



**Board Meeting Minutes | Wednesday February 10th, 2021
Via Zoom**

Attendance : Jesse Boles (JB), Norbert Gieger (N.G.), Amy Thibodeau (A.T.), Karen Donnelly (KD), Alicja Kniffen (AK), Michelle Benest-Tanner (MB), Rob Carter (RC), Karrie Haynes (KH), Ed Cleveland (E.C) and Councillor Donna Kalailieff (DK).

Staff: Mary-Lou Ambrose-Little (MA)

Members: Lesley Stratford (LS), Bonnie Beres (BB), Tracy MacLeod, (TM and Kayla Penner (KP).

Guests: Jordan Hart (JH), Mine Technologies; Greg Higginbotham (GH), Tourism Coordinator; and Bram Cotton (BC), Economic Development Officer.

Regrets: Melissa Roberts (MR)

Welcome

Chair Jesse Boles welcomed everyone to the meeting.

Call to order

The meeting was called to order at 6:42 pm by Jesse Boles.

Declaration of pecuniary interest

None.

Approval of agenda

Motion to: Approve Agenda" Moved by: NG; Second by RC. CARRIED.

Approval of minutes

Motion to: Approve of Minutes of the January 13, 2021 Board Meeting" Moved by: EC; Seconded by: AT. CARRIED with the following amendments:

- The spelling of Lesley's last name to be corrected to Stratford (not Stafford)
- Addition of discussion about Art Crawl to the minutes. Jesse will add: Art Crawl was discussed. BIA wants it to continue but it needs to have clear metrics and KPIs before future sponsorship will be considered.

Special Presentations:

Jordan Hart (MineOrder Technologies):

- Offer a technology to help small local businesses.



Downtown Port Colborne BIA

Board of Management

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- A POS system/virtual shopping app to allow customers to order, pay and pick up their item curb side.
- For more info or a comprehensive demo, reach out to Jordan at 289-690-6533 or visit <https://www.mineorder.com/>. Presentation will be attached to minutes.

Greg Higginbotham (Tourism Coordinator) and Bram Cotton (Economic Development Officer) from the City of Port Colborne:

- Here to put face to names and introduce themselves.
- Bram is responsible for economic development in Port Colborne — let him know if he or his office can be of assistance. They're available and happy to help.
- Working on a tourism strategy and will be sharing it once it's done. Part of the strategy will include integrating downtown businesses into Cruise Strategies. Although there will be no cruise ships in 2021 due to COVID, they are looking forward to it coming into fruition in 2022 and PC will be ready.
- Question: Will smaller cruises will be allowed in 2021? Bram Cotton will look into whether this is a possibility.
- New Viking Ship from Norway will be coming through Port Colborne in May 2022 (will stop here 6-7 times). Will share the schedule with the BIA once logistics are worked out and then share with membership. Will host a forum with members on how to benefit from cruise ships.
- Question: Is Canal Days cancelled in 2021? No decision made. Should have a decision in March.

Business arising

Review of meeting times

Discussion about the best time to have BIA board meetings. Decided on the third Monday of every month at 4pm. A calendar hold will go out. No motion required.

Committees

The following committees and volunteers were organized:

Governance: Michelle Benest-Tananer (Chair), Mary-Lou Ambrose-Little, Jesse Boles, Ed Cleveland, Councillor Donna Kalailieff.



Marketing & events: Alicja Kareen (Chair), Amy Thibodeau, Mary-Lou Ambrose-Little, Jesse Boles, Karen Donnelly, Melissa Roberts, Bonnie Beres, and Kayla Penner.

Strategic plan: Jesse Boles (Chair), Norbert Gieger, Amy Thibodeau, Rob Carter, Larry Beverly, and Mary-Lou Ambrose-Little.

REPORTS

Chair's Report (Jesse) Attached.

Councillor's Report (Donna)

- Report by Councillor Donna Kalailieff
- Good things and new partnerships are happening that will have an impact on all of your businesses
- Losing a few small businesses but hopeful that most will weather COVID.
- Expanded boundary of the Downtown BIA to include Talwood Manor and Roselawn, Gilly's Sport Excellence.
- JB will send in a formal request to the city to get office and meeting space in City Hall to be used once COVID restrictions are lifted.

Staff Report (Mary-Lou) Attached.

- Membership survey out for feedback on our future direction for downtown sent through Mailchimp, already have received 9 responses.
- Research being done on the website which looks like about a \$2,000 cost, refer to Marketing for further discussion regarding a request for proposals (RFP)
- McMaster University Study on business resilience in Port Colborne is continuing with a further ask for restaurants and retailers to participate in the study. To date, 4 businesses have agreed to participate. Dr. Brent McKnight is the key contact
- Digital Main Street 3.0 will be available shortly for businesses who wish to upgrade their business technology
- Radio Spots are ready to go for businesses at the same cost of \$210 as 2020. More information to be sent soon. Refer to Marketing
- Check your information on the web-site for accuracy <http://www.exploreportcolborne.ca/business-directory/> and let staff know if changes are required.

Treasurer's Report (Karrie) Attached.

- Reviewed expenses in Jan 2021. They include rent, utilities, staff, mailbox fees and cheque for sailboat lights

Motion to: Motion to move all reports in block" Moved by: EC.; Seconded by: KD. CARRIED



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New Business:

New Board Orientation

Board orientation was sent out for everyone to review. No questions were asked.

Taste of Port Colborne

Only 1 person responded (Greg Poisson) but no one else seemed interested in going ahead. Decided not to do it in 2021 given timing constraints and lack of interest.

Partners for Planning Network

Group that advocates for groups with special needs in Niagara and beyond. Would like us to become a partner. Learn more on their website: <https://www.planningnetwork.ca/>

Motion to: "Motion for JB to ask them to send in a proposal via email for the board to review to consider partnership." Moved by: JB; Seconded by: AT CARRIED

Adjournment: Motion to Adjourn made at 8:08 pm AK; Seconded by DK. CARRIED

NEXT MEETINGS
Monday, March 15, 2021 at 4pm
Via Google Meet

Attachments:

- Chair's Report
- Staff Report
- Treasurer's Report
- MineOrder Presentation