

**APPROVED REGULAR MEETING MINUTES
OF THE EXECUTIVE COMMITTEE OF THE PORT PERRY BIA**

HELD Tuesday, September 13th, 2022 6 pm

IN ATTENDANCE: B. MacLeod, J. Callery, A. Thompson, L. Brown, M. Dib, S. Bennett

IN ATTENDANCE via Zoom: S. Albers,

1. Call meeting to order: 6:13 pm.
2. Appreciations: Everyone enjoyed the sharing of appreciations.
3. Disclosure of pecuniary interest: none
4. Adoption of minutes:

Unapproved Minutes August 9th 2022

Motion by J. Callery to adopt the minutes. Second by A. Thompson.

Carried.

5. Business Arising from Minutes:

B. MacLeod followed up with potential dates for the “blue sky” style meeting to brainstorm marketing. Upon review of potential dates, October 18th was selected to be held at D. Mitchell’s residence at 6 pm.

M. Dib asked how many people were to participate? B. MacLeod suggested twelve people that have an interest in marketing as well as those with marketing experience. The group will consist of both Board Members and BIA members that will ideally represent multiple business sectors.

B. MacLeod will compile a list to those interested in participating in addition to M. Dib, A. Thompson and herself who agreed to participate. B. MacLeod will reach out to P. Lyver and K. Chambers at Durham North Tourism to invite them to participate.

6. Chair Report:

B. MacLeod explained M. Rada is now supervising D. Moscosso, whom we hired with Tourism Relief Funding. D. Moscosso is applying to stay in Canada and the type of job/title he holds impacts his eligibility. M. Rada’s duties have expanded with this project and should reflect in her job title. In addition, the BIA will need to fill the weekend position again, and an updated job title will allow for a better response to the position.

Currently, M. Rada's job title is Marketing & Special Event Coordinator; D. Moscosso's job title is Marketing & Special Event Assistant and the weekend staff's job title is Tourism Centre Associate.

The proposed change would re-title M. Rada's job title to Marketing & Special Event Manager; D. Pinzon's job title to Marketing & Special Event Coordinator and the weekend staff's job title to Marketing and Tourism Assistant.

The conditions of employment and wage do not change with the proposed job title change.

Motion by M. Dib to change the job titles for M. Rada to Marketing & Special Event Manager, D. Pinzon to Marketing & Special Event Coordinator and the weekend staff position to Marketing and Tourism Assistant. Second by A. Thompson.

Carried.

BIA Chair's Report – September 2022

Office & Staffing:

We have not yet filled the vacant weekend position. Until we do, David Moscosso will be covering the weekends.

I'd like to have a discussion about job titles. I believe they should be updated to better describe the nature of the work and responsibilities and also to attract more experienced applicants for the weekend position.

Open Streets Task Force:

Nothing to report.

Filming:

By all accounts everything went very well with the August filming. The property at the Old Mill looks really good. They will be back again in September.

Fall Street Party – Saturday, September 24th:

Thanks to Melissa's creativity and organization, the event is coming together really well. We were very fortunate to find someone so qualified for the p-time position funded by the grant. David's music and concert expertise has been quite valuable. There will be lots to do on the street. Durham Tourism has come on board as an additional sponsor and BAM Electrical donated the electrical work required to power the stage equipment. There has been a wave of support for the event from members, with only a few questions about street closures and activities taking place in front of businesses. Melissa and I will be communicating directly with these members.

This event will bring a huge crowd to downtown Port Perry and show us off to a new audience. It has been a long time since we had an event like this, but these street events used to occur at least once a year and are a great way to bring publicity, new customers and a sense of celebration and fun.

The Scugog Council for the Arts has been working very hard on the daytime activities for September 24th.

The combined events have gained much attention, so much so that Ontario Culture Days has chosen Port Perry to host the official provincial announcement about Culture Days. Several dignitaries will be attending on the 24th. This is a real feather in our cap!

Future Marketing Brainstorming:

Daphne Mitchel has been working on the blue-sky session we discussed at the last meeting. An October date will be chosen soon.

