

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

HELD Tuesday, July 13th, 2021 6 pm

IN ATTENDANCE: B. MacLeod, L. Brown, P. Lyver, J. Callery, S. Bennett, M. Dib, D. Smith

IN ATTENDANCE via Zoom: G. Grainger

Also in attendance: S. Albers

1. Call meeting to order: 6:11 pm

2. Appreciations:

Everyone enjoyed the sharing of appreciations.

3. Disclosure of pecuniary interest: L. Brown regarding the cannabis retailer.

4. Adoption of minutes:

UNAPPROVED MINUTES: May 11th, 2021

Motion by J. Callery to adopt the minutes. Second by S. Bennett.

Carried.

5. Business Arising from Minutes: none

6. Chair Report: B. MacLeod

Update: Opportunity for the BIA, with staffing, with an internship for newcomers to Canada. Bookie Adekanye is no longer available, however a second possible intern has been proposed. The position would provide 300 hours through the internship program. The internship starts in August through to the end of September or beyond with no salary but an honorarium is desired.

M. Rada is becoming overwhelmed with the limited hours to perform all the marketing functions we are requesting. This internship would assist M. Rada with some of tasks.

The Scugog Chamber of Commerce received a grant to hire summer staffing. However, the staff is not working on the weekends which leaves no washrooms or information.

B. MacLeod approached the Township for funds to hire staff for the weekend. Granted approval allows us to hire someone for the weekend. In the future, the \$9000.00 will be given to BIA to manage the summer staff hiring.

M. Rada recommended a person that we ask to work the weekends and assist with the music program that starts on July 24th.

B. MacLeod recommended the salary for the weekend staff with specific skills to coordinate the music program be approximately \$16.00 per hour. The funding from the Township will be based upon minimum wage, therefore we will have the cost of the difference.

B. MacLeod requested an increase to M. Rada's hours allow her 3 days a week. This increase in hours would allow her more time to complete projects and supervise the weekend staff.

Motion by S. Bennett to pursue the internship, hire the weekend staff and increase M. Rada's hours to 3 days a week. Second by P. Lyver.

Carried.

B. MacLeod explained, that in the short-term, the person referred by M. Rada will be the weekend staff person. Long-term, between September and April, possibly a student will be hired.

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

Office & Staffing

Melissa has returned to working in the office on Thursdays and Fridays. Sharon continues to work mainly from home.

We were contacted by a bridging organisation that finds work placements for newcomers to Canada. After discussions with Melissa and the marketing committee, we will be welcoming Bookie Adekanye during August and September to assist with marketing. She has an impressive resume and this will be an excellent opportunity for her to gain some Canadian work experience. The program runs from August 9 to the end of September (200 hours).

We are allowing visitors to use the washroom on the second floor of the visitor centre now. However, it has been a struggle to sort out weekend staffing for the visitor centre, since the Chamber of Commerce has hired its summer student to work Monday to Friday. This means the centre is not open on Saturdays and Sundays. I am working on finding a solution to this with the Township as it would allow us to have the washroom on the second floor open 7 days a week.

The building permits have been issued for the washroom renovation at 250 Queen. I will try to have a more detailed update at the July meeting. The plan to use the washroom at the SCA as a public washroom was not successful.

Melissa is working on switching our phone to Rogers so that we can set it up as a business account with some data and texting.

Open Streets Task Force

The most recent meeting took place June 30. The next meeting is July 28. The task force is currently going over ideas from the brainstorming session.

Upcoming Events:

Our music program "Summer of Songs" starts July 24 and runs until September 19. Ads have been booked for the Globe & Mail (via Central Counties) and Classical 103 radio. The musicians will perform Saturday & Sunday afternoons.

Lake Week – July 31 to August 8 – we are assisting the Lake Stewards with this event. There will be a window display contest (like we did in 2019) with a cash prize. The Lake Stewards will have a booth in front of the post office on July 31 in the afternoon.

September 17 & 18 is the date for our sesquicentennial save the tax weekend.

Respectfully submitted,

Birgitta MacLeod,
Chair, Port Perry BIA

7. Treasurer Report: M. Brock

No report. M. Brock is away on holiday.

Motion by J. Callery to accept the Treasurer Reports. Second by D. Smith.

Carried.

8. Area Development Report: J. Callery

J. Callery thanked M. Rada for her assistance with the banners for June 2022. More information will be shared in the September meeting.

Tomorrow the weeds will be trimmed and in the next week or so they will be sprayed.

Hopefully after the re-opening this Friday, J. Callery is hoping to have two students back for street cleaning starting July 19th.

The meeting is set for the third week of August to discuss the Christmas lights. J. Callery will gather new ideas they may have and scheduling.

B. Macleod asked whether fall decorations will be put up again. J. Callery answered yes and to expect to see them up at the end of September.

