

### **Board Meeting Minutes | Monday March 15th, 2021 VIA Google Chat**

**Attendance:** Jesse Boles {JB}, Alicja Kniffen {AK}, Karen Donnelly {KD}, Norbert Gieger {NG}, Karrie Haynes {KH}, Ed Cleveland {EC}, Melissa Roberts {MR}, Andrea Boiter {AB}, Larry Beverly {LB}, Kyla Pennie {KP}, Lesley Stratford {LS}, and Councillor Donna Kalailieff {DK}.

**Regrets:** Amy Thibodeau {AT}

**Absent:** Rob Carter {RC}

**Staff:** Mary-Lou Ambrose-Little {ML}

**Guest Speakers:** Andrea Boiter; PC Works, Melissa Roberts; Nuit Blanc Event Proposal

#### **Welcome**

Chair Jesse Boles welcomed everyone to the meeting.

#### **Call to Order**

The meeting was called to order at 4:07 pm by Jesse Boles.

#### **Declaration of pecuniary interest**

None

#### **Approval of Agenda**

Motion to: Approve Agenda" Moved by: AK; Second by KD. CARRIED

#### **Approval of Minutes**

Due to Amy Thibodeau absence, Jesse suggested passing on review of minutes to next meeting.

#### **Special Presentations**

##### Andrea Boiter (Port Cares, PC Works Employment)

Information on programs available for businesses and opportunities to utilize i.e.; recruitment, staff training incentives, skills upgrading training programs.

Opportunities to volunteer providing resources/support for work seekers with in the community i.e.; workshop guest speaker, interview prep/mock interview, resume feedback

Work Shops "Building the Dream Team" March 23rd @ 11:30 am by Essential HR - On call services for small business; interview guidelines, how to write job descriptions, offer of employment, hiring strategies | "Navigating Sticky Situations in the Workplace" April: addressing absenteeism, how to minimize, how to handle a variety of situations to protect your business.

For more information or to speak with Andrea directly, contact Port Cares. Presentation and contact information will be provided to members digitally.

### Melissa Roberts (Nuit Blanc Event Proposal)

Provided brief history of Nuit Blanc Event and vision to bring the concept to Port Colborne.

Aim to bring art, business and local culture together, attracting visitors and creating economic value, stimulating awareness of our area, impact human experience and opportunities for safe social experiences.

Encourage business involvement.

Seeking partnerships with city, existing programs, local businesses (sponsorship/funding)

ED inquired about proposed duration of the event (1-2 nights)

KH inquired about line up of artists re: sponsorship proposals

ML added an application has been initiated through "STEPS" - Art Group from Toronto - BIA development/create attractive space through art, organizational assistance, funding opportunities, additional government funding coming for events/festivals.

JB inquired about BIA funding and endorsement for the event, confirmed Melissa as the key point liaison of this event, suggesting building a team assisted/ committee effort.

LS expressed concern for planning in 2021 due to uncertain circumstances, potentially present by Christmas then plan for 2022.

KP suggested a co-sponsor with the city for a potential light fixture to attract for events.

Proposal provided via email to all members prior to the meeting. Follow up feedback, suggestions via email reply invited by Melissa.

*Motion to: Support the Nuit Blanc event" Moved by: JB; Second by: EC. CARRIED*

### **Business Arising**

#### Review of Meeting Time

Discussion to coordinate the most ideal time for BIA board meetings and set it moving forward.

Agreed to 3rd Monday, April 19th @ 5pm. No motion required.

#### Committees

Openings on committees and asking commitment(s) to sit on at least one committee.

#### Correspondence

4P4 requested our ear about their program. No discussion.

*Motion to: Receive for information" Moved by: NG; Second by KD. CARRIED*

### **REPORTS**

**Staff Report (Mary-Lou)** circulated prior to meeting

Social media feedback doing well on farmers' market launch 14286 ppl reached/ 1777 engaged/ 141 likes. Like and share incentive really helping to get the word out there.

35 Vendors: 17 farmers, 5 food vendors and 3 artisans, includes new vendors, a local distillery, winery, still many unknown due to covid restrictions.

Jesse reviewed BIA farmers' market proposal recently presented at City Council. The Report can be found on City website or watch YouTube link from city hall meeting. Will be sent out to members in next email blast.

### **Chair's Report (Jesse)**

Jesse is taking the economic development seat open with the city.

Pop up patios approved for another year (May1st - Oct 31st 2021) and city waived the fees in support.

### **Treasurer's Report (Karrie)**

Reviewed expenses in Feb 2021. They include rent, utilities, staff, membership fees, bank confirmation charge, opening & closing balances, year-end paper work being finalized by Grant Thornton.

Announced a Meridian staff replacement will step in for maternity leave support.

Jesse made note of payout reimbursement of \$138. Jesse made a payment on his credit card for renewal of the Microsoft antivirus support.

### **Councillor's Report (Donna)**

Over all City is pleased to have BIA take over the Farmers' Market.

*Motion to:* Pass all reports in block " Moved by: EC; Second by: NG. CARRIED

*Motion to:* Accept Interim Treasurer Taylor" Moved by: JB; Second by: DK. CARRIED.

### **New Business**

Norbert suggested repeating the Niagara Regional message of promoting a safe community using the tag line "Get Your Shot" within the radio media ad runs for downtown Port Colborne. Member's feedback leaned in on providing vaccine information in alternate ways, showing community safety compliance.

Kyla suggested investing in a long-term downtown vision, focusing on good content creations. 5-year plan to adhere to even with evolving member involvement.

Mary-Lou recommended that the Board stay on top of developing the strategic plan.

**Adjournment:** Motion to adjourn made at 5:28 PM DK; Seconded by NG. CARRIED

**Next Meeting**  
**Monday, April 19th @ 5pm**  
**Via Google Meet**

### **Attachments**

- Staff Report
- Nuit Blanche Proposal

