

City of Port Colborne
Downtown Business Improvement Area

Date: Wednesday, February 21, 2024
Time: 6:30 pm
Location: BIA Office- Main Training Room, Port Cares Admin Building
92 Charlotte Street, Port Colborne, L3K 3E1

Members Present: _____ R. Poisson
_____ A. Crognale
_____ L. Beverly
_____ Sarah Armstrong
_____ Sara Nunziato
_____ Ben Terreberry
_____ Jenni Darlow

Staff Present: _____ D.Elliott, Councillor
_____ O. Loeffen, Business Community and Events Ambassador

1. Call to Order

Call to order at 6:32pm by Chair.

2. Adoption of Agenda

Motion to adopted by Anna Maria and seconded by Sarah A.

3. Disclosures of Interest

No disclosures.

4. Approval of Minutes

Motion for approval of minutes from September 13th, November 13th, 21st, and January 24th ,by Ben and seconded by Sarah N. All members approved the minutes.

5. Staff Updates

5.1 Chair Update

Seven people joined the events planning round table meeting, discussed events for 2024, sheet passed around for proposed events.

Met with Barb from 91.7 Giant FM about cooperative advertising.

Banners discussed for the Legion, Alex F is in charge and will report back with pricing

Currently there is no treasurer, hence no treasurers report, however a book keeper has been hired and is working through the financials.

The current bank balance is \$93,000.00.

5.2 Councilor Update

Counsellor Elliot attended the Economic Development Advisory Committee, wants to share the Comprehensive Community Improvement Plan, several opportunities for downtown improvement for building is available, that the city will partner and help fund improvements. Incentives for building upgrades. Business owners can take part.

The City is here to support any improvements that are made. Façade and parking lot improvements. Council meeting next Tuesday and we are all invited to come and watch, ask questions, reach out if you have any questions.

5.3 Market Manager Update

Letter was sent around to board members, the question is about the type of vendors at the “farmers market” wants to host.

According to Farmers Market of Ontario guidelines, do crafters qualify?

The board as a whole agrees to allow Michael to make final decisions based on vendors.

March 28th Easter Market - April 5th first official market day.

Any business in Port Colborne can book a table free of charge, need to share this on the farmers market social media, one space, possibly two available for PC businesses, book through Michael.

City will provide barriers at the market. Is bathroom access going to be provided at city hall, unlocked as of 6am (access was granted for 2023). Micheal still has keys, but the locks are getting stolen so he might require additional locks or new keys.

Motion to approve vendor standards for the farmer's market for 2024 to the board – Sarah A. motion first, Ben motion second and all board members approved, motion passed.

5.4 Liaison Update

The BIA website is currently being worked on, the cost will be roughly \$250.00 per year to maintain it. Will like share 3 templates and BIA can pick the template, but the focus will be primarily on having a great business/retail director and a resource page for all the business owners. A credit card will be needed to pay for subscriptions, hosting, domain, etc.

CRA update – spoke to the CRA and city representatives, we have the documents required to reestablish BIA account with the CRA, at the next meeting 2 board members will be chosen as CRA representatives. Once the documents are filled out the city will courier it to the CRA,

The Chair will want to look to see if there is any back billed, source deductions may be on the CRA account at this time.

Cruise Ship Meeting, the goal is to find a way to bring cruise tourists into the local businesses, benefit year round via a digital coupon book. The city would work with a marketing team to create a platform for stores to access, provide deals for shoppers via the Bandwango App. The cost for this platform is approximately \$5000, city staff want to know if the Downtown and Main Street BIAs are interested in splitting the cost with the City for a year to trial the application. The City's portion would be coming from grant money.

6. Order of Business

7. New Business

7.1 Approval of 2024 Budget

Final approval of Budget 2024 – discussed at last meeting, Rosemari reviewed the changes – cruise ship promos, art and activations, approved events, more technology, "city expenditures" line was eliminated as it's the same as "grant money". – motion to approve Anna Maria motioned and Ben seconded, all motioned to pass.

The BIA currently doesn't have a credit card, but needs one with a small limit to maintain online subscriptions such as their website hosting and domain renewals.

Ben motions to approve signing up for a credit card, Anna Maria seconded, all members in favour - approved.

7.2 2024 Events

- Solar Eclipse, schools are closed, we need promotions the BIA will promote via the radio, Monday April 8th, the city has 10K pairs of glasses, and they will release information of how to access the glasses, Vale Centre having eclipse events, if your business is having an eclipse special, let the BIA know, the BIA will promote them.
- Spring Fling
- Mother's Day/Father's Day Basket Contest - May 1 – May 8 – Lisa Terryberry to spearhead this event, if businesses want to donate anything for the basket, ask for Mother's Day and Father's Day at the same time, not selling tickets just hand out ballots at your store and location.
- Canada Day – Optimist Day in the Park, fireworks on West Street, BIA needs to plan an event, businesses do not want the street closed, do events that we can handle not an influx of events.
- Canal Days
- Harvest Festival - day time – Taste of Downtown – in the evening – we could hire a band and have music downtown, the City will support with the hiring of a band.
- Witches Walk – Stores stay open from 5-8pm, try to get décor and get businesses to decorate for Halloween, same idea as the Falala ladies night, give a discount or gift for people that come in dressed up, full costume encouraged, pick the best witch to win a prize
- Falala Ladies Night – Monica from 270 West will once again be spearheading it.
- Tug boat Santa – email will be sent for that.

Events committee – who wants to join this sub committee?

8. Next Meeting

Wednesday is Youth Dart Night at the Legion, so Harry might not be available to come to all BIA meetings, will possible switch with Alex.

Next meeting - March 20th, 2024

9. Adjournment