expenses	\$	41,566.68	\$	38,107.98	\$ 3,458.70 109.08%
Net Operating Income	\$	27,333.91	\$	42,613.19	-\$ 15,279.28 64.14%
Other Expenses					
50000 Amortization		4,000.00		12,500.00	-8,500.00 32.00%
Total Other Expenses	\$	4,000.00	\$	12,500.00	-\$ 8,500.00 32.00%

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Net Other Income	-\$	4,000.00	-\$	12,500.00	\$	8,500.00	32.00%
Net Income	\$	23,333.91	\$	30,113.19	-\$	6,779.28	77.49%

Thursday, Mar. 31, 2022 02:41:46 p.m. GMT-7 - Accrual Basis

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Port Credit Business Improvement Association
Balance Sheet
As of February 28, 2022

	<u>Total</u>	
Assets		
Current Assets		
Cash and Cash Equivalent		
1000 C.I.B.C. Current Account	0.00	
10000 Scotiabank	1,015,918.32	Levy money came in
10200 Petty Cash (General)	204.75	
10220 Petty Cash (Farmers Market)	683.71	
14990 *Undeposited Funds	0.00	
Total Cash and Cash Equivalent	\$ 1,016,806.78	
Accounts Receivable (A/R)		
12000 Accounts Receivable	12,500.00	
12001 Interest Receivable	30.80	
Total Accounts Receivable (A/R)	\$ 12,530.80	
1010 G.I.C.	40,073.52	
Cash	0.06	
Total 1010 G.I.C.	\$ 40,073.58	
12100 GST Receivable	0.00	
17655 Other current assets	220.00	
Total Current Assets	\$ 1,069,631.16	
Non-current Assets		
Property, plant and equipment		
17500 Machine & Equipment	36,002.64	
17510 Acc. Amortization Machine & Eqp	-29,999.27	
17520 Accum. Amortization - Planters	-34,867.60	
17530 Accumulated Amortization - Sign	-4,581.61	
17540 Accum amortization - Furniture	-17,328.24	
17550 Accum Amortization - Leasehold	-9,489.88	
17560 Office Furniture	21,837.76	
17570 Leasehold improvements-	0.00	

17580 Accum Amort. - Benches		-8,934.31
17590 Accumulated Amort - Decorations		-35,431.31
17595 Accumulated Amortization Light Poles		-438.75
17600 Capital Assets - Planters		42,454.78
17650 Sign Panel		4,581.61
17660 Banners		48,147.37
17670 Lighthouse Renovation 2019		22,775.00
17680 Benches / Muskoka Chair		22,265.89
17700 Accumulated Depn - Banners		-35,258.98
17710 Decorations		132,450.00
17720 Light poles		3,510.00
Total Property, plant and equipment	\$	157,695.10
13000 Prepaid Expense		15,670.22
Total Non Current Assets	\$	173,365.32
Total Assets	\$	1,242,996.48
Liabilities and Equity		
Liabilities		
Current Liabilities		
Accounts Payable (A/P)		
20000 Accounts Payable		9,062.23
Total Accounts Payable (A/P)	\$	9,062.23
Credit Card		
20050 Scotiabank Visa		4,794.09
Total Credit Card	\$	4,794.09
20100 Accounts Payable Other		0.00
20150 Accrued Liabilities		11,056.66
20150A Step up rent liability		2,781.19
20200 Due to the City of Mississauga		0.00
2100 Payroll Liabilities		
2110 E.I. Payable		0.00
2120 CPP Payable		0.00
2130 Income Tax Payable		0.00
Total 2100 Payroll Liabilities	\$	0.00
22000 GST Payable		-4,908.56

3/3

Deferred Income	745,900.00	See below
Receiver General Suspense	0.00	
Total Current Liabilities	\$ 768,685.61	
Total Liabilities	\$ 768,685.61	
Equity		
24500 Opening Bal Equity	0.06	
24700 Reserve	0.00	
Retained Earnings	434,334.85	
Profit for the year	39,975.96	
Total Equity	\$ 474,310.87	
Total Liabilities and Equity	\$ 1,242,996.48	