Melissa is also prepared to host some seminars on how to best use social media. This could be done in the quieter months and offered to members at no charge. Some BIA members are quite savvy in this area and others are a bit further behind.

Birgitta MacLeod,
Chair, Port Perry BIA

7. Treasurers Report: none

8. Area Development Report:

J. Callery explained the corn stalks are ordered and will be put up after the flowers come down at the end of September.

The carriage rides are booked for only Saturday on the Thanksgiving weekend.

The Christmas lighting approvals are coming in well and J. Callery has receive about half the approvals already.

9. Marketing and Events Coordinator Report:



Marketing and Events Report

Melissa Rada - August 2022

General

- Replied to general tourism emails sent to info@discoverportperry.ca
 - Forwarded emails to the appropriate parties
- Answered the BIA phone and replied to voicemails
- Sent newsletters to BIA members as needed

Social Media

- Contacted followers using #discoverportperry for permission to use images
- Scheduled content to be published on IG and FB via Business Suite, content calendar: <https://docs.google.com/spreadsheets/d/1P3fLMbNPVgkMdCwtLI1gLUpAAKzhCpBr/edit#gid=1267893971>
- Highlighted member profiles in IG stories
- Collected images and reels footage around downtown
- Created and edited content as needed
- Community management (engaging with comments)
- Made and posted tik toks/reels
- Behind the Business content creation (blog post, social, etc.)

Website

- Updated event listings: <https://discoverportperry.ca/upcoming-events/>
- Published blog posts: <https://discoverportperry.ca/news/>
- General fixes and updates

Street Party

- Action plan and budget:
https://docs.google.com/document/d/1SEFcNEqFh1f0rhkQYm7Zoj4_L5nOmZGmyGGDfEY9DyU/edit
- Submitted required documents to CCT, required to receive actual TRF contract
- Submitted Special Events permit
- Attended sound rtech meetings to determine all sound needs and logistics
- Created sponsorship package and distributed
- Acquired two sponsors: Durham Tourism and BAM Electrical
- Subitted ST JOhn's AMbulance request
- Sent announcement to public
- Designed and created landing page: <https://discoverportperry.ca/port-perry-street-party/>
- Added to ALL community calendars: BIA, CCT, DT, durhamregionevents, Watershed, etc.
- Made FB event listing
- Designed and submitted 1/3 pg for FOCUS

- Introduced David to membership
- Confirmed KX96 cruiser
- Liased with township in regards to building permit
- Booked oversized games
- Desuigned and submitted 1/4 pg Metroland ad
- Sent press releases: Star, Standard, KX96, etc.
- Created covid, emergency, and rain plans
- Found power source for beer garden
- Determined volunteer needs
- Corrdinated set times with musicians and sent arrival info
- Sent musicians graphics and posters
- Designed posters and bag stuffers, sent to printers
- Designed signage, sent to printers
- Collected glow stick quotes and ordered for glow party
- Determiend Scugog Arts portion of expenses and confirmed
- Confirmed all booths with particia[ting members
- Finalized all site maps and sent to Gervais
- Confirmed all rentals with Gervais
- Notified Queen St residents and businesses of closure
- Fielded questions from Queen St residents in regards to parking
- Wrote and provided MC (DJ) script w ith sponsor shoutouts
- Scheduled social media
- Published social media ads

10. Update from Council: L. Brown

Subject: Council notes for BIA meeting September 13, 2022

July 17 Special Council - Carol Coleman provided an update on the Second Access for the Island-The preferred solution includes two new road links to create a secondary access, northern leg from Highway 7A to Head Road, Northern Leg from Ma Brown's Road to Pine Point Road. Work completed includes updated traffic analysis, natural environment report, ongoing co-ordination with MTO. Circulated drawings to utility companies, met with impacted property owners, met with Kawartha Conservation. On the Southern Leg there were two alternatives, number two was chosen, Highway 7A to Ashbridge Road. Higher cost but improved intersection spacing and geometric design. An alternative 2C, which would realign Reader Road and the Southern Leg, was further recommended. For the Northern Leg Alternative 4 was chosen. Ma Brown's to Pine Point. Total construction costs estimated 3,867,600. Next steps include Virtual Public Meeting, opportunity to comment until August 31. Consultation with First Nations. Update report to Council. Detailed design. Construction- earliest is Spring 2023.

