



Downtown Port Colborne BIA - Board Meeting
Tuesday, March 1, 2022- 6:00 PM
92 Charlotte Street, Port Colborne

Attendance: Jesse Boles, Taylor Mynlieff, Ed Cleveland, Larry Beverly, Anna Maria Crognale, Rosemari Poisson and Councillor Donna Kalailieff.

Guests: Monica Mailer Root and Morgan MacLean.

Staff: Mary-Lou Ambrose-Little.

Regrets: Sarah English, Norbert Gieger, Alicja Kniffen, and Councillor Mark Bagu.

Welcome

Jesse Boles, Chair welcome everyone to the meeting and announced that there is a quorum.

Call to order

The meeting called to order at 7:05 PM.

Declaration of pecuniary interest

None.

Approval of the meeting agenda

Motion: "to approve the agenda. Motion by: Taylor Mynlieff; Seconded by: Rosemari Poisson. Carried

Approval of February 2022 minutes

Motion: "to approve the minutes of the February Meeting." Motion by Ed Cleveland; Seconded by: Larry Beverly. Carried

Business Arising from the Minutes

- Parking Blitz By-Law is enforcing the 2-hour parking limit and complaints have arisen. The new By-Law Officer Matt is explaining to everyone how to avoid beginning fined. He has been very pleasant to everyone. After a long discussion about requesting a change to the by-law, it was the consensus of those present to leave the parking limit to 2 hours. Jesse will request on behalf of the BIA that the actual parking signs be improved as some owners and customers do not see them. There also was a discussion to inform seniors to take advantage of applying for a handicapped sign which provides better parking spots and recommends to the City of Port Colborne, that more designated spots be considered.

Motion: "to continue with two hours free parking and improve the signage in the downtown so that it is clearer to shoppers and further that the Board is not in favour special privileges for the public or parking passes." Motion by Jesse Boles; Seconded by: Taylor Mynlieff. Carried

- Councillor Donna explained that the Patio Policy was taken to Council, not approved and has been sent back to staff for some changes and clarifications.
- Mary-Lou mentioned that Board members pick a committee to volunteer for and there needs to be a recording secretary selected. It was presented that Morgan MacLean would be willing to be the secretary and also become a board member. No other names were brought forward.

Motion: “to appoint Morgan MacLean to the Board of Management and serve as the recording secretary for the board meetings”. Motion by Jesse Boles; Seconded by: Taylor Mynlieff. Carried

Reports

Councillor’s Report

Councillors are receiving complaints about parking violations downtown. There have been several incidents where tenants, customers and business owners are parking for extended periods on the downtown streets. By-Laws will be out to enforce 2-hour parking.

The City of Port Colborne staff is looking at all the options for West Street, i.e., street closure for a pedestrian mall, closures on holiday weekends, every weekend closures during the summer and one way or two-way traffic. Most people at this meeting aren’t in favour of closures due to the resulting reduced parking options, and the one-way vs two way is a 50% -50% split. Jesse pointed out the closing of St. Paul Street in St. Catharines has not worked well. Most businesses hate it as well as customers trying to access the area.

Some suggestions brought forward include increasing or providing more clear signage along West St, which includes signage directing to the free lots located in Market Square and behind Meridian Credit Union to help increase public awareness of those options.

Additional questions brought forward include cases where a business along West St may be having construction, or service completed that requires a commercial vehicle close to the entrance. Discussed option of working with a bylaw to not have those vehicles indicated not ticketed.

Governance

No report.

Marketing

The report from the meeting is attached, social media, marketing and visiting businesses in happening this month.

Event

The report for the meeting is attached with event dates getting close to the final list. Rev. Jody has added some of the community events happening downtown. Jesse stated that the City of Port Colborne Director Corporate Services/Treasurer has approached with a desire to have the BIA assist with aspects of the 2022 Canal Day Marine Heritage Festival. Bryan is looking for ideas of how the BIA could be involved and Jesse will share those with him. There was lots of support to take on sections of the festival downtown, reduce vendors fees and use sections of Victoria, Charlotte, Clarence Streets, as areas for a variety of vendors. The invitations to local vendors and away from the out-of-town carnival barkers. Other recommendation includes returning to a 3-day festival (Friday, Saturday & Sunday), leaving holiday Monday as a holiday shopping day and not a festival day. This would cut costs in operating the festival and give businesses more opportunities to do well this weekend. Also, provide staff with the opportunity to clean up earlier and reduce staffing costs. HH Knoll Park concert is being planned for this year, it is recommended that there be an entry fee and more food vendors at the park. It is also recommended for FMV for alcoholic beverages to increase the profits of the festival. Jessie & Morgan to dive deeper into Vendor aspects of Canal Days Festival.

LIFT Festival discussed with suggestions made to combine with Harvest Festival in fall of 2022. To extend Harvest Festival as a weekend-long event, with LIFT happening along West St in the evening. This will promote engagement with businesses along West St as well as provide the backdrop for evening enjoyment of Art & Light installations. It was discussed that Fall will provide better evening conditions for viewing of installations and will help create more penetration of Harvest Festival throughout the downtown area.

Harvest Festival & LIFT Festival would then run from Market Square to West St, Clarence & Charlotte.

Staff Report

A full report is attached for review. The events are being finalized and working on some new partnerships with the Library, Museum and Roselawn. New businesses coming into downtown as listed in the report. Revel Reality is coming to West Street as is Drum it Up and Lakeshore Travel later this spring and Arlie's Florist will announce its new name soon.

Farmers' Market applications are out to return vendors with a deadline of March 7, 2022. Then new vendors will be invited to participate.

Sarah English is settling in and has provided a progress report tonight.

Treasurer's Report

Attached report, Taylor indicated that the 2021 levy cheque was received, farmers market revenue coming in as vendors register for the 2022 season.

2022 Strategic Plan (Staff)

No report.

Motion: "to accept all reports in the block." Motion by Jesse Boles; Seconded by: Taylor Mynlieff. Carried

Correspondence

- Healthy Communities Grant cheque received but needs to be verified before cashing as this is the original cheque that was lost in the mail and a new cheque has been issued. Mary-Lou to follow up. The cheque is \$36,000 for Lift Festival and amenities downtown.
- Grant Thornton requires a different spreadsheet to complete the audit. Taylor will work with James on this change.

New business

- Quotes for the computers and printer in the process. Mary-Lou reported that the cost of computers has gone up from when it was budgeted. She has three quotes for local businesses. Jesse is checking on printer costs.
- Discuss options for Mary-Lou & Sarah re: technology costs & reimbursement. Taylor & Jessie to look at options available to either reimburse or provide alternative options moving forward.
- Several new businesses coming downtown this spring, Clarence and King Street change coming.

Adjournment

Motion: "to adjourn." Moved by: Ed Cleveland; seconded by: Taylor Mynlieff.

8:39 PM

NEXT MEETING
April 5, 2022 6:00 PM

Attachments: Staff Reports, Treasurer's Report