

<b>Port Credit BIA - MINUTES</b>	
<b>Board Meeting</b> Wednesday January 29/2025 6:30 pm    The Shores of Port Credit	
<b>Board Members</b>	John Pappas, Brenda McGarrell, James Shipp, Ryan Long, Marlene Baur, Lucie Zima, Councillor Stephen Dasko
<b>Regrets</b>	Paul Michel
<b>Absent</b>	n/a
<b>Staff</b>	Kelly Ralston, Stacey Oliver
<b>Minutes by</b>	Stacey Oliver
Item #	Item Description
1	Call to Order: 6:34 pm
2	Declaration of any Conflict of Interest: None Stated
4	Additions to and approval of Agenda Moved by James Shipp; Seconded by Marlene Baur Approved
5	<p><b>Chair’s Overview – John Pappas</b></p> <ul style="list-style-type: none"> <li>• John welcomed the Board to the first meeting of the year, noting that this session is all about setting the foundation for the year ahead.</li> <li>• The BIA is ahead of schedule with planning for 2025.</li> <li>• This year has been strong for advocacy so far, dealing with key initiatives such as Parking in Lieu (PIL), parking fees, Lakeshore Connecting Communities, and the Food Truck Pilot program. Advocacy has become a core focus of the BIA's mandate, and the Board continues to work together towards united goals.</li> <li>• There is a need to add new Board members. Interviews will begin shortly.</li> <li>• The committees will start up in February.</li> <li>• The OBIAA conference will be held from March 30 to April 2 at Blue Mountain. Anyone interested in attending should contact the office. John highlighted that it is a great opportunity to stay engaged with the added benefit of a mini vacation. Kelly emphasized that attendance should be based on the curriculum rather than the location and will send the curriculum and additional details to the Board.</li> <li>• John reviewed the January 16 Town Hall meeting on the Mobile Food Vendors Pilot Program. The meeting was well-attended and effectively managed by Kelly and the City staff. PCBIA is not in favor of the program, and a final report will be presented to Council in February.</li> <li>• Councillor Dasko, Kelly, John, and City staff met to review the PIL program. The funds have been depleted due to several new parking projects, maintenance, and upgrades that will benefit BR&amp;E. Moving forward, parking fees will be raised instead of collecting funds via cash-in-lieu. There is also a potential for a new parkade at the library, though this is still under discussion. Kelly emphasized that business owners and staff should avoid parking in lay-by spaces, as they are intended for customers.</li> </ul>

<p>6</p>	<p><b>Votes read into Minutes:</b></p> <p><b>Vote:</b> Provincial Parking Requirement Reduction / Elimination of PIL Parking in Lieu  Motion by: Lucie  Seconded by: Marlene  Votes and Abstains: Brenda - yes, James - yes, Paul - yes, Ryan - yes  Passed</p> <p><b>Vote:</b> September and October Board Meeting Minutes  Motion by: Brenda  Seconded by: Paul  Votes and Abstains: James - yes, Lucie - yes, Ryan - yes, Marlene - yes  Passed</p> <p><b>Vote:</b> October to December Financial Statements  Motion by: Brenda  Seconded by: James  Votes and Abstains: Paul - yes, Ryan - yes, Marlene - yes, Lucie - abstained  Passed</p>
	<p><b>Treasurer’s Report – Brenda McGarrell</b></p> <ul style="list-style-type: none"> <li>• Brenda noted that the new levy will be available shortly.</li> <li>• The GICs have earned \$16,164 in interest.</li> <li>• Several fraud reversals have been received for the VISA fraud from 2024, however the remaining reversals are still pending. A balance of \$16,739 is still outstanding and will remain on the balance sheet until fully reversed.</li> <li>• The migration to CIBC has been successfully completed. The only thing left is for the bookkeeper to receive their token.</li> <li>• Plooto has been implemented for accounts receivable and payable, reducing bank fees by approximately half of the previous amount.</li> <li>• Brenda noted that if there is a surplus, the budget should be spent as submitted. Kelly mentioned that she and Brenda need to review the Treasurer’s Report regarding overages to ensure consistency. Any surplus needs to be reviewed by category, as the actual surplus may not be as large as indicated.</li> <li>• John noted that if overspending occurs in any category, it needs to be justifiable. However, adhering closely to the budget ensures greater accuracy, organization, and reflects positively on the Board.</li> <li>• Kelly recommended creating a policy to ensure that any surplus rolls over into the next year’s budget. She also suggested putting a cap on the levy. For instance, if event producers are used for future events, the amount needed for events from the levy may decrease. This can be further discussed when the Finance Committee meets.</li> <li>• Councillor Dasko recommended discussing this matter with the Finance Department. Kelly agreed, noting that the BIA aims to align with the City’s policy.</li> <li>• Brenda noted that this year’s Farmers Market was excellent, contributing to additional income through the expansion of vendors.</li> <li>• Brenda wants to call for a Financial Committee meeting to be set.</li> </ul>

