

City of Mississauga
Legislative Services
300 City Centre Dr. Mississauga

Thursday, December 9, 2021

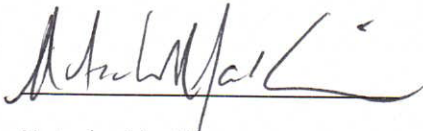
Diana,

The Port Credit BIA advises of changes to our Executive Board effected immediately -

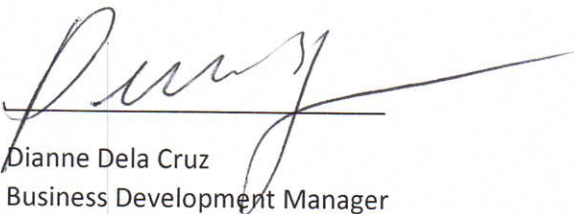
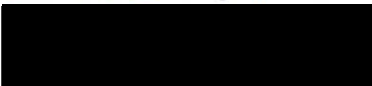
Jake Pedler and Nina Tsougios have resigned as Chair and Vice Chair and the Port Credit BIA Board has appointed John Pappas as Chair and Ann Ivy Male as Vice Chair as replacements to complete the remainder of the term until November 14, 2022.

Please let us know if you have any questions and/or comments.

Best wishes,

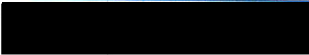


Natasha MacKinnon
Operations Manager



Dianne Dela Cruz
Business Development Manager

E: dianne@portcredit.com



Port Credit BIA		MINUTES
Board Meeting		Wednesday, Sept 30, 6:30pm
		Virtual Meeting
Board Members	Jake Pedler, Nina Tsougios, Brenda McGarrell, Ric Cooper, Councillor Stephen Dasko, John Pappas, Ann Ivy Male, Scott Higginson	
Staff	Beatrice Moreira-Laidlow, Natasha Mackinnon, Dianne Dela Cruz	
Minutes by	Natasha Mackinnon	
Item #	Item Description	
1	Call to Order - 6:30pm	
2	Declaration of Pecuniary Interest	
3	Additions to and approval of Agenda Moved by Ric Cooper; Second by: Nina Tsougios	
4	Discussion and/or acceptance of Minutes from the Board Meeting held on Wed, July 29, 2020 Moved by Nina Tsougios; Second by: Ann Ivy Male	
5	<p>Councillor's Report – Stephen Dasko</p> <ul style="list-style-type: none"> • Approval on Patio extension season until Nov 15 • Overall patio program extension raised at Council • Board in favor to patio extension • Positive feedback from attendees and businesses re: Classic Cars Thursdays • Stephen to meet with Ron Star re: launch of Cars Show in 2021 • Pitch idea #1: Cars parked on Mainstreet and Elmwood Lot on North and South side with a PCBIA tent set up on Friday & Saturday • Pitch idea #2: Cars scattered all around Memorial Park on 1 Saturday in July • Decision made to keep the campaign to Classic Cars Thursdays hosted on Thursdays • The Queen Bea's Lookout approved by Council • Education programs provided by the City of Mississauga for businesses to stay opened in 2021 will be available <p>Action</p> <ul style="list-style-type: none"> • Decision made to look at available dates for Classic Cars event during next board meeting, Oct 28 or Year at a glance • Stephen set up meeting with Classic Cars reps to come in next meeting 	
6	<p>Chair's Report – Jake Pedler</p> <ul style="list-style-type: none"> • Dropped off 20k STP cheque to Compass Food Bank • Dropped off \$2,500 cheque to Tom & Rick Show • East Village Committee from by Ann, currently in the planning stages for next year. Committee consists of shares ideas and initiatives • There are a lot of funds that were not used this year – An update that funds which were provided to the BIA, stay with the BIA, Stephen to give an update from Council 	

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Committee Reports**Financials – Brenda**

- Provided a written report
- Year to date, actuals, and balance
- Provided P&L and Balance Sheet
- \$20k left under sponsorship and grants
- We are in great standing with Budget

Beautification – Natasha

- STEPS Initiative – 11 located throughout our Mainstreet on the East and West of our Village
- Jake and Tash met with Tom and his team for Mural on LCBO wall on Elmwood Lot, current stages: waiting for a contract from LCBO. 2 artists currently designing artwork, final piece moving forward decided by board
- Nisreen Art hired complete 3 cement circles: 2 beside Elmwood lot and 1 in front of Pixieblue Studio, total payment \$1,200 (\$600 for large, \$300 x 2 for half circles)
- Discussions for potential mural walls: Firestone – Shaw & Lakeshore, Under Lighthouse by the water – check with Reality Services, LaVilla Bakery and Options Printing – private property, need to obtain contact and; Stavebank and Lakeshore white wall – Stephen to update
- Illuminate the port – supplier Visualize IT