Thursday, Mar. 31, 2022 02:42:13 p.m. GMT-7 - Accrual Basis

\$687,500 levy to be spread over 10 months	remaining March onwards
\$43,400 Reconnect Festival Grant received in Jan	
\$15,000 Grants for Frosty Finale	

Port Credit BIA Beautification Report

Presenting to Board: April 6, 2022

Report: Natasha MacKinnon

Committee Members: Julia Chatterji, Ric Cooper, Lucie Zima, Natasha MacKinnon

Cultural District Meeting



- **Port Credit Stavebank triangle**
 - Animate the space, add vibrancy
 - A whimsical or interactive activation



- **Projects in 2022**
 - Public space activation
 - Guardrail murals
 - A gateway to the neighborhood that supports district recommendations to bring more attention to the east Village

Port Credit BIA Beautification Report

Streetscape Ambassador Program

Garbage Clean Up Schedule								
Supplier	Day of the week	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
	Time	Morning		Morning			Morning	
	Start time	7am		7am			7am	
City		Pick-up			Pick-up			
SureGreen		7am		7am			7am	
PCBIA (AM)			7am-12pm AS shift 5 hrs	7am-12pm AS shift 5 hrs	7am-12pm AS shift 5hrs	7am-12pm AS shift 5hrs	1pm-6pm Am shift 5hrs	8-1pm x2 Am shift 5hrs x 2 = 10hrs
PCBIA Supervisor		3 hrs Bins	4 hrs Admin				3 hrs Site visit	
PCBIA (PM)					4pm-10pm x1 Am shift 6hrs	4-10pm x2 Am shift 6x2 12hrs	5-10pm x2 Am shift 10hrs	3-9pm x2 Am shift 6x2=12hrs

- Meeting with Gail, Streetscape Supervisor
 - Clean up bins weekly, inventory upkeep, scheduling, and check ups on ambassadors on evening & weekends
- Meeting with Faris, Streetscape Assistant Supervisor
 - Take over street clean up from Gail Tues to Fri
- Narrowed down from 9 Streetscape Ambassadors to 4
 - Call out to staff from last year
- Program begins Thursday, May 19th, runs for 22 weeks and ends October 10th
 - Civic Days: Victoria Day, Canada Day, Aug Civic Day, Labor Day & Thanksgiving shifts in addition to schedule: 2 shifts from 8-2pm & 2 shifts from 3-10pm.

Waste Management Meeting with City of Mississauga



- Installation in 2022 of concrete pads for bins to help with existing concerns and interlocking issues

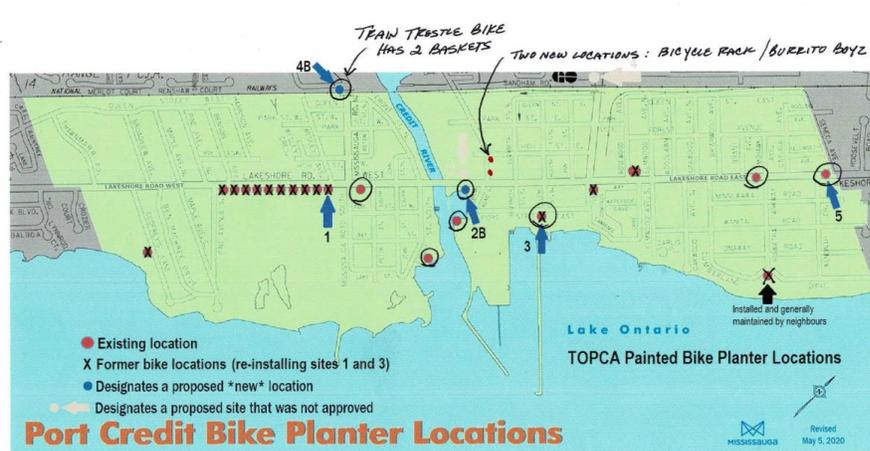
Port Credit BIA Beautification Report

- Bins will be bolted down on padding and look consistent and face storefronts
- Container vendor sent out in April to clean waste containers and repair damaged containers
pending confirmation
- Additional bins are on hold
- Natasha requested to propose a map of bin locations after the City Walkabout in May 2022

