

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

HELD Tuesday, October 12th, 2021 6 pm

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

IN ATTENDANCE via Zoom: J. Mackey

Also in attendance: 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: September 14th, 2021

Motion by S. Bennett to adopt the minutes. Second by M. Brock.

Carried.

5. Business Arising from Minutes: none

6. Chair Report: B. MacLeod

Due to time restraints the letter to the Heritage Committee was not sent. M. Brock suggested B. MacLeod present at the next Heritage Committee meeting. B. MacLeod will attend the next meeting on Tuesday, November 3rd, 2021 at 2 pm. M. Brock will arrange for B. MacLeod to be added to the agenda.

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

Office & Staffing

Melissa will now be regularly in the office on Tuesdays, Thursdays and Fridays.

Jasmine Rutschmann was hired as the weekend tourism associate. She started on September 26 so there was no disruption to our weekend opening hours.

Open Streets Task Force

The next meeting is October 14th.

Planning for 2022:

Before we get busy with the holiday gift season, we should give some thought to what our priorities should be for 2022. This will have implications on our budget. For example, do we want to plan for any large-ish events, similar to the Port Perry 150 Celebration. We may wish to set aside time at the November meeting to do this. We may wish to survey the members.

Other:

I sent a letter (attached) on behalf of the BIA in support of the Township's application for a Rural Economic Development grant.

Melissa has suggested that we get BIA branded bags for the people who are picking handfuls of brochures at the visitor centre. She is going to get some prices. The branding could be Tourism Scugog, or shared with the BIA and Chamber.

Events:

The summer music program has wrapped up. Melissa did an excellent job of scheduling musicians on the weekends.

Culture Days, organized by the Scugog Council for the Arts, was a colourful and vibrant addition to the downtown.

The Port Perry 150 Celebration attracted a good number of people to town. Families especially seemed to enjoy the outdoor activities. The magic show, for example, drew a sizeable crowd.

Respectfully submitted,

Birgitta MacLeod,
Chair, Port Perry BIA

7. Treasurer Report: M. Brock

Nothing to note as everything is on track.

8. Area Development Report: J. Callery

Carriage rides were a success on October 9th and 10th.

Lamp post decorating is almost completed with ribbons and cornstalks. One lamp post remains to be completed later today.

Skedaddle has started the lights. Everyone is participating but Anchor Point, PP Print, and Ratko's building have declined.

B. MacLeod commented how nice the corn stocks looked. B. MacLeod suggested we decorate the lamp posts for one day, next year, with an orange ribbon for the National Day of Truth and Reconciliation. J. Callery agreed to put that into her plan.

Veteran banners go up next week so that they will be up for almost a full month.

Focus is now on Christmas and coordinating the snowflakes, lights and garland decorations for the lamp posts.

9. Economic Development Committee Report: B. MacLeod

None.

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

None.

B. MacLeod invited everyone to make suggestions on what marketing media should be used.

M. Rada has suggested a printed bag for the visitor centre. M. Brock suggested a plain paper bag with an ink stamp. This would avoid large printing quantities and offer flexibility with the ink stamps.

The Tourism Committee and Scugog Chamber have invited us to participate in shared advertising similar to the poster we previously had used. M. Brock remembered the poster to include the carriage rides, Santa Claus parade and Candlelight Walk.

B. MacLeod shared the Scugog Chamber successfully hired an Executive Director who will start on Monday, October 18th, 2021. The person is coming from the Whitby Chamber of Commerce and has experience working with the BIA.

11. Marketing and Events Coordinator Report: M. Rada

Marketing and Events Report

Melissa Rada - September 2021

General

- Replied to general tourism emails sent to info@discoverportperry.ca
- Forwarded emails to the appropriate parties
- Answered the BIA phone
- Sent multiple newsletters to the general public:
 - September
 - October (scheduled)
 - PP150 with gift guide
- Sent multiple newsletters to BIA members
- Distributed PP 150 Bday posters
- Developed Jasmine task list - https://docs.google.com/document/d/1ICqzIVMNtiHPZm-XFDrTNfKnXbVFfCZzr7vN6cf_nAmk/edit
- Attended and assisted with weekend tourism associate interviews
- Gathered content around downtown that can be used on various digital channels, along with print ads
- Cleaned up media in Google Drive, in progress
- Successfully investigated fraud Spotify charges on old BIA credit card, refund should have been reflected early September

Social Media

- Contacted followers using #discoverportperry for permission to use images
- Scheduled content to be published on Instagram and Facebook via Business Suite
- Highlighted member profiles in Instagram stories
- Created and edited content as needed
- Community management
- Created IG highlight covers and added to page, filled with relevant IG stories
- Coordinated, developed, and designed *birthday gift guide*, including various content placements:
 - social media
 - IG stories
 - newsletter section
 - blog post
- Coordinated, developed, and designed *gratitude giveaway*, including various content placements:
 - social media
 - IG stories
 - newsletter section
 - blog post
- Developed digital ad strategy for the rest of 2021:
 - October
 - \$100 carriage rides - newsletter sign ups
 - \$100 giveaway - increase followers