Action

- Tash explore mural opportunities with board members assistance
- Tash to submit grant to PCCF and Brightwater

Marketing – Ann/Natasha

- STP \$20K target reached
- STP website updated with cheque presentation, current press release and under pressure video
- Phase 2 on hold, discussion of always including a charity component to the initiative
- Partnership with InSauga for our Take A Left Campaign – Currently have an article and video out on their website, Facebook and Instagram network
- Classic Cars Thursdays extended 2 additional weeks in September managed by Southside Shuffle
- Great response from businesses re: The Social Media Series – DineIN, ShopIN, ExploreIT, etc. Goal: Launch one video per month
- New Website – Overall design approved, current stage: Inputting business database

Action

- Send database to eSolutions and approve loop video created by Jeff Jones

Safety & Security – John

- Feedback from was positive, acknowledged that it was a great program
- Safety of our members and community is very important, unanimous vote to keep police officers on
- Duty police actual BIA cost was \$36,312 vs. budgeted cost \$15,000 – Reason: did not ask restaurants to pitch in this year due to pandemic

Action

- Jake and John to investigate the expansion of the program

	<p>Sponsorship – Jake/Natasha</p> <ul style="list-style-type: none"> • Stephen Uiraney to submit a grant application for gallery opening at Archtop of pandemic photos <p>Action</p> <ul style="list-style-type: none"> • Submit grant application to BIA office <p>Policies – Brenda McGarrell</p> <ul style="list-style-type: none"> • No updates on policies for this month
8	<p>Staff Report Beatrice - Natasha – Dianne</p> <ul style="list-style-type: none"> • Submitted written report.
9	<p>Other Business illuminate the Port AGM 2020 Discussion</p> <ul style="list-style-type: none"> • Decision to have a Virtual Meeting or Socially distanced hosted at Clark Hall • More discussion next board meeting, Oct 30th <p>Ex-Board Members Discussion</p> <ul style="list-style-type: none"> • Lydia Ordoez-Nies and Claudette Edwards stepped down <p>New Board Members joining</p> <ul style="list-style-type: none"> • Collective agreement for no new members until 2021 <p>Staffing</p> <ul style="list-style-type: none"> • Discussions from Natasha and Dianne that the workload is heavy and exceeds the initial job descriptions. Ask from staff to consider a change in titles and salaries • Dianne to be promoted to full time within a management role • Natasha to be promoted to management with a title change • Discussions by board held after staff left the meeting <p>Action</p> <ul style="list-style-type: none"> • Vote to move forward with the change in structure and grant staff with requested changes
10	<p>Adjournment Motion: John Pappas Moved that the meeting be adjourned at 9:10pm Second by: Nina Tsougios Carried</p>

Next Board meeting Wednesday Oct 28, 2020 – 6:30pm

Port Credit BIA		Minutes
	Board Meeting	Wednesday, Feb 24 2021 6:30pm Virtual Meeting
Board Members	Jake Pedler, Nina Tsougiros, Brenda McGarrell, Ric Cooper, Councillor Stephen Dasko, John Pappas, Ann Ivy Male, Scott Higginson	
Staff	Natasha Mackinnon, Dianne Dela Cruz	
Guests	Lucie Zima, Julia Chatterji, Wassim Alroz	
Minutes by	Natasha Mackinnon	
Item #	Item Description	
1	Call to Order - 6:33pm	
2	Declaration of any Conflict of Interest	
3	Additions to and approval of Agenda Moved by Ann Ivy Male; Second by: Ric Cooper	
4	Discussion and/or acceptance of Minutes from the Board Meeting held on Wed, Jan 27 2021 Moved by Nina Tsougiros; Second by: Brenda McGarrell	
5	<p>Councillor's Report – Stephen Dasko</p> <ul style="list-style-type: none"> • A Save The Port Committee has been formed to Keep the Port in Port Credit Committee which has two 2 sub committees. Jake Pedler appointed Chair of the Advocacy Committee which also includes PCBIA staff members Natasha Mackinnon and Dianne Dela Cruz, and PCBIA Board Member John Pappas. Mary Ellen Bench appointed Chair of the Financial Committee. • Councillor continues to advocate for Main Street businesses to open and for Port Credit to head into Red Zone • Councillor requested and confirmed Jake Pedler and John Pappas to speak to a business renewal license report (if needed). A copy of the report to be provided to PCBIA board. • Lakeshore East Corridor Review from Seneca Ave. to East Toronto boarder launched Tuesday, Feb 23, 2021. • John inquired if the Bus transit land design can be changed as it does not fit with the lane way parking concept. Design was inherited before Councillor's time and confirmed that City Staff are working on BRT + Red Tape design to be linked to bus connection. • Environmental assessment for pedestrian cycling bridge launching in March 2021. 	
6	<p>Chair's Report – Jake Pedler</p> <ul style="list-style-type: none"> • Echoing the importance of Save The Port Committee to keep the Marina in Port Credit. • Importance of advocating along with other Mississauga BIA's as we are stronger with strength in numbers. • Launch of East Village Think Tank in March 2021 headed by Ann Ivy Male to generate more traction to the east end of our Village. • Mention of the Associate Businesses to be considered for PCBIA. Businesses that want to be include/shown interest and have been involved. 	