	<ul style="list-style-type: none"> <li>To stay on track, Brenda suggested scheduling a meeting in November before the AGM and another in December before the Board dinner to review and approve the minutes and financial reports.</li> </ul> <p>Motion – Brenda motioned to hold a mini Zoom meeting or conduct a vote via email in November before the AGM and in December before the Board dinner, to ensure we stay up-to-date on the financials and minutes.</p> <p>Second – James</p> <p>Carried</p>
<p><b>8</b></p>	<p><b>Councillor’s Report – Stephen Dasko</b></p> <ul style="list-style-type: none"> <li>PIL is progressing in the right direction. Under the new provincial legislation for Major Transit Station Areas (MTSA), certain areas no longer require parking minimums. This change impacts a portion of Port Credit. The next step is to navigate the legislative process to phase out PIL, which will take time to complete.</li> <li>Parking Fees – A meeting with Jamie Brown and the Municipal Parking Department at the City is planned for the spring. Since the increased parking fee was previously waived, it will be beneficial to address this proactively. Additionally, an update on the status of the parking app will be discussed.</li> <li>A new right-turn-only arrow has been added to the traffic light at Stavebank Rd and Lakeshore for southbound traffic. Moving forward, right turns will only be permitted on the green arrow. Stephen has requested a lane adjustment, where the left lane would allow left turns and through traffic, while the right lane would be designated for right turns only. He has also requested larger “No Left Turn” signage for vehicles turning onto Stavebank from Lakeshore.</li> <li>There is an agreement with Edenshaw that 63 parking spots will be available to the public under Westport Condos at 28 Ann Street.</li> <li>Walmart is set to open at 501 Lakeshore Rd E in Port Credit around May/June. The store will be approximately 55,000 sq. ft., with a large portion dedicated to grocery. Hiring is now underway. The project was previously delayed due to break-ins involving the theft of copper piping.</li> <li>The former Planet Organic building at 170 Lakeshore Rd E is set to open in March under Wow Market on a short-term lease. Wow Market, which has been operating at Dundas and Mavis for over 15 years, specializes in fresh produce and plans to add a fresh juice bar. The opening was also delayed due to the theft of copper pipes.</li> <li>The Mayor’s Housing Task Force report has been approved to support the building of more affordable housing. The changes, particularly regarding development charges, will benefit those looking to build rental units. The report includes several positive changes that will streamline the housing development process.</li> <li>Marina Park West – The project was delayed due to lighting issues with Alectra, and there is still a small section of fencing that needs to be completed. The park is expected to open in the spring. Stephen has requested that the fencing be adjusted to allow access to the pedestrian cycling bridge.</li> <li>A family skate day is being planned in collaboration with PCBIA for Family Day.</li> <li>Urban Design – The goal is to create a more uniform look for public spaces. Stephen had a productive discussion with senior staff, and they plan to meet to develop a refresh strategy and establish a framework for implementation.</li> </ul>