City Walkabout

- Scheduled in May to discuss service requirements in Port Credit BIA and identify key locations to install Public Art

Town of Port Credit Association (TOPCA)



Meeting held with John Pappas, Natasha MacKinnon, Dianne Dela Cruz, Mary Simpson & Donna Dee Toth on Friday, April 4, 2022, to learn about the history of the organization and continue the partnership between PCBIA x TOPCA. Discussions for PCBIA to assist with watering the baskets on the Main Street in 2023 while TOPCA continues to maintain baskets off Main Street were held. Currently, TOPCA will continue to maintain the bicycles. The organization has offered their media channels and P.C. groups to PCBIA for cross promotion opportunities.

TOPCA received \$1,500 to repaint 8 bicycles, plant 9 baskets throughout the community, and install 2 new bicycle planters at 9 Stavebank Rd., in partnership with Councillor Dasko & The City of Mississauga. The funding was taken out of 45001 Streetscape Maintenance and Décor.

Additional Updates

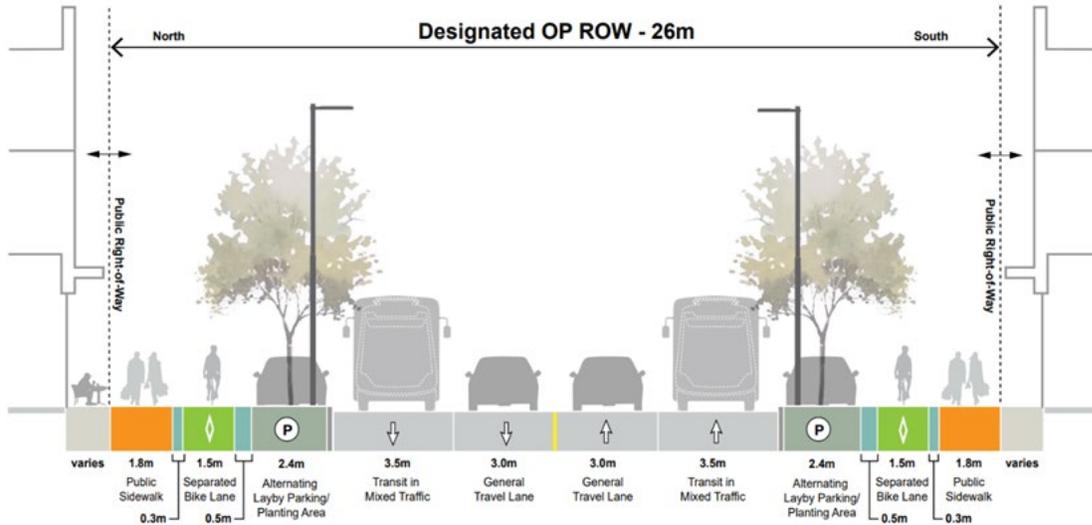
- Landscaping Contract up for renewal

Port Credit BIA Beautification Report

- RFPs from 3 landscapers: CURBAPPEAL, Gary Van Haastrecht and Suregreen
 - Natasha in process of creating a tender
- **Red benches**
 - 11 in total
 - Service request to Classic Displays to service/replace 3 benches
 - 1 located at Lakeshore/Brant Ave. boards need fixing
 - 2 located at 47 Lakeshore Rd. E.- Needs new footings and secured to pavement
- **Banner installation**
 - Spring/Summer banners sent to production April 5th. Installation taking place end of April, early May
- **Run The World Meeting**
 - Replace I <3 P.C. to align with new branding: IN THE PORT signage
- **Lighthouse Lighting Program**
 - Remote access complete, invoiced PCCF for half the amount
- **Raised and potted planters**
 - Planting begins May 2022
- **Muskoka Chairs**
 - 10 counts on hand, repaired and ready for season
- **Mega Muskoka Chair**
 - Committee of Adjustment paperwork to be permanently positioned on Lakeshore Rd. S/W. on grass patch with back facing Lighthouse *in-process*
- **Queen Bea's Landing**
 - Décor in process to change for Spring IN The Port
- **2022 Project break down**
 - Lighthouse Window Artwork
 - Spring/Summer IN The Port
 - Fall IN The Port/Orange Shirt Day
 - Winter IN The Port
 - Bell box in east village
 - IN The Port Sign at Port St. Market
 - Restaurant boardwalk artwork
 - Shore, Crooked Cue, Indian Cuisine by the Lake, NourishMoi, Door 55, Bar Catalina
- **Overpass Banners**
 - Discussion with Beautification Committee
 - Does the BIA manage the set up and take down of signs?
 - SSS, PTTR, PCBIA
- Sign-out sheet to lend equipment and décor + deposit request (certified cheque or cash)