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Committee Reports

Financials

- Detailed report provided
- PCBIA Annual Budget was approved by PCBIA Board via email and send to the City of Mississauga's Financial Department.

Beautification

- Detailed report provided
- The Beautification Committee agreed the primary focus for Main Street Public Art initiatives in 2021 include LCBO mural, Indwell mural, Giant Muskoka chair, and regular sized Muskoka chairs distributed evenly around the BIA.

Marketing

- Detailed report provided
- Support The Port website to be redesigned and relaunch to outline how and where to use gift cards.
- PCBIA Marketing Committee to create generic STP posters to share with participating businesses.
- PCBIA Marketing Committee guided UNITY in the Community to the right resources and offered a booth in our Farmers Market to sell merch + communication on our socials/newsletters. PCBIA to use the tagline 'UNITY in the Community' tagline for our reopening street party.

Advocacy

- No report provided
- John + his brother have a meeting with Minister Prabmeet Singh Sarkaria to discuss gaps in the system for Small Business support.

Safety & Security

- Voted and increased paid police officers' program to \$10k totaling the overall budget for 2021 to \$35k. The focus for this increase is for the PCBIA to cover all costs of policing on our Main Street to help prevent crime, increase foot patrols + cruisers, deal with break and entry issues and protect our Port Credit brand.
- Officers to fill out a Duty report after their shift and report this information to the Safety and Security Committee.
- Program begins in June, hours TBC due to zoning.

Sponsorship

- Received submissions from Southside Shuffle, Mississauga Marathon, Ryan Brown Illusionist, Mississauga Waterfront Festival, Paint The Town Red. Pending submission from Mississauga Music Walk of Fame.
- No submission from Buskerfest.
- Sponsorship Committee to meet in March to discuss allocating funding.

Policies

- Amendment made to Policy 1-01 in reference to Board Members and motion was passed and carried in 2017.
- Associate Members
Jake made a motion to amend the Associate Member policy that states that no duplicate businesses or competition can enter our BIA boundary.
Discussion

	<p>Brenda confirmed Jake's reference was an outdated 2012 policy and advised that the updated policy from 2017 states that more than one business listing to be included within one commercial space.</p> <ul style="list-style-type: none"> • AGM Board of Management as part of the constitution must have the date, place and time secured and distributed to members + landlords for the AGM meeting. <p>Notice must be given to all members 14 days prior to the scheduled date as a final reminder.</p> <p>Action:</p> <ul style="list-style-type: none"> • Brenda to provide the Dianne with updated policies to be placed on letterheads + filed.
8	<p>Staff Report Natasha – Dianne</p> <ul style="list-style-type: none"> • Detailed reports provided
9	<p>Other Business</p> <p>Associate Members</p> <ul style="list-style-type: none"> • Interested businesses include: Stonehooker Brewery, iBroze Nails and Salon, Backroads Coffee Shop, Wellness Clinic that moved out of our BIA. • Member fee: \$1,000/year includes all benefits except voting. • Business center members fee: \$200 include website listing only. • No limit for associate members. Take each interested business on a case by case and access individually. • Associate members can only be commercial spaces. • Home businesses not considered at this time. <p>CRM software update</p> <ul style="list-style-type: none"> • Meeting with Salesforce + Passionfruit Partners. Quote to be provided to office. Details provided in Dianne's staff report. <p>Action: Stephen Dasko to provide Dianne with a referral company for CRM services.</p> <p>Farmers Market</p> <ul style="list-style-type: none"> • Relaunch and bringing back from June to October 2021 every Saturday. • Hire Customer Service Manager to work alongside Vince, Logistics Manager. • Natasha and Dianne to be present onsite entire month of June. • Rebranding in the works. Details provided in Dianne's staff report. <p>Action: Stephen Dasko to introduce Martha Shepard to Dianne as our Customer Service Manager.</p> <p>Virtual Networking Events</p> <ul style="list-style-type: none"> • Survey out to our members to inquire if there is any interest to bring back Networking Events. Details provided in Dianne's Staff Report. <p>OBIAA Conference + Awards in Hamilton: Sept 26-29</p> <ul style="list-style-type: none"> • Discussions of the importance to attend the conference. • Deadline from board members to sign up set as March 31, 2021. <p>Action: Natasha to share details of the conference to the Board.</p> <p>Vote for New Board Members</p>