	<ul style="list-style-type: none"> <li>• This year, Apex, an extreme winter sport featuring high-energy ski tricks, will take place at Celebration Square, drawing thousands of spectators. There is interest in organizing a similar event in Port Credit next winter to boost activity in the area. Kelly noted that this would attract a new demographic to the community.</li> <li>• Remembrance Day Banners – Stephen has been coordinating with the Legion to arrange a crosswalk at Park St. and Stavebank Rd for Remembrance Day. He will also connect with Councillor Butt to explore a cost-sharing arrangement between the BIAs and the City for Remembrance Day banners. Kelly noted that PCBIA worked with the City on the 50th Anniversary banners using the same vendor. However, the vendor charges different rates for the City and the BIA. Partnering with the City could help secure better pricing through economies of scale. Stephen will look into this, with the possibility of displaying banners along the walking route for Remembrance Day.</li> <li>• Bridge Project – The pedestrian bridge will feature a heritage design, with construction starting this year and completion expected in 2026. While part of the park will be closed during construction, efforts will be made to ensure minimal impact on events.</li> <li>• Ryan asked where to find more information regarding rental properties and the Housing Task Force recommendations. Stephen requested that Ryan send him an email and he will forward the report.</li> <li>• Lucie mentioned that potentially rebranding the walkway at the base of Hurontario and Lakeshore with an Indigenous theme was previously discussed. Stephen noted this may be complicated and that he will look into it.</li> </ul>
	<p><b>Executive Director’s Report – Kelly Ralston</b></p> <ul style="list-style-type: none"> <li>• The audit is ahead of schedule.</li> <li>• The Food Truck Town Hall was successful with high engagement. City staff did an excellent job, and the BIA continues to have a strong partnership with the City.</li> <li>• OBIAA Funding – Kelly sent out pre-budget consultations and is part of the OBIAA Advocacy Committee. Since there aren’t many grants available for BIAs, OBIAA could become a granting body, given its experience managing Digital Mainstreet. PCBIA would focus on main street infrastructure, business learning resources, and data collection, which is key for securing more grants. OBIAA would hold the primary license for economic development software, allowing the BIA to access it at a lower cost. Kelly will send a draft letter to the Board for approval.</li> <li>• BR&amp;E – the elimination of PIL will be a great push for BR&amp;E. PCBIA is working with the City's retail strategy team to boost retail in Port Credit. Kelly will also be working with Economic Development and IDEA Mississauga to streamline the process for new businesses opening in the area. James emphasized the need for a strategy, and Kelly confirmed this will be addressed in the next BR&amp;E committee meeting.</li> <li>• Beautification – Kelly shared a recap outlining the 2025 schedule, including power washing and bike rack painting. Power washing is tentatively planned for March, weather permitting, with flexibility on the exact date.</li> <li>• Marketing – James asked if a marketing agency would be hired. Kelly clarified that, as decided in the Marketing &amp; Beautification Meeting, a new staff member will be hired on a three-month contract to start instead.</li> </ul>

	<ul style="list-style-type: none"> <li>• Marketing &amp; Beautification – James inquired about separating the two committees. It was decided to keep them combined until the new marketing staff is onboarded, with the option to revisit the split in the spring.</li> <li>• Committee updates:             <ul style="list-style-type: none"> <li>- Farmers Market Committee is meeting February 11</li> <li>- Safety &amp; Security Committee is meeting February 3</li> <li>- Sponsorship is approximately six weeks ahead of last year. The deadline for sponsorship submissions is February 21, and the Sponsorship Committee will review them on February 24. Event coordinators will be invited to present at a selected Board meeting.</li> </ul> </li> <li>• Winter in the Port – there is a budget of \$20,000. An installation of glow chairs is planned to be at Lakeshore and Stavebank during March Break. Additional attractions will be added for Family Day. The main focus will be on the March Break installations.</li> <li>• Black History Month – black-owned businesses featured is an option.</li> <li>• Valentine’s Day – a video featuring businesses aligned with the holiday will be created in collaboration with Insauga.</li> <li>• Partnerships             <ul style="list-style-type: none"> <li>- MetroLinks – hoarding will be installed at the Port Credit GO station. Kelly will contact businesses to identify one interested in being featured in their newsletter. As well, they may do a potential video showcasing someone traveling from Union Station to Port Credit and visiting featured businesses.</li> <li>- GTTA (Greater Toronto Airports Authority) – Kelly is arranging a meeting with them to discuss sponsorship opportunities.</li> </ul> </li> <li>• Kelly's goal for the year is to focus on securing sponsorships (including in-kind) and building relationships.</li> <li>• Kelly noted that the new Marketing staff member will begin in February, working up to 25 hours per week on a three-month contract to start.</li> <li>• Website – The top website companies will be invited to present to the Marketing Committee next month. The committee will select the winning company based on these presentations. Kelly has emailed date suggestions for the next Marketing Committee meeting and will resend the top 3 companies to the committee. The meeting is scheduled for February 18 at 9:30 a.m.</li> </ul>
<p><b>11</b></p>	<p><b>Action Items</b></p> <ul style="list-style-type: none"> <li>• Kelly to send OBIAA conference curriculum to the Board.</li> <li>• Kelly to send a draft letter for OBIAA funding to the Board for approval.</li> <li>• Kelly to contact businesses to be featured in the MetroLinks newsletter.</li> <li>• Kelly will resend the top 3 website companies to the Marketing Committee.</li> </ul>
<p><b>12</b></p>	<p><b>Adjournment – 8:16 pm</b> Moved by Ryan Long; Seconded by James Shipp</p>
<p><b>Dates</b></p>	<p><b>Next Meeting</b> – Wednesday February 26, 6:30pm</p>