ADVOCATING COMMITTEE REPORT:

- Biggest issue is the possible narrowing of sidewalks and loss of patios
- Here is a picture of the recommended street cross section by city staff



- You can see that dedicated separated bike lanes would go into the boulevard space which is between the sidewalk and the lay by parking.
- This effectively narrows the sidewalk and eliminates the patios on Lakeshore Rd.
- We have to stop this plan.

REPAINT THE LINES ON LAKESHORE IN PORT CREDIT, Port Credit BIA, 2022

	<ul style="list-style-type: none"> ✓ Repaint the lines on Lakeshore Road in Port to look similar to this road layout on Dixie Road south of the QEW ✓ Addition of bike lanes ✓ Addition of center turn lane ✓ Addition of right turn lanes ✓ Addition of defined bus stop areas ✓ No change to curb, sidewalk or layby parking infrastructure ✓ Very cost effective ✓ No disruption to businesses or traffic
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PROS	CONS
✓ Addition of bike lanes	X Traffic slow down, but more steady flow
✓ Addition of center turn lanes	
✓ Addition of right turn lanes	
✓ Addition of bus stop paint on road	
✓ Traffic lights can be timed, and have left turn signals for better overall flow	
✓ No bottlenecks	
✓ Bikes not on sidewalks	
✓ Easier to parallel park in layby parking	
✓ More room for pedestrians on sidewalks	
✓ Safer for pedestrians to cross the street	
✓ No racing, reduce speeding	
✓ Reduce noise	
✓ Reduce commuter traffic	
✓ Reduce traffic pollution	
✓ Saves lay by parking	
✓ Low cost to install – just paint	

✓ Quick to install – just paint	
✓ Easy and low cost to change back if it does not work – just paint	
✓ Defines Port Credit business boundaries	
✓ Better for main street business	
✓ Better for main street brand	
✓ Better for local resident’s village experience	
✓ Better for tourism main street experience	
✓ Better patios experience	
✓ Better retail experience	



Port Credit BIA 2022 Event & Festival Sponsorship Committee Meeting

Minutes

Held March 28th, 2022, at 4pm

Presenting to Board: April 6, 2022

Attendees: Natasha MacKinnon, Dianne Dela Cruz, Andrew Dmytrasz Ric Cooper, Brenda McGarrell, Julia Chatterji

Minutes by: Natasha MacKinnon, Andrew Dmytrasz

Meeting start: 4:00 pm

Port Credit BIA 2021 Sponsorship Submissions

Event: Mississauga Marathon

Date: May 1st, 2022

Event type: In-person. *Capacity to change the event to a virtual/hybrid if needed.*

Funding Request: \$3,000

PCBIA Budget: \$2,000

Approved Funding: \$2000

- Planning in person event in May.
- Have the ability to change to virtual if need be.
- Landmark Sport Group. All the funds they receive from grants go back to race logistics.
- Going to approve for \$2000 in 2022 and not increase it at this point for 2023.

_____ made a motion to allocate \$2,000 to Mississauga Marathon.

Seconded by _____.

All in favor.

Event: Paint The Town Red

Date: July 1st, 2022

Event type: In-person.

Funding Request: \$20,000

PCBIA Budget: \$17,500

Approved Funding: \$17,500

- They wanted to put Canada Proud posters in vacant windows. That is Beautification and Members. Would be us partnering with them, but we would not give them money for it.
- With the support of the Port Credit BIA, create diverse paintings in businesses, and posters in vacant windows.
- The piece of vacant windows is a big undertaking and would need insurance as well to go into vacant properties.



