

Port Credit BIA		Minutes
	Board Meeting Wed, June 29th, 2022 6:30pm In-person Meeting	
Board Members	John Pappas, Brenda McGarrell, Ric Cooper, Ann Ivy Male, Lucie Zima, Julia Chatterji, Wassim Alroz, Dorothy Hagel, Emily Miskz, Councillor Stephen Dasko	
Regrets	Emily Miskz, Julia Chatterji	
Staff	Andrew Dmytrasz	
Guests	<p>6:30-6:45pm – South Side Shuffle Presentation by Kris Kane</p> <ul style="list-style-type: none"> • Chair of the Board of Directors for South Side Shuffle. • Went to Metal Works and they built a stage for them, along with doing four days worth of recording with various musicians. • Did a virtual Mississauga Music walk of fame which featured past inductees. • 2021 with restrictions could only have 3,600 even though the park could hold 12,000 people. • Hired a crew dedicated to sanitizing all areas, along with testing. • Considered the walk of fame part of their outreach program. • Try to hire vendors and artists that are part of the LGBTQ+ community • The role of Diversity and Inclusion was created. • Going to continue to monitor changes for this upcoming year. Set aside money in the budget if they must hire a crew to sanitize again. • The Shuffle alone creates 20 local jobs. • Rabba fine foods shuffle will be back this year. Happy that they are continuing to support this year. • Carlos Bakery will have a band and will be a band at the lighthouse. • About 20-25 musicians on the street and performing in front of bars. • On the Sunday will have the Mississauga walk of fame. • Have 10 food trucks for the event. • Honouring the Mississauga of the credit river with an information tent talking about the history. The Chief will be coming and be part of the ribbon cutting from the six nations. • Enhanced the stage with two video screens on either side of the stage to increase viewing. • Were approached by HIP Vodka to be a sponsor and integrated into the beer tent. • Media launch August 9th for South Side Shuffle. 	
Minutes by	Andrew Dmytrasz	
Item #	Item Description	
1	Call to Order 7:19 pm	
2	Declaration of any Conflict of Interest: None Stated.	
3	Additions to and approval of Agenda <p style="text-align: right;">Moved by: Ric Cooper ; Second by: Brenda McGarrell</p>	
4	Discussion and/or acceptance of Minutes from the Board Meeting held on Weds, May 29, 2022 -Winter in the Port should be changed to Winter in the Port. <p style="text-align: right;">Moved by: Ann Ivy Male; Second by: Lucie Zima</p>	
5	Councillor's Report – Stephen Dasko <ul style="list-style-type: none"> • Always good to see everyone in person. • Coming back into festival season with Paint the Town Red. Good collaboration with them for the overhead banners. Huge thanks to Johnny in getting that done. Going to have that now for Canada Day and the South Side Shuffle. 	

- Finalizing some new signage for the Port Credit BIA. \$170,000 going into two signs that will be on either side of the BIA. Should be able to see a rendering for that sometime soon.
- Tonight, Councillor Dasko is excited, started about four years ago to have a projector on the Stavebank wall, and he kept it going. Thanks to Brightwater, Edenshaw, Peel Chrysler, key sponsors to having the projector wall. Will be demonstrating it tonight at 9:30 pm. Going to be stuccoing it to have an additional layer of finish on it.
- The banners are at the old boundaries, would the news signs be at the new boundaries? Early on in the process, and his preference would be for the new preference.
- Ric is noticing a huge increase in graffiti. Once Councillor Dasko knows about it, he tries to get it cleaned up within the week.
- Any date in fixing the garbage cans? Send Councillor Dasko an email on it.
- The historical sign on the east village. Sits on the sidewalk with a history of Port Credit, plexiglass on it has been broken. Can show it to Heritage Mississauga and see if they would like to do something for it.

- Chair’s Report – John Pappas**
- Working on the Bike Lane issue. Townhall meeting tomorrow night. Will have a slideshow presentation ready for that tomorrow.
 - Direct the conversation somewhere as opposed to saying we don’t want it.
 - Need to channel it somewhere and provide some concepts that will work instead.
 - Councillor Dasko has had some dust ups at City Hall about this issue. Need to get people’s thoughts and feedback on this and what the next steps will be. It will be information only, this is the proposal, and for people to support Councillor Dasko and the BIA on this.
 - Going to try not to rile people up about this.
 - Need to control who we ask about a comment on this issue so that it does not get derailed.
 - We need to work together on this, please support us, as they work together with the city on this.
 - Hoping to get good attendance for this event and to support Councillor Dasko for his efforts.
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- Upcoming events**
- Paint the Town red on Friday.
 - Townhall tomorrow at 6:30.

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- Committee Reports**
- Financials – Brenda McGarrell**
- See Financial report.
 - Still in a healthy position.
 - The underlevy was overestimated this year as it was based on previous years.
 - Scotiabank, purchased a nine month GIC. Will mature prior to money required.
 - Scotiabank balance remains healthy.
- Beautification – Julia Chatterji | Natasha Mackinnon**
- No Report
- Marketing - Ann Ivy Male |**
- See Marketing Report.
 - Meeting on May 27th.
 - Brought up the website, need to update the directory, with new businesses and ones that have closed.
 - Possibly embed a form on the website for members to access and add to.