- o November
 - \$200 destination - newsletter sign ups and increase followers
- o Decemebr
 - \$100 carriage rides - newsletter sign ups
 - \$100 gift guide - increase followers

Website

- Updated event listings - <https://discoverportperry.ca/upcoming-events/>
- Published posts: <https://discoverportperry.ca/news/>
 - o business hours for Sept 30th
 - o business hours Thanksgovig weekend

Music Program

- Rebooked final dates as artists cancelled
- Adjusted content plan to reflect changing artists

Save The Tax

- Distribute save the tax handout
- Organized participating businesses and ensured everyone understood how the program worked
- Added to event calendar
- Designed and scheduled various content placements:
 - o social media
 - o IG stories
 - o newsletter section
 - o blog post

Giveaway

- Collected prizes
- Acquired basket and wrap

Print

- Designed and submitted PP Star ad (below)
- Confirmed ad in Trent Severn Waterways 2022 magazine and map



7 | Port Perry Star | Thursday, September 30, 2021



DINE



SHOP



PLAY

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discoverportperry.ca



@portperrybia



discoverportperry.ca

12. Tourism Advisory Committee: S. Bennett

Nothing new to report. A working plan for 2022 has been sent out.

Developing a webinar for people to join to share ideas and gather information instead of going on-site to interview.

S. Bennett recommends senior employees join so that they can keep the owner informed.

The Community Improvement Plan is available and S. Bennett recommends everyone take the time to read it.

13. Update from Council: L. Brown

Notes from Council September 27, 2021:

Lori Bowers provided an update on Covid Vaccination proof requirements which began on the 22nd, includes restaurants, meeting facilities, gyms, etc.

12 and over need to show proof of vaccinations except kids on organized sports.

Proof of vaccination available on the provincial website.

Province is now reviewing capacities for certain locations, like sporting venues.

Township is looking at a slight increase in capacity for SCRC Pads 1 and 2.

Robyn Hulowski estimates 90% of Township Staff are currently vaccinated.

Mark Berney reminded us from October 3-9 is fire prevention week, the theme is "sounds of fire safety". Junior Fire Chief will be chosen.

Carol Coleman provided an update- we still need more crossing guards, two locations presently have no coverage at all, please contact Township if interested.

Carol also mentioned Highway 7/12 bypass. Township is against it, Whitby has promised to address and refine alternatives, details after the Whitby Council in October.

Laura Barta reminded everyone the Budget Survey is available for comment, hoped to have 1000 people input, but it looks like only double the previous year, so 200 or so. Will update in October, input available to the public until Thursday (30th).

MyDurham 311 was presented by a couple of gentlemen from the Region. We may see this in 6-9 months, or at least the start of it. Presently if someone wants to contact Durham it goes through 80 front desks, 28 call centres, 18 social media accounts. Looking to improve service, simplify and streamline so that by dialing 311 you're provided for. Objectives include Omnichannel Experience, to be able to use, for example, Google Home, Alexa, to connect. Municipalities to be a part of this. Planning for seamless integration for everyone. People will each have a digital identity which should help with service requests. 3-year time frame, began August 2020. Toronto already has it.

A deal is being worked upon for Emergency Fire and Road Maintenance on the Island, between the MSIFN and Township.

Notes from Council October 4, 2021:

There's a virtual public meeting Monday October 18th at 6:30 for people to have their say on the Downtown CIP.

From the Mayor's desk October 7, 2021:

Laura Barta has been elected new MFOA President, congratulations to Laura..!

Staff are working towards a gradual opening of the Municipal Office October 18th. On-line, e-mails, calls and Teams meeting continue to be encouraged but the front doors will be open as the entrance and the back door the exit for the public to pay taxes and ask questions.

The Region's Official Plan, "Envision Durham" has a deadline to submit comments to the Region October 25th.

B. MacLeod reminded everyone that a discussion on vaccine protocol will be held at the Town Hall, Monday Oct 18th, 2021 10:30 am – 12 pm. This is important for all businesses so they may get answers to their questions. The capacity limits are a concern and needs clarification.

14. New Business:

a) AIDS Committee of Durham

Requests to hang red hand-knitted scarves on the Queen Street lamp posts for one day, November 30th, 2021. They would like to put them up in the afternoon and remove them the next day. J. Callery shared her concern because the lamp posts will be decorated with garland and ribbons. M. Brock suggested they hang the scarves in the park on one tree, the band shell or at the visitor centre porch. J. Callery said we would have to discuss the topic with the Rotary Club if the band shell was to be used. B. MacLeod supported the idea and would share the idea with the AIDS Committee.

B. MacLeod suggests we start thinking about next year and whether we bring back some events. J. Callery suggests we meet in January with the marketing committee to have the discussion. S. Bennett agreed with January being the best time.

15. Correspondence: none

16. Up Coming Events:

Christmas. The Santa Claus parade is Saturday, December 4th, 2021.

B. MacLeod is unsure of the start time but assumed it would be in the evening.

Motion by J. Callery to adjourn 6:54 pm

Adjourned meeting.

Next Meeting:

November 9th, 2021

Location: To be determined