Port Credit BIA 2022 Event & Festival Sponsorship Committee Meeting

- The port credit arts collective piece is not affiliated with BIA. BIA is to approve the funding of \$17,500 without the Canada Proud initiative.
- Correct the sponsorship amounts in the application for 2021, the last four years has contributed \$17,500. Please indicate which year was their anniversary where the BIA contributed more than \$17,500 and what the amount was.

_____ made a motion to allocate \$17,500 to Paint The Town Red.

Seconded by _____.

All in favor.

Event: Southside Shuffle, Blues & Jazz Festival

Date: September 9th, 10th & 11th, 2022

Event type: In-person.

Funding Request: \$17,500

PCBIA Budget: \$17,500

Approved Funding: \$17,500

- Approved.

_____ made a motion to allocate \$17,500 to Southside Shuffle, Blues & Jazz Festival.

Seconded by _____.

All in favor.

Event: Mississauga Music Walk of Fame

Date: September, 2022

Event type: Hybrid. Pre-recorded with small group and released virtually

Funding Request: \$6,000

PCBIA Budget: \$3,000

Approved Funding:

- In the past we have given them \$3000, in 2018 we gave them \$2000.
- They are doubling the ask because they are working on stage 3 of an unveiling project in conjunction with Sheridan College to animate the stars on the walk of fame.
- We are supposed to fund through marketing. Their ask to increase is not aligned with the BIA mandate.
- This event brings awareness and recognition to the community in Mississauga.
- With it being a hybrid event, will be small, and not really bring people into Port Credit. No justification to increase.
- Going to defer application, need more information.
- Who will be in attendance and how many? It says small group but would like specifics, need to define small. Not open to the public. When is it filmed and when it will be released?
- What are the metrics of getting people to engage with our local businesses?



Port Credit BIA 2022 Event & Festival Sponsorship Committee Meeting

_____ made a motion to allocate \$3,000 to Mississauga Music Walk of Fame.

Seconded by _____.

All in favor.

Event: The Establishment by Stephen Uhraney

Date: May 2022

Event type: In-person, entire month of May during photography month & the world-renowned Scotiabank Photography festival

Funding Request: \$2,500

PCBIA Miscellaneous Budget: \$2,000

Approved Funding: \$0

- Did not fund for this before because it is new, but we do have miscellaneous funding for \$2000.
- Location for this event will be in Port Credit in the Fran building.
- It can go under Marketing. It is not a show, or a festival so might not reach the threshold of sponsorship. Possibly do in kind with Marketing.
- He does wonderful photography but he is promoting himself. Not sure how much he would be bringing in people to our Port Credit.
- Doesn't meet the baseline for miscellaneous but could possibly give funding from elsewhere.
- We can use the photos as content for social media as well.

Sponsorship Committee respectfully declines, but this piece will be revisited by the Marketing Committee.

Festival and Event Funding Evaluation

- 1) The Port Credit BIA will consider providing funds to events and initiatives that will uphold the following policy points (refer to Grant Policy).
- 2) Identify if the event is in-person (modified), virtual or a hybrid of the two.
- 3) How much funding is the Port Credit BIA allocating towards each virtual, in-person or hybrid event?
- 4) Has the organization provided a detailed outlined plan for health and safety measures? I.e. How will the Festival or Event comply with the Provincial Regulations limiting gathering sizes?
 - If not, Port Credit BIA's is to request to each organization to provide a copy of this plan.
- 5) Is the PCBIA receiving visible recognition as an grant contributor? Is the organization including our branding on marketing, outreach, and program materials?
 - A copy of our logo will be sent to all grant recipients.
- 6) Are grant recipients required to submit a final report on operational activities to the Port Credit BIA?



Port Credit BIA 2022 Event & Festival Sponsorship Committee Meeting

Other Business

Event: Mississauga Waterfront Festival

Organization made a public statement March 17, 2022, that they have closed their doors after 25 years of serving the community.

\$17,500 funding under line item 48003 Mississauga Waterfront Festival will remain as an item unspent at 2022 year-end. The unused funding to absorb into reserves. No motion or change required by the Board of Directions.

