

Main Street BIA Minutes
April 16th, 7pm
City Hall - 3rd Floor

1. Welcome – 7:03pm (Juli) – Board selected Frank Danch as meeting chair, due to absence of both Chair & Vice-Chair.

Attendance- Kim Danch (Treasurer), Frank Danch (council rep), Juli Longaphie (secretary), Gino Spada (member), Chris Davis (member).

Regrets- Mark Guilbeault (chair), Chris Bull (vice-chair)

2. Disclosure of Pecuniary Interest - none

3. Approval of BIA Agenda – (M) Gino, (S) Chris -Carried

4. Approval of BIA Minutes from March 26th, 2019 – (M) Kim, (S) Gino - Carried

*Previous minutes to be circulated, posted online and submitted to council upon approval

5. Business arising from previous minutes

* **Clock- (M) Gino, (S) Chris** - Council Rep Frank Danch, request the City solicitor to send notice to Harrison Solutions to complete contract as agreed upon or refund BIA for services not completed. - **Carried**

***Marketing** – PC Economic Development officer Julian spoke about opportunities to help business and expressed City's commitment to work together to promote business within PC. Some ideas/options discussed were:

- create a file of imagery to share for use on promotional material
- City can assist BIA with creating branding or flyers/brochures
- Community Improvement Plan still available
- Promotion of events on City website & social media, also possibilities to partner for events
- City is creating an App called "discover Port Colborne"

***New Initiatives** – Board discussed ideas for starting new or re-establishing past initiatives to help promote businesses within BIA:

- Ribbon cuttings for business openings & contact newspaper for attendance and the free advertising.
- Create a welcome package for new businesses with info such as: BIA info, CIP details, important City contacts, invitation to events or meetings
- Creation of a marketing committee
- Better use of social media to grow our audience (reach) and to promote our businesses. Juli to create an IG account.

6. Treasurer Report – Account balance is \$18905.64. (M) Gino (S) Chris – to approve report as submitted. - Carried

7. Correspondence

* Letter from the City's EDO requesting confirmation of the Main Street BIA representative for the Economic Development Advisory Committee. – **deferred decision until Jeni Lamarre confirms her intentions. (M) Kim, (S) Juli – Carried**

* Email from Nancy Giles regarding reporting lights needing repair – report can be made for all lights needing repair directly on City's website. In search bar type "street light repair".

8. Councillor Report – Frank Danch – nothing to report

9. Other Business

10. Adjournment (M) Gino, (S) Juli - Carried