- Lucie Zima and Ann Ivy Male have forwarded a list of new businesses to add.
- Tried Cody's Corner, but the audio wasn't there. Going to shift it to the Newsletters with photos possibly.
- Cody continues to do the Day in series. Going to do one on the patios. Good statistics for them on the socials.
- Spring in the Port didn't sit well with the committee. In retrospect it wasn't communicated to them prior. Not going to do single day events of that scale anymore. Staff's better use of time to be used on multiple day events like Classic Cars in August. Too many factors like weather and other events in the communities. If the weather is nice, people come down anyways.
- Easter and Halloween are single day events but not a lot of money is put towards those events. Around \$5,000.
- Try and incorporate the businesses more into these events.
- Portchella was going to be a one weekend or one day event which will probably change based on what happened at Spring in the Port.
- Culture Days also falls in the Autumn. Working with Cody Evans on Classic Cars in terms of contacting the bands and getting permits. Received a grant for \$10,000 for that event. Stephen Dasko will help but we might have to pay for the permits this year which will take a good chunk of the money. Don't want to sacrifice paying the bands for this event.
- We were looking at an influencer company but feel it wasn't necessary right now, but possibly down the road.
- The mural images have been put up at the LCBO parking lot. Thank you to Stephen Dasko on his support of the arts. Special mention to Ann for rearranging the order of the images. It is a great transition for the rest of the images.
- Councillor Dasko, with classic cars, should have some flyers or something letting them know the benefits of this event, encouraging them to stay open for a couple more hours, or putting out tables and chairs. Flyers could go in the windows of the shops. Ann Ivy Male and Cody Evans are going to check in with all the businesses and let them know about the event.
- When the budget conversations come around, we go to every committee and staff and ask for a wish list. But the budget has to be the budget. This year hopefully will have more people involved with the budget. Added a column for events.

Advocacy - John Pappas | Natasha MacKinnon

- Have been promoting the townhall meetings with the newsletters.

Sponsorship – Ric Cooper | Natasha Mackinnon

- No report.

Safety & Security - Wassim Alroz | Natasha MacKinnon

- Reached out to Constable Jason Watson for an update. Initially the first week it was good, had support from the businesses and the people on the streets.
- June 17th, were a couple of incidents. Across the street from Crooked Cue, was a girl passed out with an ambulance taking her in. Was a combination of alcohol, marijuana and anti depressants.
- June 18th, call to El Jefe, someone had heard gun shots. Rick Charles, resident in Mississauga, and was shot at three times, he is still alive. Police kept going to different bars asking is people had seen anything regarding this incident.

- Farmers Market, Vince did a fencing around the pod. Councillor Dasko asked for more bicycle police and corporate security.
- This past weekend on June 25th, a group of individuals at Nomads at 2:30 am between customers and Nomads employees. Ryan Long from Spice is quite well connected and can possibly reach out to him for some assistance.
- Possibly form a sub-committee. Or ask the Bar owners to contribute to some sort of pool to help fund this initiative.
- Make a post about the paid duty cops that we provide to the community.

Policies & Procedures – Brenda McGarrell |


- Difference between policies and procedures and by-laws.
- Regardless of how old some of them are, we still have to abide by them until they are amended.
- Policies and procedures are guide for our code of conduct, social media policies, etc. Can be changed by the board. By-laws are our constitution, banks, head office location, staff, annual general meetings, voting. By-laws can be changed and amended but has to be done by the membership.
- In the BIA constitution, some areas that could be changed or updated.
- Would associate membership would be a policy so would be a board decision.
- Councillor Dasko, talked about affiliate membership last year.
- At the staff level for them being able to sign off up to \$5,000 should be changed as the amount is too high.
- Brenda will approach Emily Misk and Dorothy Hagel to help with the policies and procedure.

Hiring Committee - Lucie Zima |

- We are using the services of an extremely knowledgeable BIA Businesswoman to help with the hiring of a new Executive Director.
- Posting went live Friday June 24th and will remain live until July 7. There have been 25 applicants within the first four days. Our goal is to get the right person for the role & we will not hire unless they are a great fit for the long term growth & vision of the Port Credit BIA.
- Cody Evans & Andrew Dmytrasz have been holding down the fort extremely well while we are redefining the office - taking on new tasks & redirecting inquiries has been an opportunity to learn & help us make efficient changes until the new ED is in place.

Business Recruitment & Retention -

- Final Welcome package for new businesses has been put together.
- There are many new businesses that have opened their doors in PC. Whenever you see a new business that has not been added to our directory, please send the information to Andrew Dmytrasz for updates.
- With the recent staffing changes, we have asked Andrew to send the package to new business that reach out. We hope to regroup to actively approach businesses when hiring is complete.

9	Other Business <ul style="list-style-type: none">- Councillor Dasko, Stavebank and lakeshore coming soon, an advanced pedestrian crossing. Will allow people to do some crossing before the light changes. Will be monitoring it going forward.- Townhall meeting tomorrow night.
10	Adjournment 8:49 pm <p>Moved by: Ric Cooper; Second by: Wassim Alroz</p>
Dates	Next Board Meeting: Wed, July 27, 2022. <p style="text-align: right;"></p>