

Port Credit BIA - MINUTES	
	Board Meeting October 30, 6:30pm Virtual Meeting
Board Mem- bers	John Pappas, Brenda McGarrell, James Shipp, Ryan Long, Marlene Baur, Lucie Zima, Councillor Stephen Dasko (until 7:15)
Regrets	n/a
Absent	n/a
Guests	n/a
Staff	Kelly Ralston, Stacey Oliver
Minutes by	Stacey Oliver
Item #	Item Description
1	Call to Order: 6:36pm
2	Declaration of any Conflict of Interest: None stated
3	<p>Chair’s Overview – John Pappas</p> <ul style="list-style-type: none"> • This meeting is dedicated to finalizing the 2025 budget. • Finances were sent out in advance and have been reviewed prior to the meeting. If there are any questions, please contact Brenda. • John thanked everyone for all their hard work on the committees. This is a very engaged board, and everyone is doing their due diligence and acting in good faith for the BIA. • The budget will be reviewed and voted on section-by-section, led by Kelly. • Kelly reminded everyone that as a Board of the City and a net-zero organization, the expenses must equal income.

4	<p>2025 BUDGET</p> <p>Income</p> <p><u>Student Grants</u> - Canada Summer Jobs - if approved, the grant is \$8000 for 2 students</p> <p><u>Classic Cars</u> - \$5,000 for sponsorship</p> <p><u>Membership Dues</u> - \$2,000 - We can only accept Affiliate Members who will not compete with our businesses.</p> <p><u>Vendor Fees</u> - \$30,000 - this amount has been increased to reflect the success and expansion of the Farmers Market.</p> <p><u>#SpringINThePort</u> - \$100,000 -the event will now be called "Taste of Port Credit," with \$20,000 allocated from the budget. Additional funding is anticipated from tourism grants, vendor fees, sponsorships, and promotions, aiming to raise approximately \$100,000. The estimated total cost is \$120,000, including street closures from Hurontario to Stavebank.</p> <p><u>Interest Income</u> - Brenda to confirm if the interest income to date is \$25,000. She noted this might not be accurate in 2025 as the GICs are locked until June/July, and the interest rate may decrease. Interest income for 2025 is projected at \$30,000.</p> <p><u>Sponsorship Bags</u> - estimated sales of 4,000 bags at \$2 each, totalling \$8,000.</p> <p>Expenses must match total income. If expenses exceed income, the shortfall must be addressed by either increasing the levy or drawing from reserves. For 2025 initiatives, \$70,000 will be drawn from reserves to minimize the impact on businesses.</p> <p>Expenses</p> <p><u>Salaries and Benefits</u> - two new staff members will be hired, and hours will be increased to support expanded Streetscape and waste reduction programs, including year-round garbage collection from PCBIA bins. Payroll deductions are listed at \$17,000. Unspent funds will be carried forward. Bookkeeper to confirm.</p> <p><u>Office and General Expenses</u></p> <p>Rent - increased to \$18,708.42</p> <p>Repair and Maintenance - increasing by \$500 to \$3,000</p> <p>General Office Supplies - increasing to \$6,000</p> <p>Travel - reducing to \$400</p> <p>Memberships - reducing to \$3,500</p> <p>Office Cleaning - increasing to \$4,000</p>
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	<p>The vote will remain pending until the identified items—Payroll Deductions, Benefits, and WSIB—are confirmed.</p> <p>Motion - Lucie motioned to approve the budget to Line 44000 pending confirmation Second - James Carried</p> <p>Beautification & Maintenance</p> <p><u>Garbage Bins</u> - there is a need for additional garbage bins in the Port. To maintain continuity on the main street, metallic black bins, similar to those in Oakville and Brightwater, will be permanently installed to replace the current BIA bins. The cost for 15 new bins is \$27,900. Kelly will request City staff to confirm awareness of this initiative via email.</p> <p><u>Garbage Pick Up</u> - It was recommended to implement twice-weekly garbage collection, with a new hire assigned to this task as part of the Streetscape program. Marlene inquired why the City does not handle garbage collection. Kelly explained that City staff are unionized and do not collect garbage from BIA bins. Stephen will provide further clarification on this matter later.</p> <p><u>Bike Racks</u> - Current bike racks are in multiple colors. Kelly noted that the City will install new bike racks in any preferred color but will not repaint existing ones.</p> <p><u>Pole Wraps</u> - a pilot project of branded wraps will be implemented at Hurontario and Lakeshore.</p> <p><u>Benches</u> - the red benches will be replaced with black benches to create a more cohesive appearance. An inclusivity grant will be explored to add accessibility bars to the benches. Classic Displays will handle the removal.</p> <p><u>Landscaping</u> - increased by 3%.</p> <p>Motion - Marlene motioned to approve the Beautification and Maintenance budget as presented Second - Lucie Carried</p> <p>Discussion</p> <ul style="list-style-type: none"> - Lucie - proposed requesting the City contribute to garbage pick-up and bike rack repainting. Kelly recommended focusing on the City’s silver bins, as this will provide the greatest impact and the City is open to partnering on this initiative. Replacing these bins would have the most noticeable effect on the main street. - Lucie - If this topic arises at the AGM, Kelly is asked to have an estimate ready for the potential sale value of the red benches.
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- Brenda - noted that capital assets will be amortized. A line for Capital Assets is included at the bottom of the budget
- Stephen - the issue of garbage collection has come up in the past, with the City pushing back. He suggested sitting down with City staff to discuss service levels. Previously, the City had extra bins available—this could be revisited to add more bins and increase pick-ups.
- Kelly - noted that the lights originally planned for the street will now be installed in the park as they were sponsored for that reason. An additional \$23,000 is needed to purchase lights for Lakeshore. This will be voted on under Additional Business as it is from the 2024 budget. Kelly, John and Stephen will meet on Friday to discuss Winter in the Port.

