

City of Port Colborne
Downtown Business Improvement Area

Date: Wednesday, January 24, 2024
Time: 6:15 pm
Location: BIA Office- Main Training Room, Port Cares Admin Building
92 Charlotte Street, Port Colborne, L3K 3E1

Member(s) Present R. Poisson
 A. Crognale
 L. Beverly
 Jenni Darlow
 Sarah Armstrong
 Ben Terreberry

Member(s) Absent:
 H. Hamilton
 Sara Nunziato
 Jenni Darlow

1. Call to Order

The Chair called the meeting to order at 6:23 p.m.

2. Adoption of Agenda

Moved By Larry Beverly

Seconded By Ben Terreberry

Agenda Adopted

3. Declaration of Pecuniary Interest

There were no disclosures of interest.

4. Confidential Items

Board proceeded into closed session at approximately 6:15 p.m. to discuss financial spending from 2023. No formal motion was made.

Closed session ended at 6:40.

4.1 2023 Budget Review

5. Approval of Minutes

Minutes not approved, not reviewed by all board members.

6. Staff Updates

6.1 Chair Report

Chair let board know that:

- 2/3 co-signers have filled out the paperwork at TD
- She is currently speaking with former treasurer to access past records
- all outstanding bills are currently caught up

Moved by Ben T. and Seconded by Larry B.

6.2 Councilors Report

Councilor Elliott referenced:

- Canal Days presentation to Council, and the 60K visitors during 4 days of the festival, including cancellation of concerts on Monday at H.H.Knoll Lakeview Park
- Provided a West Street hydro update and let the board know that the beautification of West Street would have to be postponed since grant money earmarked for this will now be spent on hydro changes

Greg Hibbinbotham (City of Port Colborne Tourism Coordinator) reiterated that West Street beautification is not forgotten and that new funding

opportunities are being pursued. When it comes to West Street Hydro communication will be active from City Hall to residents/business owners.

The BIA has requested that construction not occur during tourism/high season and they're curious about power interruptions.

Moved by Sarah A. and Seconded by Ben

7. New Business

7.1 2024 Cruise Ship Season Overview

a. Delegation from Greg Higginbotham - Tourism Coordinator

- Approx. 50 cruise ships are scheduled to dock in Port Colborne
- West Street docking update - Snider Marine Terminal can expand its services from the East side to West Street, a proposal was submitted to the Seaway in October 2023 and is currently under review by the Seaway and Transport Canada. Greg is optimistic that ships will dock on the West side this season
- Snider docks is agreeable to signage on their property
- Dock 18.1 does not require dredging, it's ship-ready, and currently the only one on the West side that's operational. This dock can only accommodate smaller ships, none of the Viking ships
- City staff are currently working on 2024 shore excursions, including Viking offering historical walking tours, with cycling tours and fishing charters in the works.
- City needs BIAs support through promotions, offers, have businesses create an enticing draw
- City staff would like to work with the BIA and host an Open House to find a way to collaborate with businesses to create a draw for more cruisers to come into Port Colborne, shop local
- Cruisers are allowed to walk out of the docking area onto Clarence Street, and have been allowed since mid summer of last year. Boarder security has been provided to accommodate for this.

Questions from board members:

- How do we provide pamphlets to cruisers?
- Will there be a shuttle provided this year?
 - Last two years the City provide a shuttle for at least part of each season, costing \$13K-\$15K each season
 - Shuttle service can have a tailored schedule with a minimum of 3 hours per day when it's hired
 - Past shuttles were filled at approx. 50% capacity
 - Is the BIA interested in funding the shuttle service?

7.2 2024 Budget Planning

- 2023 spending was reviewed.
- Proposed budget for 2024 was reviewed, a typo was noticed so the updated budget will be shared at the February meeting for approval.
- CRA access is being investigated

Motioned by Anna Maria C. and Seconded by Sarah A.

8. Other Business

Banners: Alexander F. let board know that the Royal Canadian Legion is interested in rolling out a banner program much like Dunnville does, where 3 months of the year the light poles along Clarence Street. They want to know if the BIA wants to participate with their own banners? The cost would be roughly \$300 per custom banner. Alexander will provide details from the vendor once the Legion learns more.

BIA Website: City staff are offering to help with the current website, including email domains reflective of the website url vs using gmail accounts.

9. Next Meeting

February 21st, 2024 at 6:30 at Port Cares.

10. Adjournment

Adjourned at 8:47pm

Motioned by Ben T. and Seconded by Anna Maria C.