



Board Meeting Minutes | Monday, April 19th, 2021
Via Google Meet

Attendance : Norbert Gieger (N.G.), Jesse Boles (J.B.), Rob Carter (R.C.), Amy Thibodeau (A.T.), Bonnie Beres (B.B.), Donna Kalailieff (D.K.), Larry, Beverly (L.B), Melissa Roberts (M.R.)

Staff: Mary-Lou Ambrose-Little (M.L)

Regrets: Karrie Haynes, Karen Donnelly, Leslie Stafford, Ed Cleveland, Alicja Kniffen, and Michelle Benest-Tanner

Meeting for discussion only — no quorum

The following discussions took place. There were no motions or votes because attendance wasn't high enough to reach quorum

Vaccine related marketing campaign (N.G.)

- N.G suggestion for the BIA to play a role in encouraging residents to get vaccinated using information from the Ministry of Health in Niagara — the sooner more people are vaccinated, the sooner things can get back to normal.
- Lots of misinformation about COVID and vaccines ground around.
- Potentially leverage existing advertising such as the radio advertising.
- Lengthy discussion about the pros and cons of the BIA taking this on.
- The Gathering Place did a presentation on the vaccine with a pharmacist and health researcher. It's about an hour long and was recorded. Happy to share this with Mary-Lou to potentially make available on the BIA's Facebook page.
- Conclusion: Right now, there's a backlog of people who want to get the vaccine. BIA will wait and consider doing something a little bit later when vaccine supply can meet demand. Potentially a "thank you for getting vaccinated and doing your part" message that is positive.
- N.G. suggests that Mary-Lou get pertinent information from the Health Region and take their recommendation about what might be helpful. Ask what they would like BIAs to say and do.

Nuit Blanche update (M.R)

- Sponsorship package is nearly ready.
- Committee member is meeting with Meridian to discuss their sponsorship.
- Artist package will be ready in the next week.
- Festival is being planned for July.

Farmer's Market update (J.B.)

- In the process of finalizing MOU (memorandum of understanding) with the City — a few sticking points as model changes but should have finalized version soon.
- Good vibes and partnership with the team at the City.
- Aiming for 35 vendors, 6 feet apart, and plan to avoid long line ups to follow COVID protocols and keep people safe.



Downtown Port Colborne BIA

Board of Management

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- First market is scheduled for the day after stay-at-home order lifts, however even if there's an extension, markets are considered an essential service.
- A new bank account has been set up at TD for the market so we can show separate line for the market operation incoming and outgoing costs.

Vandalism in downtown

- Mary-Lou spoke to the police — recommends that everyone do an incident report whenever anything happens. Stats are used to determine resources and policing budget.
- Many disappointing things have happened lately: lettering torn off of Spirit Space, Christmas lights smashed, pansies and other flower boxes vandalized, bird houses stolen, solar lights stolen ... mostly focused on West Street. There was also a violent attack in front of Shopper's Drug Mart over the weekend.
- Most of the vandalism and property destruction seems to be happening late, between midnight and 2am.

Roselawn Centre (D.K.)

- Roselawn Board will be connected to the City of Port Colborne Library Board and work with the Museum as well. This is exciting to build a partnership between these organizations that will create lots of opportunity for downtown businesses.

Marketing Update — Radio Ads (M.L.)

- 75% of radio ads are already sold. Slow patch in mid-summer likely as people wait to see what will happen with the lockdown and COVID. All booked up from August to the end of December, with some in early May.

NEXT MEETING
Monday, May 17, 2021
5:00 PM
Via Google Meet