



**2022 Downtown Port Colborne BIA
Special Meeting (following the AGM)
Thursday, January 26, 2023 – 8:00 PM
92 Port Cares Administration Building Board Room
DRAFT MINUTES**

Attendance: Jesse Boles, Taylor Mynlieff, Ed Cleveland, Norbert Gieger, Rosemari Poisson, Morgan Adams Councillor Dave Elliott, and Anna Maria Crognale.

Staff: Mary-Lou Ambrose-Little.

Regrets: Larry Beverly, Sarah English, and Harry Hamilton.

Guests: Nicole Rubli, Olga Loeffen, Rick Hall, and Christina Szymanis.

Call to order

The meeting was called to order at 8:10 PM.

2023 Meeting Schedule

Tuesday seems to be the best evening for the Board Meeting. Due to the Council Meeting schedule, the third Tuesday is the recommended week.

The committee will set their dates once set. Committees include Beautification, Governance, Events Marketing, and Strategic Planning. Board members are required to be active on one committee. Community volunteers will also be invited to participate.

2023 Election of Officer

To take place at the first regular board meeting. Clerk Nicole Rubli recommended this as two members are absent and this would allow others to have the opportunity to be involved in the process.

Events Update

Morgan shared with everyone her interest in a support program that developed during the bad storm in December, that she felt may be of interest to the BIA. Thrive Spring is a place in Fort Erie where you can get information, and resources that would better prepare families for a natural disaster.

Morgan reported that The Goose Chase event, “Winter in Downtown” has 36 team registrations and some individual members as well. People are beginning to complete the task and there are some great pictures.

Inclement Weather Policy

Mary-Lou reported that many BIAs are developing inclement weather policies and that is recommended to be discussed at the Governance Committee. She has a sample to work from as a starting point.

Gift Card Program Update

Jesse reported that we may have found the solution to the gift card situation. Representatives from the City, Main BIA and ourselves will be meeting with Any Card regarding the program.

Tourism Items

Rick Hall recommended that one brochure to introduce the tourist to the city would be very helpful to those providing services to the visitors and tourists. A tourism centre should be considered again. Much of the responsibility lies with the City of Port Colborne Tourism Coordinator. The city had a tourism brochure that featured the community and its events. The BIA has had a rack card produced, except during Covid, and will likely produce one this year. The farmers market did have a rack card last season which was distributed around the community. *Action:* Consult with the City (Greg Higginbotham).

Cruise Ships

It was reported that Viking on their social media was not promoting Port Colborne well. The focus was all on Niagara Falls. *Action:* Greg Higginbotham has requested to attend aboard or a special meeting to update plans for the 2023 season.

Safety Plans

Jesse reported that a new light is to be installed in King George Park to provide more lighting and security for people at night. More lights are planned on West Street, plus cameras and music playing on a continuous loop. Funding would be through the city.

Beautification

Jesse reported that more Christmas displays are on order and will arrive in a sea can, \$31,000. He further reported that eventually, West Street will be able to connect directly connect to HH Knoll Park as budgets permit. Mary-Lou is looking for additional funding to cover some of the cost.

Councillor's Report

Dave Elliott informed the committee that he has been the representative in the past and enjoys advocating downtown. He plans to take an active role. Dave indicated that new streetlights are being or have been installed by Smokin Buddha and Pizza Place on Princess Street.

Business Licensing Revamp

Clerk Nicole Rubli reported that a new policy and by-law is in development.

Adjournment 8:45 PM

NEXT MEETING

Regular Board Meeting
Tuesday, February 21, 2023
6:30 PM