

Special Board Meeting Minutes | Monday August 9, 2021

In Person Meeting 21 Charlotte Street

Attendance: Jesse Boles, Ed Cleveland, Michelle Benest-Tananer and Norbert Gieger.

Regrets: Alicja Kniffen **, Taylor Mynlieff, Amy Thibodeau, Rob Carter, Karen Donnelly** and Councillor Donna Kalailieff. ** sent their input to the meeting via emails attached.

On Maternity Leave: Karrie Haynes

Staff: Mary-Lou Ambrose-Little.

Welcome

Chair Jesse Boles welcomed everyone to the meeting. No motions to be made as this meeting is to plan for 2022 budget and strategic plan.

Call to Order

The meeting was called to order at 6:05 pm by Jesse Boles.

Summary of Discussions Lead by Chair Jesse Boles

2022 Budget Proposals

- Consensus to raise the 2022 levy by \$10,000 to provide more resources to offer better wages and services to the BIA area. (Based on 104 businesses)
- Rack Cards to be used to attract visitors to downtown.
- Quarterly tri-fold maps of downtown to be used to distribute on cruise ships.
Action: Mary-Lou to arrange for quotes.
- To expand the BIA area to include much of the east-side, which is currently not part of a BIA. Business have been approached as well as Councillors and the response has been very positive to this proposal.
Action: Jesse and Mary-Lou to work on a report for Council to expand the boundaries to include the east-side
- Consider a service contract with the Main Street BIA to assist with their administration of that BIA area. See Growth under strategic planning)
Action: Jesse to approach the Main Street BIA
- WIFI for downtown would cost more than \$10,000 to install and if considered should be recommended to the City of Port Colborne as a project they should take the lead on. Blanket coverage may not be necessary as many tourists have their own data plans as do most residents. Perhaps a hot spot system which would be less expensive could be considered.

Action: Report to the City of Port Colborne recommendation that staff look at the feasibility of expanding their WIFI service to include downtown.

- Security cameras for downtown did make sense to those present at the meeting. Jesse has been looking into the costs and will report back shortly. Currently the cost is thought to be around \$10,000. This would allow for traffic counts, system can be linked to City, NRPS and the BIA. Partnership with NRPA, City and BIA in a shared cost arrangement. (1/3 each)

Action: Jesse to report back on security costs as soon as possible.

Administration

- There is a need for staff support to the Executive Director. Recommended is a part time position that combines, the farmers market supervision, social media experience and event planning. To be funded in the regular budget and through the farmers market account, based on \$18 per hour x 20 hours per week.

Action: to be included in the 2022 budget proposal.

Fall/Winter Events

Proposed schedule of small events for 2021. These are all small events which can be managed with staff and a few partners and volunteers. Awaiting City approvals for Harvest Festival and smaller events.

Some other ideas to consider include: bingo cards, gift cards/digital systems with a base terminal.

Beautification Projects

Seasonal lighting has been proposed with 4 seasons of changes. As Alicia said encourage businesses to all work together on seasonal colour pallets.

The first step is to purchase Edison bulb strands 146 strands would be requires at a cost of \$5,000 to do. These would light up all of downtown.

Action: Jesse to research and find the best price.

Marketing

Completed the RFQ (request for quotes) for the proposed square space platform proposal re web-site redesign

Action: Amy to facilitate this ASAP.

Beautification

Looking for swag & bows for the Christmas season to improve the Christmas seasonal look. Would provide this décor for 60 poles.

Action: Mary-Lou to contact vendors for pricing, Mike at the Mill Garden Centre & Greenhouses.

No time left to continue with the Strategic Plan.

Adjourned at 8:00 PM

***Next Meeting: Regular Board Meeting
Monday, August 16, 2021***

6:00 PM
Via Google

Attachments

***** Emails send re Budget & 2022 Programs**

Sending my regrets for tonight's meeting.

I continue to be in agreement with raising the levy to provide more resources, better wages & services such as the down town security system. As discussed in the previous meeting, expanding the BIA Area is a great start to allow for this increase. 👍

I'd like to see ALL BIA businesses collaborate for planned seasonal events, providing a greater impact/ benefit for the entire business community as opposed to only a select few. Consideration of extending operating hours for events or even during peak season to allow visitors an opportunity to take part in a thriving downtown with many open doors, outside of standard 9-5 working hours.

Provide incentives such as a 'downtown business' prize draw to promote as a full group & possibly encourage social media activity in the process. Especially considering so many businesses have already made the effort to go digital & we're looking to spend & refresh our digital presence as a BIA.

With budget in mind, how about simply incorporating similar window lighting even in the fall (red & orange colours or even simple white) I would love to see more lighting in the downtown so why not start with having each business take part in lighting up their own window/frontage with similar colours for the season.

With everything else to consider, this is just an easy way to unite our business community which I believe will create intrigue, drawing interest to a prettier down town.

I'll stay posted on the minutes & see everyone soon! Thank you for trusting your care in our hands 🙏

Alicja Clinic Director, Owner, RMT
Shawna RMT
Rachel RMT
Leslie RMT
Kaitlyn RMT
Kennith RMT
Emily Certified Esthetician

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Karen Glam Girl

So, more liaison with the police and security system would be high on your priority list?

Taylor and Donna will be sending their thoughts shortly to add to the discussions.