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2022 Downtown Port Colborne BIA Board Meeting
Tuesday, September 6, 2022, 6:30 PM

BIA Office - Main Training Room, Port Cares Admin Building, 92 Charlotte Street, Port Colborne

MINUTES

Attendance: Jesse Boles, Donna Kalailieff, Rosemari Poisson, Anna Maria Crognale, Ed Cleveland, and Norbert Gieger.

Regrets: Larry Beverly, Taylor Mynlieff, and Morgan MacLean.

Staff: Mary-Lou Ambrose-Little and Sarah English.

Guest: Amy Duffy, City of Port Colborne

1. Welcome and Introductions

Chair Jesse Boles welcomed everyone to the meeting and introductions were done.

2. Call to order at 6:31 PM

3. Land Acknowledgement

4. Declaration of Pecuniary Interest

None

5. Approval of Agenda

Motion: "to approve the agenda".

Motioned by Norbert and Rosemari. Motion Carried.

6. Guest Speaker

Jesse Boles welcomed guest speaker, Amy Duffy, the City of Port Colborne's new role. Amy Duffy spoke to the board and introduced herself and her new role within the City of Port Colborne. Duffy discussed that the City of Port Colborne is in the process of debriefing Canal Days and plans to reach out to businesses for feedback on this year's event. A survey may circulate in the weeks to come.

The consensus amongst the Board and Duffy was that more collaboration between the BIA and the City is encouraged. There is a recommendation that a BIA representative is involved in any Canal Days debriefing.

An upcoming collaboration between the City of Port Colborne and the BIA is an implementation of more lights being put throughout Downtown in order to celebrate the holiday season. The City of Port Colborne has sponsored the BIA with \$15,000 to move forward with this lighting project.

There was a suggestion that the BIA create a committee specifically for Holiday decor and focus on King George Park and West Street. Rosemari is taking the lead on finding the best lighting/décor to purchase.

will be removed along with the summer beautification planting, Anchors in order to powder coat and repair them over the winter. The Downtown BIA will vote on a possible color change which will happen in the coming weeks. Sarah English will be sending out a survey to Board Members for their vote.

The BIA is waiting to hear back from the City of Port Colborne as to the event Taste of Port Colborne. It was recommended that the event be moved to February or March of 2022.

7. Business Arising from the Minutes

The mural on the side of the Pilot House is beginning on September 24, 2022.

The BIA would like to purchase an 8x16 shed for the Farmers' Market in order to store supplies.

Motion "to purchase a \$6,500 shed (subject to the City's approval)".

Motioned by Rosemari, Seconded by Ed.

Another mural will be placed on the side of the shed. Sarah English will put out a call for submission.

8. Approval of July Board from the Minutes

Motion: "to approve the July minutes".

Motioned by Ed and seconded by Rosemari.

9. Reports

Chair's Report - Canal Day's Summer Market brought in \$9,500 as a total revenue with the BIA earning \$4,000 of that revenue.

Councillor's Report - No updates.

Executive Director's Report – Written Report was presented. Businesses continue to struggle with staffing issues, finding more cruise ship passengers and staff are aware of shops. Shuttle service seems to be effective.

The farmers' market is still strong with many vendors and is expected to have fewer vendors as farm crops finish. The Marketplace vendors will be moved over to the main market to fill in the vacant spaces as they become available.

Mary-Lou reported that the City's Economic Development and Tourism Department is contributing to events and festivals with \$15,000 and further that through the Niagara Tourism Relief Fund there is \$10,000 to spend on Winter Wonderland.

Mary-Lou reported that sponsorships for the Harvest Fest are Rankin Construction, McDonald's, and the City of Port Colborne contributing \$500 each = \$1,500. Meridian Credit Union and Boggio contributing \$250 each = \$500. Total sponsorship is \$2,000. Restaurants are providing entertainment at their cost for in-kind sponsorship. (Value \$2,000)

Marketing & Events Report – Written report was presented. Sarah reported that Harvest Festival has 72+ vendors and the BIA phone extension has changed to #228. The BIA is currently looking for volunteers for the Harvest Festival, Winter Wonderland, and the Farmers' Market (for the remainder of the season).

Treasurer's Report – Jesse stated that Taylor will provide a full report at the next meeting. Jesse mentioned that the Market is \$24,000 and that there is a healthy balance of over \$80,000 in the general account.

NEXT MEETING

October 4, 2022, 6:30 PM

Attachments

Events Committee Meeting Summary

Staff Reports