- \$17,500 will go into reserves. But we can take money from reserves. Will be over on the one line item but will balance out at year end when the money goes back into reserves.

PCBIA Event Partnerships

Event: Buskerfest

Tentative Dates: August 20th & 21st, 2022

Event type: In-person, Memorial Park.

Funding Request: *pending.

PCBIA Budget: \$17,500

Natasha, Dianne, and Karen met on March 17th to discuss the partnership agreement between PCBIA and Buskerfest in past years, as well as gain knowledge of the event's history in Port Credit. In previous years, event organizer Karen Cecy oversaw talent, logistics, budgeting & overall event. The PCBIA supported through marketing, equipment storage and opened doors to community sponsors to assist with funding the event.

2022 primary risk factors to account for:

- Overhead start-up costs
- Lower cost festival in 2022
- Unhappy performers in 2022
- Producer's reputation on the line
- Lack of marketing support in past

The event was asleep in 2020 & 2021 due to the Covid-19 pandemic. If the event were to roll out in 2022, the event will take place in Memorial Park to gain vendor review assisting with overhead costs and event survival in future years. Overall budget for the event \$55,000.

Additional notes:

- The City of Mississauga has offered Buskerfest a Covid extension, factoring all 2022 risk factors, no deadline given.
- The event without hesitation will roll out in 2023.
- To take on another event like Buskerfest will be beyond what the BIA can handle at this current time.



Port Credit BIA 2022 Event & Festival Sponsorship Committee Meeting

- We will not move forward with any more discussion of Buskerfest.
- It is vague and incomplete, and not returning it to in house under the BIA.

Event: VegFest

Date: Saturday, June 25th, 2022

Event type: In-person, Memorial Park.

Funding Request: \$5,000.

PCBIA Budget:

Communication between organizer Shannon Baldwin and Natasha discussing past partnership overview between PCBIA and Vegfest. Vegfest received affiliate discounted rates (up-to 50% off) for bookings and equipment rentals - The event heavily relies on the 50% rental discount when bookings were conducted under the PCBIA.

Vegfest the PCBIA partnership overview (*points taken from email thread*):

1. Entering our Port Credit Memorial Arena rental contract under the name of the BIA so we received the affiliated rate to rent the arena.
2. Special banner placements on the over the Port Credit signs at the 3 entry points of PC, as well as on the lighthouse fencing.
3. Use of the bistro tables and chairs if needed.
4. Promotional booth at Easter events (in the past we did free kids crafts)

"I worked very closely with Bea on the planning stage and she came every year to support with Jake. I realize there is a huge shift in the people behind the scenes now but I would like to see Vegfest have the same opportunities to grow. This will be our 4th event, 3rd large event in PC. Pre Covid, we drew an attendance of 10,000 and were always well received, we had high ratings by local groups of having an almost zero waste factor after the event and our attendees are great consumers who often shop locally after the event.

We plan to rent the arena and the arena parking lot, as well as some rooms indoors for the volunteers. We run the event totally non profit and with a volunteer committee. I have been in talks with Shelley already as she would be the city member in charge of us at the event, she has blocked out the June 25th date for us. There will be no Waterfront Festival this year, so we are not in the way of any other event."

Current partners include Councillor Stephen Dasko and SaugaCelebrates.

A virtual meeting between PCBIA & VegFest set for Friday, April 1st at 1pm.

Explore funding opportunities from 46001 Media Marketing, 4607 Events & Campaigns?

- We gave them \$5000 in the past as they needed money upfront for certain costs even though the event fell through in 2020.
- The event heavily relies on a 50% discount when booked under the BIA.

Port Credit BIA 2022 Event & Festival Sponsorship Committee Meeting

- Vegfest should be applying as a registered charity.
- BIA requests them to have a proper budget which includes no discount rate for bookings and equipment.
- We would need to apply for the permit. We are asking for insurance waiver and a permit for the City.
- We will not be heavily involved like we were in the past.
- 50% discount must come off, because we don't know what the discount will be if any. No staff involved at all.
- This year we will help with permit and insurance but next year they are on their own.
- We are interested in the event itself.
- No money to be given at this time.

