

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

HELD Tuesday, April 13th, 2021 6 pm

IN ATTENDANCE: B. MacLeod, G. Evans, S. Bennett, M. Brock, L. Brown, P. Lyver

IN ATTENDANCE via Zoom: J. Mackey, W. Wotten, T. Strong

Also in attendance: S. Albers, M. Rada

1. Call meeting to order: 6:06 pm

2. Appreciations:

Everyone enjoyed the sharing of appreciations.

3. Disclosure of pecuniary interest: none

4. Adoption of minutes:

UNAPPROVED AGM MINUTES: March 9th, 2021

Motion by G. Evans to adopt the minutes with the removal of Emergency Control Group to vaccine rollouts. It is to read vaccine rollouts are to include members of the Fire Department only.

Second by M. Brock.

Carried.

5. Business Arising from Minutes: none

6. Chair Report: B. MacLeod

BIA Chair's Report – Port Perry BIA – April 2021

Office & Staffing

Since we are in a lockdown but shops can still be open, I have given Melissa the choice to work from home or at the office. Melissa will work an additional 3 days this month so that she has time to work on a grant application for event funding (see below). Sharon continues to work from home.

The washroom plans have approved but the landlord has learned that there are a number of outstanding permit issues for 250 Queen that go back many years. These need to be addressed before the washroom can proceed. It's unfortunate, since this month would be an ideal time to do the renovation. However these issues pre-date the NNLP ownership so it is an unexpected hiccup.

Budget:

The BIA budget for 2021 was approved by Council on March 29th.

Open Streets Task Force

The first meeting took place on March 31. The focus of this meeting was to identify the positive aspects of last year's version and potential benefit in the future. I was confirmed several times that it is not a "done deal" and there are many other ideas to explore. The focus of the next meeting on April 21 will be the negative aspects and potential disadvantages. A third meeting will take into consideration the feedback from the first two meetings.

Possible 2021 Events and Grant Applications

A new funding program was announced under the Reconnect Festival and Event program. Melissa attended a webinar information session and together she and I determined that it is worth applying for funding to expand our music program. The grant funds up to 50% of the costs and requires at least three partner organizations. We could potentially double our music budget for 2021. The deadline is no later than April 20. The other grant opportunity still exists with a later deadline for fall projects. However we need to keep in mind how much work we can actually accomplish given our minimal staffing.

Respectfully submitted,

Birgitta MacLeod,
Chair, Port Perry BIA

Changes to the report is the lock down. M. Rada is working from home and the office is again closed.

B. MacLeod spoke with Eleanor Cook who suggested the Central Counties Partnership Program for funding to have music in the downtown through the summer and possibly into the fall might be a better option than the Reconnect Grant. The Reconnect Grant would require approx. 40 hours of writing and the Partnership Program is much less. The deadline is May 15th, 2021 to submit the proposal.

L. Brown inquired whether the funding program could include the 150 celebration. B. MacLeod agreed that it could.

Motion by S. Bennett to submit a proposal to the Central Counties Partnership Program. Second by G. Evans.

Carried.

7. Treasurer Report: M. Brock

Highlighted that we were on target and the bank balance is \$24,700. Nothing to report because nothing can be done during the lockdown.

B. MacLeod asked about the new credit card. M. Brock said she has not heard anything from the Royal Bank. M. Brock will follow-up.

8. Area Development Report: J. Callery

No report - J. Callery absent.

9. Economic Development Committee Report: B. MacLeod

- A draft report has been prepared for the township's community improvement plan (CIP) and the distribution for review is expected in the second quarter of 2021. Twp. staff will make a presentation to the BIA board at some point.
- A tri-EDAC meeting is being planned for end of April, early May involving Brock, Scugog and Uxbridge.
- The Downtowns of Durham site is in phase two and the "shop in Durham" online shop is open.
- The Chamber of Commerce has a new president, Michael Filip and a new VP, Terry Vos.