August 18 Special Council- A reminder Election nominations close at 2 pm Friday. Ken Nix thanks Council for the special meeting to get things done before Council goes lame duck. Greeenbank safe crossing-Signals cost more than originally estimated in 2021. Council approves the increased cost of 88, 501.74 (Total is 284,050) from the Roads Levy Reserve. Balsam Street Reconstruction is also over budget. Awarded to Nick Carchidi Excavating for 1,493,120.49. Additional funding of 140,177.83 is approved. Scope of work includes full road reconstruction and urbanization of Balsam from Old Simcoe to Rosa (curb, sidewalk, storm sewer, watermain with services, sanitary sewer with culvert replacements and ditching along Rosa. Start date to be determined, may be deferred to spring.

September 12-GPA-Announcements included Mayor Drew reminding us of a talk regarding Indigenous issues to be given by Chief Larocca at the SCRC from 6-9 pm September 29th. September is hunger action month. Wilma congratulated Blackstock and Port Perry Ag Societies for their fairs. "Fore Scugog" coming to Sunnybrae September 15th. Proceeds to youth initiatives. Cartwright is holing a classic car show and chili cookoff October 1st at the rec centre there. Carol Coleman reports the Township has hired two more badly needed crossing guards. They need more. Parks and Rec put more than 880 campers through this summer. Fall and Winter programs on now or about to begin.

Durham Region provided an update on the Pumping Station. It began with an EA in 2018. Design and Construction awarded to RV Anderson. Construction to begin in second quarter in 2024 and be complete by second quarter, 2026. Proposed location is by the pool and the library. Existing sanitary sewers have to be realigned. Concept shown us has a preliminary look of the facility which will take the effluent and pump it to the Nonquon treatment plant. Works will include bore holes so there will be a drill on site. We asked Heritage and the BIA be consulted and we were told they would be.

They couldn't speak to how much of an imposition it might be for business owners but it's clear it will be loud and dirty nearby. On the positive the current site of the treatment facility will be paved over and there will be more parking. Keys include it looking good, controlling odours, minimize the impact on amenities, landscaping, access during construction, and a limited footprint. Need to maintain access to the pool and library during construction. Talk centered on noise, dust, access for seniors in the area, impact on businesses and things like the farmer's market.

-Canada Day Celebrations final report was given-The event was a big success. An excellent crowd, hard work by the Committee, I asked, regarding security and police, if there were any issues and I was told there were none reported. Operating results to August 31st were reported. Among notable issues, the litter pickup was way over budget, I was told it was due to the cleanup costs from the windstorm/tornado in May. I also asked that, given the Township budgeted through Covid as though they were normal years, now that we're on the other side of the pandemic (hopefully) , was that proving to be the right approach ? I was told yes. It was the correct approach rather than lowering the budget for line items such as travel and conferences. It was kept stable rather than seen as a large tax increase once we returned to a "normal" year. A surplus was due to events and activities not taking place, facility closures, and also offset by an unanticipated grant. The surplus has been rolled back into the budget to cover additional projects and activities not expected.

B. MacLeod expressed appreciation for the unwavering support L. Brown gave to the BIA and extend our best wishes.

11. Correspondence: a group of businesses in the west end have prepared a letter regarding marketing concerns. As this was received past the deadline for correspondence it will be addressed at the next meeting.

12. New Business: none

13. Up Coming Events:

a) Summer Music Program

b) Fall Festival & Street Dance

Motion by A. Thompson to adjourn 6:53 pm

Adjourned meeting

Next Meeting: October 11th, 2022

Location: **Zoom**