



City of Port Colborne
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CORPORATE SERVICES
DEPARTMENT

**2019 Downtown Port Colborne BIA
Board Meeting Agenda
Wednesday, May 22, 2019 - 6:30 PM
3rd Floor Library, City of Port Colborne - 66 Charlotte Street**

Attendance: Norbert Gieger, Betty Konc, Frank Beres, Robert Phillips, Jesse Boles, and Donna Kalailieff.

Staff: Mary-Lou Ambrose-Little **Guest:** Bonnie Beres.

Regrets: Michelle Benest-Tananer, Elizabeth Madronich and Dawn McIntyre.

Call to Order: 7:15 PM

Additions to the Agenda

None

Declaration of Pecuniary Interest

None

Business Arising from the Minutes

None

Adoption of the Minutes – April 24, 2019

Motion: "to approve the minutes of the April 24, 2019 meeting as presented." Motion: Frank Beres; Seconded: Jesse Boles.

Correspondence (Betty Konc)

Betty reported that the draft audit has been received and distributed. Members have not had time to review it.

Motion: "to defer to the next Board Meeting for approval." Motion: Frank Beres; Seconded: Robert Phillips.

Treasurer's Report

No report available tonight.

Event Reports

Fair Trade: Jane at Ten Thousand Villages reported to staff that the 10th annual event went well. There were some minor issues with getting the gift basket ballots out and back to the ballot box. Slow growth with this event.

Art Crawl: In Elizabeth's absence Mary-Lou reported her behalf that things are coming together. Sponsors letters are out. Some concern expressed by the Board that this event is not growing. Therefore, it was recommended that staff be assigned to assist in future.

Canal Days Update: The annual event will run as in previous years but has undergone a review. This may mean changes to the 2020 event. Most businesses find it to be very disruptive and some just close for the weekend.

Harvest Festival (Jesse Boles):

Jesse reported that the committee is meeting this Thursday, May 23rd to get things underway.

Staff Report (Mary-Lou Ambrose-Little)

Office Set Up: The office is a work in progress as we settle into our new home. Regular office hours are Monday, Tuesday and Thursday 9:00 AM to 12 Noon and 1:00 PM to 3:00 PM. Call to make sure someone is in the office as staff will be on the move and setting up meetings with community partners. Looking into having a phone in the Office so there is a direct point of contact with the BIA. In the meantime, we are using a cell phone. To use a line already in the Office, it would be an additional charge of \$34 per month on the rent. This would provide the BIA with a dedicated line at a reasonable cost. To be approved by the Steel Workers Union tonight. Learning MailChimp mail thanks to Juli's coaching and patience. Have done a newsletter and agenda mailout. Action: need to complete a list of complete board contacts. Mary-Lou to take the lead.

General Information: Personally, visiting our business area to introduce myself, the reception has been very positive. Some negative feedback but not enough at this point to draw any conclusions.

Working on the new business directory which will be available by the end of May/early June. To be launch on the web-site and hard copies may also be created. Betty Konc to update the Board.

Social Media is taking off more with several people contributing to the success. IN the last month we have received. Have a meeting set up with Julien Douglas-Kameka, City Economic Development Officer to discuss working in partnership with them. Doing a bit of coaching with the Art Crawl Committee to find new sources of funding and sponsorship, not so much for this year but more for 2020. Meeting with Natalie Hutchison this week. Have had meetings with TD/Canada Trust and Meridian CU regarding partnerships, volunteering and support downtown initiatives.

Harvest Festival Committee will be meeting Thursday to plan the Fall event. Vacancies on the Board, Dawn McIntyre, TD/Canada Trust has put her name forward and would serve as Treasurer.

Marketing & Promotion (All)

Mary-Lou reported that likes on social media are increasing and drawing attention to the downtown. Business are posting more regularly as well. The web-site is in need of an update as are regular postings on Instagram and Twitter. Action: Mary-Lou will investigate if accounts are set up.

Beautification/Streetscape Updates - Pop Ups

Breakwall has their pop-up patio in place. Jesse is awaiting some contract paperwork to be completed re Seaway and other partners. A long discussion regarding one-way street direction for the proposed three-month trial on West Street. As a result of the discussions a sub-committee to investigate further was struck. Jesse, Frank and Norbert volunteered and two more BIA members will be recruited as at large members. Action: Mary-Lou to advertise this opportunity.

Other Business

Board Vacancies: there are two vacancies to be filled. Dawn McIntyre is willing to as treasurer and ad hoc to the Board a request is being sent to Niagara Region Police Services (NRPS) to request a local police representative to sit on the Board. Betty reported that in communities where is has been done communications improve as well as incidents drop. A letter was approved to be sent to the NRPS immediately.

Council Representative's Report: (Donna Kalailieff) Donna reported that cameras will be installed downtown as a deterrent to crime and the police want people to call the local detachment to report anything suspicious. The public should call 905-735-7811 x 1 or 911 to report incidents.

Adjournment

Motion: "to adjourn the meeting." Motion: Frank Beres; Seconded: Jesse Boles. 8:30 PM

NEXT MEETING DATE: Wednesday, June 26, at 6:30 PM in the BIA office