10. Marketing Committee Report: P. Lyver

No meeting has been held to discuss the music program but recommends the music be linked to live streaming for marketing.

M. Rada has launched the member only Facebook page. It has started with 20 members.

B. MacLeod encourages everyone to join the page after the meeting and invite friends.

No contest this month because of stay at home order. Possibly next month.

S. Bennett has had success with the Global television advertising that covers both Oshawa and Peterborough. Recommends the BIA investigate for the members. B. MacLeod suggested that the members only Facebook group would be a good place to share information about effective advertising venue.

11. Marketing and Events Coordinator Report: M. Rada



Marketing and Events Report

Melissa Rada - March 2021

General

- Replied to general emails sent to info@discoverportperry.ca
- Forwarded emails to the appropriate parties
- Sent monthly newsletter to the general public
 - giveaway
 - moved: caviar and cobwebs
- Sent newsletters to BIA members
- Attended meetings/webinars
 - Exploring Port Perry map
 - BIA (monthly)
 - Reconnect Festivals Grant
- Updated all member lists to reflect moving members

Social Media

- Contacted followers using #discoverportperry for permission to use images
- Scheduled content to be published on Instagram and Facebook via Hootsuite
- Highlighted member profiles in Instagram stories
- Collected and created content as needed

Website

- Completed more member listings
- Updated events
- Made progress on member area page
- Designed a links page that can be used on Instagram in lieu of linktree (see below)
 - track/own analytics
 - page only available via link, no visible tab on website
 - branded
 - reduces clicks, easier for users to find what they need

Giveaway

- Organized and launched giveaway, including prize outreach and all designs
- Designed IG stories to promote individual prizes and posted daily leading up to contest close
- Reached out and connected winner with businesses offering prizes
- Published giveaway advertisement on social media (see below)

Highlights:

12. Tourism Advisory Committee: S. Bennett

New promotion for Durham Farm Fresh planned for October. 12-16 farms to participate.

Shop Durham is reaching out for new merchants to join.

Proposed Active Transportation and Transportation Master Plan with a recommendation to Council that we commence the final public, agency, and advisory committee consultation process that will conclude on May 14th, 2021. The final plan will be presented to Council in June with the recommendation that the policies and recommendations within the report be adopted. B. MacLeod explained everyone had homework. The link to the 26 minute video will be sent to view because discussion will take place in the next meeting, May 11th, 2021

13. Update from Council: L. Brown

From: [Lance Brown](#)

Sent: April 6, 2021 4:07 PM

To: [Lance Brown](#)

Subject: FW: Notes going into Heritage Meeting April 6th, 2021 also for BIA April 13 -

Council: Wilma heading up the 150 Port Celebrations- plan is to have ideas and have groups or individuals act on them.

John Mackey has had some issues which may preclude him working on the skating oval next year. Shawna working to find volunteers to manage the ice.

New Clerk Becky Jamieson is aboard.

Lake Scugog Enhancement Project- close to coming up with a final design and more accurate costing

Waterfront Action Plan – with a design in place the Township can go about applying for grants. Givens were repurposing the mill, new urban square, Lishman sculpture, relocation the pumping station, implement LSEP, integrate open streets, remove or relocate the Latcham Centre. Boat launches, sidewalk on water and Old Rail, pickleball courts, new community facility, new marina, stone terraces in Palmer Park, Youth play zone, remove one ball diamond. Redevelop parking lot at North and Water, keeping the parking. Some concern about pop-up food trucks and shops that would affect business downtown.

Vaccination sites are open at the SCRC-also local pharmacies. Clinic is working well. Can go to Scugog.ca to get more information or help with transportation if needed. Or Durham.ca/vaccineappointment .

Mayors of Scugog/Uxbridge/Brock expressed their concerns about the lack of vaccines up here. Scugog schedule can be found on Scugog.ca.

New Community Safety Zones are coming as part of the township's action on road safety. Portable speed boards to go up this month. Lots of requests to have them. Township about to post reduced speeds in areas around Scugog by end of 2021.

