



Board Meeting Minutes | Monday, August 30, 2021
Via Zoom

Attendance : Jesse Boles (J.B.), Amy Thibodeau (A.T.), Larry Beverly (L.B.), Tracy MacLeod (T.M.), Donna Kalailieff (D.K.), Norbert Geiger (NG), Alicija Kniffen (A.K), Ed Cleveland (EC), Michelle Tanner (M.T).

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

Regrets: Rob Carter (RC)

Welcome

Chair Jesse Boles welcomed everyone to the meeting and called it to order at 6:06PM.

Approval of minutes

Motion to: "Approve minutes from June meeting". Moved by EC; Seconded by MT. Carried.

Conversation from two previous meetings entered into record.

Budget

Revenue

- BIA wants to ask to increase its funding from the City of Port Colborne. There are 114 properties in the catchment area. BIAs of our size are typically pulling 34K in levy and marginally increasing it by a few thousand per year.
- Want to increase our levy by \$10,000 to get PC BIA on par from what similar sized BIA are drawing in from levies for tax income. For comparison, the St. Catherine BIA gets a \$400K levy. Our BIA is operating on a shoestring and an increase is long overdue.
- Market revenue is doing well this year. Estimating profit line around the \$12K mark.

Marketing budget and staff capacity spend

- Marketing budget was fixed and inherited from the previous year. What do we want to change about it for next year?
 - Bring on another staff member to support "Marketing and events coordinator" part time. We have lots of ideas but none of us have the time to do the work and execute on them.
 - Tracy: Niagara College had students willing to help out with digital media for experience.
 - Increase spending on digital.
- BIA is looking to hire a second part time person to work with Mary-Lou 20 hours a week at \$16/hour. Everyone is supportive of hiring someone to add capacity.

Office space

- We've been looking for new office space because our current space isn't meeting needs for a number of reasons. Have found something and would like to move forward with it. The proposed office space is at the Port Cares building — they have private offices that would suit our needs well. Space



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Board of Management

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comes furnished, printing on site, phone system, WIFI, room for supplies, bathroom access, etc. Cost is \$500 per month. Would include use of training facilities and conference space.

- EC: “great idea”.
- NG: “will we be restricted on how much we use it or when?” No. Everyone authorized will have swipe and alarm code access. Very secure space.
- NG: “will we be covered under the Port Cares insurance umbrella?” We’re covered under the city’s master policy.

Motion to: “Spend \$500 to rent the Port Cares office space”. Moved by NG; Seconded by MT. Carried.

Next step: Jesse will give 60 days’ notice at the current location.

Executive Director Salary

- Jesse speaks to Mary-Lou’s work and income, particularly around turning the market around.
- Feedback from downtown businesses is foot traffic is increasing thanks to the market on Friday mornings and going into the weekend. Cruise Lines are coming next year — lots of options for foot traffic.

Beautification of downtown

- Jesse would like to explore Edison Lights on strings to light up our downtown: West Street, Clarence St, King Street. They do this in St. Catherine’s and people love it — Jesse to speak with them and learn where they sourced their bulbs, etc. Looking for a low energy option and explored sourcing them from a local business but it was very expensive for the 100 strands we’d need. Amazon and COSTCO are the best price.
 - AT: Reach out to the Museum — they string up lights and may have some advice or a lead on where they purchased.
 - EC: Would be nice to have the budget more beautifully lit like they do in Welland. This could be something to speak to the Seaway about. EC to speak to seaway about what’s possible and whether they might help fund.
 - T.M: If we hang lights, make sure they’re secure so they can’t be stolen or smashed.
- Christmas: Last year we tackled this last minute. Ship decor was hung a few weeks before Christmas — they were never intended to be Christmas decor and we received a lot of negative feedback because of this misunderstanding. People didn’t think they were festive enough. The ships decor is supposed to be up year-round.
- Would like to do some sort of greenery and bows on downtown lamp posts.
 - Mary-Lou to get quotes from greenhouses to make and install.
 - If we put up end of November, they’ll last into January.
 - AK: “Isn’t this quite costly? Are we looking for a donation to fund it?” ML: It will cost about \$2,500 for baskets. The City Staff take care of this and then invoice the BIA for the costs each year.



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- Should we buy material we can reuse every year and spend more this year, or real greenery and spend every year. Lions to donate tree parts, craft ladies to make bows. Everyone prefers real and believes it will look nicer and potentially have less environmental impact than plastic.
- Cost will be at least \$3K if not 3.5K if we order around 30.
- Mary-Lou to count posts and then loop back with a quote.

Fair Trade Town

- Interest in highlighting Port Colborne as a fair-trade City. PC was one of the first fair trade certified communities. Untapped angle for the marketing committee to consider.
- Potential to place banners downtown with new logo + fair trade indicator. Maybe also include a social media and website component. Can probably get Economic Development group in city hall to throw dollars at this. Untapped marketing potential. Fair Trade certified businesses might be willing to jump on board such as Villages Port Colborne and The Green Apple.
- Banners: do we want to see if the cruise ships are open to partnering on the cost? Amy and Jesse to work together to put together a marketing package to use to pitch companies to demonstrate why they should invest in marketing in Port Colborne. To be used for Seaway, Algoma, Cruise Ships and St. Lawrence Seaway H2O program.

Motion: Accept budget suggestions as discussed. Direction to submit to board digitally and then submit to city. Mover: Norbert, Second: Alicja. Carried.

Motion to: "Accept budget suggestions as discussed. Once final costs are determined, direction to submit the finalized budget to the board digitally and then submit to the city" Moved by: NG; Seconded by AK. Carried

Expanding the boundaries of the Downtown BIA

- Both Jesse and Mary-Lou have been speaking to the Eastside businesses regarding joining the Downtown BIA and expanding the boundaries one more time. There is solid support for this.
Action: to be presented to the City of Port Colborne soon.

Councillor's Report

Donna reported that the City of Port Colborne is ready to install the Rainbow Crosswalk with a very quick turnaround. It will be installed on Wednesday and a ceremony will take place at 9:00 AM. Donna has spoken to Council regarding the opening of City Hall for washroom use. In the meantime, washrooms at the Pilot Building and Market will have to do. Recent problems have occurred at the Pilot Building with drug overdoses. The City's Emergency Team remains against re-opening City Hall to the public.

Volunteer T-Shirts RFQ

Jesse reported that three companies quoted with t-shirts. Calhoun's coming in with the lowest cost at \$720 + HST. Business Express and Think Ink which were higher priced. Motion to: "purchase t-shirts from Calhoun's at a cost of \$720 + HST." Moved by: NG; Seconded by AK. Carried



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In- Camera 8:15 PM

Out of In- Camera 8:40 PM

Motion to: "consider a shared service agreement with the Port Colborne Main Street BIA". Moved by: AK;
Seconded by NG. Carried

Motion to: Adjourn 8:45 PM

**NEXT MEETING
TBD**