9. Economic Development Committee Report: B. MacLeod

The proposed cannabis shop, opposed by the Township because of its' close proximity to Reflection Park, has been approved AGCO.

The Region of Durham is working on a food hub for the region.

The Great Blue Heron Casino is opening as part of stage three and they are shooting a movie on seven mile island. MSIFN is hoping to have a small farmers market on the island.

The Scugog Chamber of Commerce is searching for an Executive Director to start in the fall because they currently don't have one.

EDAC is exploring a business survey. This program is where members of the Economic Development Advisory Committee will visit businesses to conduct in-person interviews to find any red flags and learn what is on people's minds.

10. Marketing Committee Report: P. Lyver / D. Smith

P. Lyver discussed the changes to the website. P. Lyver recommended the board members review it and provide M. Rada with any additional photos or information they want added.

P. Lyver shared that M. Rada has launched the BIA members' only Facebook group that is building slowly. P. Lyver plans to meet with M. Rada to develop ways to encourage more member participation.

D. Smith agrees the Facebook group will enhance the member to member communication and can see it will replace the newsletter eventually.

B. MacLeod agrees it is a matter for the idea to catch on with regular marketing about the Facebook group will help over time. The recent marketing has focused upon Songs of the Summer event. The Globe and Mail and Central Counties Tourism have ads and we got a great deal for radio advertising with Classical 103.

The next event M. Rada is working on is Lake Week. B. Macleod is hopeful the window decorating contest will be done again. B. MacLeod will reach out to the Scugog Chamber part-time staff person, who is working Monday to Friday, to assist M. Rada with the promotion.

G. Grainger suggested hashtags be incorporated in the social media. B. MacLeod agreed to discuss this with M. Rada and suggested P. Lyver follow up on the topic in their upcoming meeting. P. Lyver asked whether M. Rada was using the Hootsuite program. B. MacLeod explained they discontinued the Hootsuite program because Facebook business manager had a lot of the same features and did not cost anything. P. Lyver explained that could be why the hashtags have follow off. P. Lyver will investigate this further to add the hashtags again.

11. Marketing and Events Coordinator Report: M. Rada

Marketing and Events Report

Melissa Rada - June 2021

General

- Replied to general emails sent to info@discoverportperry.ca
- Forwarded emails to the appropriate parties
- Sent monthly newsletter to the general public
 - Call for musicians
 - Gift guide
 - Upcoming events
 - New to town
- Sent multiple newsletters to BIA members
 - Lake Week reminder
 - Holiday hours
 - Durham marketplace
 - member features
 - Bathrooms
 - Keeping streets clean
 - Farmer's market
- Attended meetings
 - Lake Week
- Update contact lists with new members
 - Tea Shop
 - Mrs. Fields
- Researched new phone plan with Virgin Mobile, needs Birgitta to call and if anything is being upgraded

Social Media

- Contacted followers using #discoverportperry for permission to use images
- Scheduled content to be published on Instagram and Facebook via Hootsuite
 - general content
 - UGC
 - New to Town
 - Events
 - Indigenous Peoples Day
 - Happenings
 - Gift Guide
 - What We Do
 - Framers Market
- Highlighted member profiles in Instagram stories
- Collected and created content as needed, spending more time creating Instagram stories
- Made and posted pride profile pic
- Created father's day gift guide for newsfeed and stories

Website

- Published father's day gift guide post in explore section
- Drafted blog posts, just need time to write them
- Updated event listings
- Added page with business hours for July 1st

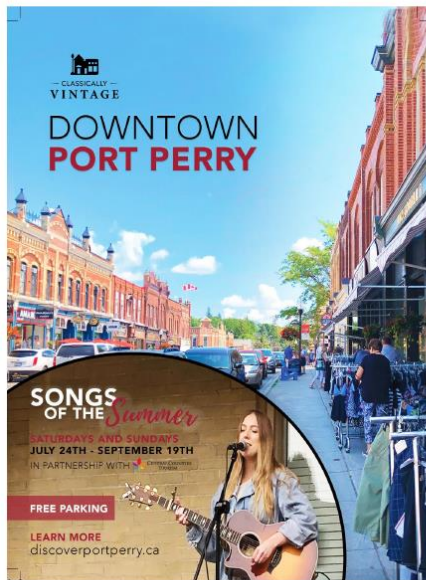
Music Program

- Made action plan - <https://docs.google.com/document/d/1j-DhnpNwW1RFDH7co2L6mrAKFLGwltVDIKCJ46BMfk8/edit?usp=sharing>
- Artist outreach, booked 11 of 18 dates
- Started designing posts and stories
- Reached out to post office to obtain permission to use property for Sunday performances

Print

- Designed ad for CCT co-op in Globe in Mail

CCT Ad



12. Tourism Advisory Committee: S. Bennett

Minimal to report with the current focus upon the Port Perry 150 event.