Burn ban in effect in April.

Street sweeping begins mid-April, downtown first. Vulnerable areas too.

Waived seasonal patio fees, this includes the parking spot fee and road occupancy permits for the seasonal patios.

Hired a part time By-Law officer (Al Ouellette).

Staff are discussing washrooms for the upcoming season.

Old Mill had some electrical issues which were dealt with.

S. Bennett asked whether the bylaw officer will be monitoring Palmer Park. L. Brown answered that this is one of the bylaw officer's mandates. B. MacLeod suggested the Township consider painting circles in the park to manage the social distancing.

M. Brock asked L. Brown when the Queen Street sidewalk improvements were scheduled to commence. L. Brown found information that said it was scheduled for year 2024.

14. New Business:

a) Regional Councillor Wilma Wotten

W. Wotten has received many calls regarding the covid protocols in the park. This issue is being addressed and there is discussion about having police assistance.

J. Mackay was asked whether the pier was over crowded and he responded that he did not see a problem.

A committee for the Port Perry 150 celebration has been created. The theme is a community celebrating together with 150 things to do in Port Perry. Such ideas being developed are;

- Drive by and walk by with music on porches.
- Entertainment for Port Perry Villa and Port Perry Place.
- Actors in period costume doing story telling.
- Flag and banner contest at the end of April. "Growing together since 1871".
- Merchants create a special for the 150 celebration. For example; Restaurants could create a special dish, dessert, drink etc.
- Old Flame making a commemorative beer.
- Plant 150 trees.
- Audio and/or video tours
- Flags will be placed in Palmer Park, Town Hall, the Municipal office, Piano Café and the Remax building.

The opening ceremony, observing covid protocol, is June 9th at 2 pm in Palmer Park.

The BIA was asked whether they can share the cost of a new banners with the Township helping with the cost of banners on Water Street.

The BIA was asked to promote the event through their marketing platforms and ideas on ways they could participate.

M. Brock, who did the procurement for the BIA to purchase new banners, which are vinyl for durability, from Classic Designs offered to work with W. Wotten to receive a quote.

M. Brock explained the budget was cut down and allocated funds to repair the lamp posts vs. purchase new banners. B. MacLeod supports the banner initiative and agreed to review the budget with M. Brock to see if funds could be reallocated.

S. Bennett suggested old pictures be developed for the merchants window display.

P. Lyver offered design support for the flag and banners contest, access to his resources to gather quotes for the banners, and provide his expertise with the music and digital concepts.

B MacLeod recommended a scavenger hunt or contest that people can post and share. W. Wotten explained there is a history hunt idea being developed.

B. Macleod suggested W. Wotten discuss the 150 celebration with E. Cook at Central Counties and will include the event in the BIA proposal submitted to the Central Counties Partnership Program.

G. Evans suggested selling hats and t-shirts to raise funds for the event costs.

b) Filming requests

B. MacLeod discussed the current moratorium for filming, inside the BIA area, which was put in place because of health and safety concerns. It has been brought forward that the film industry maintains a strict and tested protocol that includes covid testing twice a week. B. MacLeod introduced the topic because some members may benefit from the film fees.

Both M. Brock and S. Bennett shared the concern for disrupting businesses trying to overcome another stay-at-home order. Past experience has created disruptions and caused loss of revenues.

B. MacLeod suggests the moratorium be lifted with strict restrictions. No weekends, holidays or Christmas.

S. Albers reminded everyone that concerns were raised about the disruption and lack of compensation during set-up and take-down days.

The discussion concluded with the agreement to take a proactive approach and send members a survey, to ensure everyone has the opportunity to voice their opinion on the filming topic. B. MacLeod will create a short survey and send to the members.

15. Correspondence: none

16. Up Coming Events:

Motion by S. Bennett to adjourn 7:55 pm

Adjourned meeting.

Next Meeting:

May 11th, 2021

Location: via Zoom