Advertising and Promotion

Website - \$20,000 is allocated for a new website, with several RFPs under consideration. Due to added features, website hosting and maintenance costs are expected to increase slightly.

Signage

-Canadian TODS QEW signs need rebranding but are currently inaccessible due to construction.

-For street-side signage, the goal is to install three signs per quarter promoting Port Credit campaigns to expand our reach.

-A digital signage pilot is also being considered in collaboration with Allvision. The focus will be on attracting visitors from outside Port Credit. One option is digital signage on the Gardiner Expressway, providing 8 seconds of exposure across 20 shows per day for 4 weeks. The second option is digital boards in busy areas of Mississauga for 4 weeks. Kelly proposes these as pilot initiatives to promote Port Credit.

Swag - will be going with the Port Credit BIA bags with a budget of \$10,000. T-shirts will be ordered for the Board and staff from PromoMax. It was discussed whether to keep swag items as zero net or sell them for a profit, which would require creating corresponding income and expense line items in the budget. Marlene suggested prioritizing T-shirts and hats for Board and staff first and decide on selling later. John noted that if the projected \$8,000 income from sales is not achieved, it can be accounted for at the next AGM.

Design - James requested that a line for Design be added for \$2,500.

Motion: James moved to approve the Marketing budget as presented.

Second: Marlene

Carried

Security

Paid Duty

- We are transitioning from the current Paid Duty model with police to private security due to rising rates (increasing twice in one year) and a lack of reporting. Coverage has also been restricted to evening shifts. The Port Credit BIA Security will offer year-round coverage at a more affordable rate. Feedback has consistently requested security throughout the year.

-John noted that daytime shifts and year-round coverage is a positive step. It's an investment in prevention and shows the BIA is taking visible action to address the issue.

-Kelly reviewed the costs for Paid Duty from June to September, which included 8-hour shifts on Fridays and Saturdays, totaling \$45,000. Two security companies were assessed for the same shifts; one came in at \$13,000, and the other \$10,000. For the off-season, coverage would run Monday to Sunday, 7 PM to 1 AM. During the busy season, coverage would expand to 7 days a week with both day and evening shifts. Evening shifts will remain consistent year-round, with day shifts added during peak periods.

-PCBIA will evaluate times and dates of coverage for the best value and safety. John reminded the Board that the Security Committee has put significant effort into this plan, and requests that their work not be cherry-picked line-by-line. Security is a valuable investment, and the committee has provided a recommendation. If the board wishes to reduce the budget, they can propose an alternative amount. Enhanced security will improve safety and encourage more foot traffic.

Motion: Lucie motioned to consider the budget starting at \$90,000.

Second: James

Carried

Sponsorship

This was voted on previously by email.

Notes:

Walk of Fame - increased due to a one time expense

Kelly - surveys are being conducted to gather feedback from businesses on which events are most effective as well as requesting feedback from the community about events. This will be standard going forward.

	<p>BR&E</p> <p>Networking Meetings - new breakfast spaces are needed. Kelly will contact businesses to identify those with space for hosting networking meetings.</p> <p>Other Expenses</p> <p>Brenda, Kelly, and Melanie will review current amortization and determine what can be written off.</p> <p>Once the total expenses are confirmed, that will determine the Levy.</p> <p>Expenses must match total income. If expenses exceed income, the shortfall must be addressed by either increasing the levy or drawing from reserves. This will be decided on once the amortization is confirmed.</p>
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<p>5</p>	<p>Additional Business</p> <p>Stephen met with Tourism; they want the lights from the park last year to be installed in the park again rather than on the street. The BIA will now cover the cost of lighting on the main street, requiring an additional \$23,000 beyond the current \$35,000. The park trees are being stored with Sure Green, and the City is requesting the BIA to re-install lights on the park trees as part of the Tourism grant.</p> <p>Brenda - we have \$20,000 remaining from the 2024 budget to spend on the lights.</p> <p>Motion: Marlene motioned to spend the money from the 2024 budget on the lights. Second: Lucie Carried</p>
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<p>6</p>	<p>Adjournment 8:24 Moved by Brenda Seconded by Marlene Baur</p>
<p>Dates</p>	<p>Next Meetings: -AGM Prep: Tuesday, November 14, 9:30 am -AGM: November 27, 6:30, Waterside Inn -Year End Celebration: Thursday, December 19, 6:30 pm</p>