	<p>Motion: Stephen Dasko made a motion to elect Lucie Zima, Julia Chatterji and Wassim Alroz as new members of the Port Credit Board of Management. Seconded by Ann Ivy Male. No discussion. All in favor of all 3.</p> <p>Carried</p> <p>Committees</p> <ul style="list-style-type: none"> • New members were added to each committee. Detailed report provided.
10	<p>Adjournment</p> <p style="text-align: right;">Moved by John Pappas; Second by: Scott Higgionson</p>
Dates	<p>Virtual Networking Event Launch date: March 18 or 25, 2021 Virtual OBIAA Professional Development: April 21, April 28, May 5, May 12 Farmers Market June 5 to October 2</p>
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Port Credit BIA		MINUTES
	Board Meeting Tuesday, Nov 16, 2021 6:30pm Virtual Meeting	
Board Members	John Pappas, Brenda McGarrell, Ric Cooper, Councillor Stephen Dasko, Ann Ivy Male, Lucie Zima, Julia Chatterji, Wassim Alroz	
Staff	Natasha Mackinnon, Dianne Dela Cruz	
Minutes by	Natasha Mackinnon	
Item #	Item Description	
1	Call to Order 6:35pm	
2	Declaration of any Conflict of Interest	
3	Additions to and approval of Agenda Moved by Ric Cooper; Second by Julia Chatterji	
	Discussion and/or acceptance of Minutes from the Board Meeting held on Wed, Aug 25, 2021 Moved by Brenda McGarrell; Second by Lucie Zima	
4	Discussion and/or acceptance of Minutes from the Board Meeting held on Wed, Oct 27, 2021 Moved by Brenda McGarrell; Second by Wassim Alroz	
5	<p>Other Business - Appointment of new Chair & Vice Chair</p> <p>On Wednesday, October 13th 2021, Vice Chair Nina Tsougios resigned from the Port Credit BIA Board, following Chair Jake Pedler's resignation on Friday, Nov 5th, 2021. Both via email. On Tuesday, Nov 9, 2021 the Port Credit BIA Board and Staff met via zoom to discuss and appoint 2 Board Members as Executives.</p> <p>Ric Cooper made a motion to appoint John Pappas as Chair and Ann Ivy Male as Vice Chair of the Port Credit BIA.</p> <p>No further discussion was made.</p> <p>Second by Lucie Zima.</p> <p>All in favor.</p>	
6	Councillor's Report – Stephen Dasko	
7	Chair's Report – John Pappas	
8	<p>Committee Reports</p> <p>Financials – Brenda McGarrell</p> <p>Beautification – Natasha Mackinnon</p> <p>No Report</p> <p>Marketing - Ann Ivy Male Dianne Dela Cruz</p> <p>No Report</p> <p>Advocacy - John Pappas</p> <p>No Report</p> <p>Sponsorship – Natasha Mackinnon</p> <p>\$7,500 from Port Credit Community Foundation for Frosty Finale</p> <p>Safety & Security - John Pappas</p> <p>Policies – Brenda McGarrell Dianne Dela Cruz</p> <p>No Report</p> <p>Hiring Committee *new - Lucie Zima</p> <p>No Report</p>	

	Business Recruitment - No Report	
	No Report AGM Prep: Dianne showed the agenda and appointed board members to each committee	
9	Staff Report Natasha Mackinnon - Dianne Dela Cruz	
10	Adjournment	6
Dates	AGM: November 23rd at 6pm Virtual Lighting of the Lighthouse: Dec 4 Christmas Dinner Date Finalized: Dec 6 - Bar Catalina	