



Downtown Port Colborne BIA

Board of Management

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STAFF REPORT

Monday, March 15, 2021

- When you receive the E-Blast, do make sure someone from your staff team reviews it as there is time sensitive information and many grant opportunities.
- Andrea Boiter, PC Works will be our guest speaker at today's meeting. Andrea will be presenting opportunities for businesses to hire seasonal staff at no or low cost to the owner.
- Melissa Roberts, Marketing/Events and staff will present the Nuit Blanc Proposal, a self-directed activity that should will Covid-19 protocols.
- Staff has been taking part in the OBIAA Best Practices Calls, where BIA's share their ideas, resources and strategies to deal with Covid-19, parking issues, festivals, events, grants, governance matters, patio licensing standards at the provincial level, business licensing and training opportunities for small businesses to name a few items.
- Working on the governance documents which need to be addressed: policies, terms of reference, looking for a strategic plan consultant. Lots of assistance from members and volunteers to move the BIA forward.
- Office Hours are: Monday, Tuesday, Thursday and Friday, 9:00 AM to 12 Noon & 1:00 PM to 3:00 PM back to working at the office.
- Several grant applications have been submitted to support BIA Projects: Farm Credit Canada, Meridian Credit Union, Niagara Investment in Culture and Healthy Communities Initiatives Grant.
- Sponsorships Package to be developed next month for key events once dates are final.
- Results of the On-Line Survey attached with some interesting recommendations from businesses. i.e., implement the West Street and King George Park CIP concepts; support for more events; pop up markets, more accommodations for tourist and weekend visitors; coordinated marketing approach to downtown; beautification projects a priority; more seasonal events based on holidays; seems to be good support for cruise tourism and for more videos of local businesses, which in many cases, the businesses can produce themselves.
- New business announcements will be made later this spring. There is a great deal of interest in the Port Colborne area both for new businesses and families wanting to move to Port Colborne.

- Reaction to the Port Colborne Farmers Market has been very positive within the community, City Hall and the vendor community. There are already 15 farmers, 10 food vendors and 3 handmade/artisan vendors confirmed for this season.
<https://www.facebook.com/portcolbornefarmersmarket>
- Do consider participating in OBBLA's spring professional development session as a way to learn more about BIA's and their roles in community development. There will be a full Hamilton Conference in September. More details to come.



Submitted by:

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Downtown Port Colborne BIA