After the call with her on Friday, April 1st, 2022 she advised that she is registered as a Sole Proprietorship and that she decides to donate her profits in-kind to different charitable organizations.

- The requested amount is \$5,000.

Additional Action Items

- \$10,000 Sponsorship presentation sent to Tourism Mississauga for an indefinite partnership for Classic Cars Thursdays
- Follow up with Stephen Dasko on update.
- SpringIN The Port event overview submission to Brightwater & Port Credit Community Foundation **Pending*.
 - PCBIA received \$7,500 from both community partnerships for WinterIN The Port. Due to past lockdown measures, the event was cancelled and funding reallocated towards SpringIN The Port taking place Saturday, April 23rd.
- Request for funding Sponsorship presentation template
- Exploring more sponsorship partnerships with community partners:
 - Edenshaw up-to \$5,000 for each community event/initiative
- Not going to be discussing.
 - The Shores – Meeting Thurs, March 31st
- What type of funding and conditions they would be providing?
 - Suregreen - \$10,000
- Discussions of the difference between PCBIA sponsorship and partnership
 - Create Event Partnership Contract between PCBIA x Community Organizations **Natasha*
- When we do more, it is called in kind or recognition.
- Partnerships are not in the constitution.



Port Credit BIA 2022 Event & Festival Sponsorship Committee Meeting

- Presentation of skeleton Sponsorship Kit
 - 3 tiers sponsorship recognition *Natasha
 - Bronze, silver, gold.
 - Outlines what type of brand recognition each sponsor receives from the BIA when assisting with funding events, projects, and/or beautification initiatives.
 - Do we want to deal with money or budget. 10% of total budget. Should be dollar figure for consistency.

 - \$0-5k Bronze, \$5-14,999 silver, \$15+ gold.

- 2023 Budget Breakdown Sponsorship Discussion *TBC

Meeting adjourned 5:41 pm.

Other Business

- Music at Port St. Market - A summer event dating back to 2008 that PCBIA has historically supported in the past pre-covid. Email forwarded to Sponsorship Committee
- The program runs for 9 weeks throughout the summer months and the request is \$3,000 + HST
- Allocate \$2,500 to Southside Shuffle and Paint The Town Red.
- Allocate \$1,000 to Mississauga Music Walk of Fame

Business Recruitment & Retention Committee Report

Meeting Date: March 25, 2022 at 12:00 pm

Presenting to Board: April 6, 2022

Report Created By: Dianne Dela Cruz

Attendees: Lucie, Wassim, Julia, Dianne, Andrew

New Committee Name

- Committee changed to Business Recruitment and Retention

Committee Focus

1. Provide Attractive Membership Benefits
 - a. Create unique programs and resources to support new businesses as they integrate into the Port Credit community
 - b. Clearly communicate membership benefits to existing and prospective members
2. Build Strong Partnerships
 - a. Strengthen relationships with existing businesses
 - b. Build relationships with key stakeholders and work together to attract and support new businesses
3. Recruitment & Retention Strategy
 - a. Design strong marketing campaigns to retain existing businesses and attract new
 - b. Identify new opportunities to promote Port Credit as a business destination

New Business Welcome Package

- Reviewed draft of welcome package and provided feedback and revisions
- Currently working to incorporate images and design with graphic designer
- Packages will be available to hand out to new businesses in May

Welcome Committee

- Committee and staff will meet once every second week of the month to visit new businesses and introduce the BIA
- New businesses will be given a swag bag and new business welcome guide
- Partnering with Safe City Mississauga to get new businesses signed up for the Business Safety Watch program
- New businesses will automatically be featured on our social media and newsletter for a “Welcome to the Neighborhood” post

- If there are no new businesses for the month, committee and staff will visit existing businesses instead

Mentorship Program

- New members benefit we will be introducing this year
- To support businesses as they integrate into Port Credit, new business owners will be paired with existing business owners who can answer any questions they may have when first opening their business
- New members will be paired with committee members to start. We intend to open the program to the membership and build a roster of business owners who would like to become mentors

Networking Events

- Intend to use quarterly networking events as another mentorship opportunity
- Committee members will spend time introducing new business owners to the group
- New business owners will be given the opportunity to introduce themselves during presentations