The committee is continuing to work on a shoulder event for February. Something being considered is a winter carnival.

There is news of a grant for \$500 million towards supporting tourism and asked whether M. Rada could investigate. B. MacLeod explained the application is arduous and would warrant a minimum of 40 hours to complete. B. MacLeod agreed to research the topic further but understand the Open Streets Taskforce will complete the funding application for multiple things for Port Perry. S. Bennett will discuss this grant with L. Burnett from the Tourism Advisory Committee to develop something that would include the BIA and Scugog Chamber. B. MacLeod shared that the best grants are those that provide some amount of funding for staff.

D. Smith shared the Port Perry 150 lapel pins are now available to be purchased at the store for \$40.00. All of the proceeds will be donated to the Port Perry Hospital Foundation for the CT Scanner.

The discussion about the BIA Port Perry 150 no tax event resulted with the agreement to leave the date as September 17th & 18th. S. Bennett agreed to ask W. Wotten for more information about the proposed event on Sept 26th. Everyone agreed the Winding Roads event, held on the same weekend, would complement our event.

The discussion about the BIA no tax event expanded to a street dance with the western weekend theme. B. MacLeod suggested sending the members a survey and will ask whether Open Street Committee would coordinate.

13. Update from Council: L. Brown

B. MacLeod spoke of a recent incident where a merchant was contacted by the by-law officer regarding a sign in the window. Acknowledging the sign by-law has created confusion in the past, B. MacLeod has asked L. Brown to review the situation and provide a copy of the by-law to B. MacLeod.

L. Brown requested an email, with details of the situation, to review with the by-law officer.

D. Smith requested L. Brown bring attention to the curb in the back parking exiting onto both Mary and Perry Streets because the vehicle bottoms out.

M. Dib brought forth the issue of a three inch dip in the sidewalk out front of Marwan. Both M. Dib and S. Bennett witnessed people tripping and requests attention be given before a serious injury arises.

S. Bennett asked about the replacement Councillor for the Scugog Island. L. Brown said Council is taking applications and selection will be completed by August.

Notes for June (as there was no BIA meeting):

Port Perry Marina has renewed its' lease with the Township for another five years.

At the behest of the BIA, I put forward a motion to waive the special event permit fees for patios in Scugog for 2021. Councillor Guido suggested we make it Scugog-wide and we made it so.

Washrooms: From the CAO- In general there were issues related to location since the Library was open during their operating hours last year, but people wanted something closer. The Library washrooms will be available again this year when pandemic restrictions allow it. Cleaning is an issue at the ball diamonds, and that's why the porta-potties are there. The Latcham Centre was not suitable for public washrooms and have not been used for that purpose for a number of years. Birdseye does not have public washrooms which are closed due to Covid. It should be noted

We have supplied a number of the blue porta-potties, 2 at Joe Fowler Park, 4 at Palmer Park, 3 at the Marina, 1 at the Boat Launch, 2 at Birdseye Pool and there's an accessible potty at each location.

Notes from July:

I asked for an update on the washroom situation. I contacted Birgitta to ask where they were at with the washroom. Bathroom is available when the BIA Staff are there (2nd floor bathroom).

Liaising with the Chamber, currently Monday to Friday, trying to staff on weekends. The SCA has hit a hitch with insurance for public use of their washroom.

Update on Capital Projects given by Carol Coleman-

Enbridge 75% done on the Island

Scugog Roads 9 million worth of projects, 7.5 for roads, the rest is other infrastructure, facilities, parks and storm-water facilities

New speed limits the end of 2021

Slow down cameras about ready

Traffic calming prioritizing includes public input

Continuing to replace some sidewalks in 2021

Palmer Park getting new drainage, curbs, wood chips, replacing 21-year old playground parts in fall or next spring

Splash Pad replacement getting quotes, washroom design coming

100K grant for Joe Fowler picnic shelter, federal and provincial money. Shelter to be replaced.

Queen Street Pier, sinkholes, closed in April, 50k repairs to be complete this month, good for five years, study in 2022 to find long-term solution

Added sections to Port Perry Boat Launch

Lake Scugog Enhancement Project, close to having design and permits complete, cost is 4.7 million, money through DC, Grants,

Donations, construction to begin in fall of spring pending funding

Bell Tower design to begin shortly

Kids camps are underway, began July 5, 500 kids

Blackstock Arena, using phased-in approach, pushing for a grant for the arena only, cost 15.3 million. Presently asking for 8.65 million in grants

I asked for authority to dole out funds for the Port Perry Lawn Club be given to the Mayor and CAO over the summer and that was passed. CAO is following up with the Lawn Club (Brian Mark).

14. New Business:

15. Correspondence: none

16. Up Coming Events: no discussion.

Motion by S. Bennet to adjourn 7:22 pm

Adjourned meeting.

Next Meeting:

August 10th, 2021

Location: To be determined