



**Downtown Port Colborne BIA- Board Meeting
Tuesday April 25th 2023- 6:30pm
BIA Office- Main Training Room- Port Cares Admin Building
92 Charlotte St, Port Colborne**

AGENDA

In attendance: Jesse Boles, Rosemari Poisson, Ed Cleveland, Norbert Gieger, Morgan MacLean, Larry Beverly, Alex Fazzari, Mike Turner.

Staff: Mary-Lou Ambrose-Little, Sarah English, Amy Duffy

Regrets: Taylor Mynlieff, Anna Maria Fazzari, Councillor Dave Elliot

Guests: Bev Harvey

Welcome

Jesse Boles, Chair welcomed everyone to the meeting.

Call to order

The meeting was called to order at 6:35pm

Land Recognition Acknowledgement

Declaration of pecuniary interest- Market Bag promo discussion. Jesse shared one of the vendors is a relative and as such he will abstain from voting.

Approval of Agenda

Motion: "To approve the agenda"

Motioned by Larry & Rosemari. Motion Carried.

Approval of Minutes: November 2022, February 2023 & March 2023

Motion: "To approve minutes of November, February & March meetings"

Motioned by Larry & Ed. Motion carried.

Business Arising from the Minutes.

Community Safety Update- Date set tentatively for a discussion with City & NRP. Set for May 15th at 7 pm at the BIA Office. Communication is to be sent out once the date is confirmed.

Canal Days Update from City Amy provided an update around licensing for open carrying of alcohol on West St during both the Canada Day celebration & Canal Days Events. Nothing has been finalized but they are open for feedback. The City shared they are working on the site plan and have their list of vendors. The vendor fee is approximately \$2,245+ HST for food vendors, more discussion is needed around alcohol specifics, but City confirmed West St will be closed for the Canada Day event at 4 pm (to cars) with live music beginning at 6 pm. Marketing and Advertising to begin soon with the announcement made at the beginning of June. Social Media maps and QR codes but no paper program this year. A rack card may be used as another option. The City confirmed they will get us a Honk Mobile code for our market vendors for parking that weekend.

Jesse to create a letter of support for businesses on West St who are not able to utilize their sidewalk space for their business to be able to sublet it to a Not for Profit- at no cost.

Summer Market Update- Morgan shared that Summer Market for Canal Days applications are going well, with 49 Applications so far and currently under review. Parameters for review include the validity of the business, proximity to the area, and priority given to those choosing 4 days. Will look to touch base re: Mariner's Park potential expansion for Saturday & Sunday for waitlisted Vendors who want to participate for 2 days instead of 4. Acceptance is to go out later this week with deposits due May 1.

Digital Gift Card Program- To be launched soon. Print materials were provided for review at the meeting from Olga & Sarah along with a package outlining the program and its features. PC Forge is already on board and "AnyCard" will be producing the website. Olga is our contact for all interested businesses and any questions/concerns.

Market Tote Giveaway- Quotes were presented and reviewed for totes to be used as reusable shopping bags and given away at Farmers Market, Harvest Fest & Canal Days Summer Market. Jesse will be looking at the black eco bags as well as white and Sarah will send out some proof(s) for us to see how things will look prior to selecting the colour.

Motion: To approve the order and purchase of 300 bags from Prima Wrap.
Motioned by Morgan & Rosemary. Motion carried.

Mother's Day Promo- BIA will be handing out a flower with a tag at the Market for Mother's Day Weekend. The tag will indicate the flower is a gift from the Downtown Businesses.

Father's Day Promo- Ideas for Father's Day are welcomed. Jesse shared an idea around a golf collab with Whisky Run involving a charitable aspect.

Auditor Invoice- Jesse shared that the fees from the auditor are increasing. The auditor suggested we move to an Accounting Program like QuickBooks. Cost approximately \$840 per year. We are currently spending much more on audit fees however clarification around costs and fees will be obtained. Alex will assist Jesse in obtaining a more detailed accounting breakdown.

Motion: To purchase QuickBooks and move to that software moving forward.
Motioned by Alex & Ed. Motion carried.

TD Banking- Looking to obtain a secured Credit Card for recurring purchases. This card would have a limit of \$1000 and would make monthly payments much easier. Jesse & Norbert to go and sign the paperwork for this.

Motioned by Morgan & Rosemari- motion carried.

Summer Students- We have secured funding for 2 Summer Students. Primary roles will be for Events & Markets. Summer Students will assist with shifts for Summer Market, Farmers' Market as well as pounding pavement with our social media presence and assisting in marketing activities.

Market Logo- Finalized logo but Sarah tweaked the design for a smaller print so fine details will show.

Cruise Ships- 4 are scheduled for overnight dates. Plans for Marketing blasts and signage welcoming patrons. Regional Limo to be providing a route tour from the museum to HH Knoll. BIA suggesting to update and including a West Street visit.

Patios- Letter of support to be sent to the City to keep patio agreements the same as in 2022. The Chair was directed to prepare a letter of support on behalf of the BIA.

Motioned by Jesse & Rosemari. Motion carried.

Reports

- **Chair's Report**- No Report.
- **Councillor's Report**- No Report.
- **Events**- See meeting minutes.
- **Governance**- No Report.
- **Marketing** -See Attached.
- **Staff Reports** -See Attached.
- **Treasurer's Report** No Report.

New Business

Staff Contract Renewals are to be reviewed.

Adjournment

The meeting adjourned at 8:35 pm