

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

HELD Tuesday, November 9th, 2021 6 pm

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

IN ATTENDANCE via Zoom: K. Large, Eva

Also in attendance: S. Albers

1. Call meeting to order: 6:06 pm
2. Introduction: K. Large, Scugog Chamber of Commerce Executive Director

K. Large shared she was a past owner of a bakery and custom cake shop in downtown Whitby for approximately 10 years. In 2018, K. Large took on the role of Executive Director of the downtown Whitby BIA for 4 years. Whitby didn't have a BIA until 2017 which created the opportunity for K. Large to sit on the formation committee. As Executive Director, she assisted with increasing budgets, brought back events to the downtown and elevated their profile a little bit. K. Large is Past President of the Whitby Chamber of Commerce and looks forward to working collaboratively with the Port Perry BIA.

B. MacLeod shared her appreciation for the organizational skills and expertise K. Large brings to the Chamber. B. MacLeod thanked K. Large for the efforts already provided with streamlining the office space expenses.

B. MacLeod said she will be attending the Scugog Chamber of Commerce meeting next week. K. Large agrees that attending each other's board meetings will strengthen communication and keep both organizations moving forward in the same direction.

Everyone in attendance introduced themselves to K. Large.

3. Appreciations:

Everyone enjoyed the sharing of appreciations.

4. Disclosure of pecuniary interest: none

5. Adoption of minutes:

UNAPPROVED MINUTES: October 12th, 2021

Motion by M. Brock to adopt the minutes. Second by J. Callery.

Carried.

6. Business Arising from Minutes: Letter sent to the Heritage Committee

October 26, 2021

To: Heritage Committee, Township of Scugog
From: Port Perry BIA
Re: Heritage Conservation District Sign Design Guidelines

Dear friends,

We wish to bring to your attention some issues regarding the new Heritage Conservation District Sign Design Guidelines and how they are being enforced within the Port Perry Business Improvement Area. Our main concern regards the heavy regulation of business logos and branding.

Firstly, we are unhappy that the guidelines were prepared and approved without input from the BIA. We feel there should have been some feedback provided by businesses, particularly since they bear the cost of signage. Members heard about the new guidelines only after they submitted sign applications or second-hand from local sign companies.

However, our main concern is that the strict interpretation of "heritage colours" impedes and interferes with business branding. A business' logo design and choice of colours is part of its larger brand identity, which goes far beyond what is visible on the outside of a heritage building in Port Perry. Careful consideration is taken to stand out from the competition in a larger regional, provincial, national and digital market.

To give a specific example, a local business applied to have a rainbow logo on their window signage. This was denied because the rainbow wasn't heritage colours. We are very concerned that the Heritage Committee and the township staff that approve permits have or will become the logo police or some sort of aesthetic committee. If a business logo features a rainbow, then that is the business logo.

We understand the importance of preserving and maintaining Port Perry's heritage character. It's what makes this town attractive and unique and gives us a market advantage. But we are not a theme park or a living history site. Requirements for heritage colours are appropriate for buildings and architectural elements but must not be applied to logos and branding. That simply goes too far. The committee may well "encourage" businesses to "adhere to the Heritage Colour Palette" for signage but to demand it is heavy-handed and works against economic development.

Thank you for your consideration. We look forward to working with you to provide clarification to our members.

Birgitta MacLeod,
Chair, Port Perry BIA

7. Chair Report: B. MacLeod

There has been no progress on the washroom renovation and does not anticipate anything to happen until 2022. K. Large mentioned a meeting, with the landlord, is scheduled for next week regarding the washrooms and K. Large will provide B. MacLeod an update.

The next meeting for the Open Streets Task Force is scheduled for November 25th, 2021 at 2 pm. B. MacLeod, C. Stone-Curry and A. DeJong will be attending on behalf of the BIA. B. MacLeod shared that she felt the committee was progressing well.

B. MacLeod sent the letter to the Heritage Committee with regards to the sign by-law. B. MacLeod shared that another member, going through for a sign approval, has experienced frustration and has been delayed for almost a year.

M. Bock expressed sadness that the subcommittee was disbanded by the Township. The subcommittee met weekly to assist owners so these situations did not occur.

B. MacLeod asked L. Brown whether he could assist the member. L. Brown agreed and requested B. MacLeod provide the member his email address to outline the issues.

M. Brock confirmed the letter has been received, however the timing did not permit it to be a part of the recent meeting but will be at the next meeting.

M. Brock ask whether the accessible washrooms are a part of the lease or whether this was a new discussion since the lease was signed. S. Albers reviewed the lease and confirmed there was no reference to accessible washrooms within the lease.

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

Office & Staffing

The Chamber of Commerce's new Executive Director has been tidying up shared office expenses. The tenants in the building agreed to pay more for improved internet service. This will increase our internet expense by about \$10 per month. Previously the BIA was paying 1/3 the cost of internet, however the higher cost will be shared with more of the building tenants. We are also trying to sort out what is included in the other tenant leases, e.g. janitorial services, as there seems to be a lack of clarity or documentation.

There has been no progress or new information re the bathroom renovation.

Melissa has ordered a stamp and paper bags so visitors have something for their brochures when they visit the visitor centre.

Open Streets Task Force

The meeting was held October 14th. It was a productive meeting, however it is taking time to evaluate all the brainstorming ideas that were generated earlier in the year. The feeling at the end of this meeting was that we need to proceed slowly, with a smaller scale version of animated public spaces, before we jump into the deep end of closing large sections of the streets to vehicles. This would give us time to test ideas, get a handle on the true costs, and engage with affected businesses.

Planning for 2022:

We decided at the last meeting to set aside time in January to do this. Please start thinking of priorities for next year. In particular we should consider what events we may wish to present.

Sign Bylaw:

I sent a letter (attached) on behalf of the BIA to the Heritage Committee.

Community Improvement Plan

There are several recommendations in the plan that would affect BIA members, namely, funding programs to assist with façade and signage improvement, accessibility improvement, energy efficiency retrofits. BIA members who are property owners are especially encouraged to read the draft report.

Respectfully submitted,

Birgitta MacLeod,
Chair, Port Perry BIA

8. Treasurer Report: M. Brock

M. Brock explained the budget is on track and highlighted the approximate \$3,000 remaining to be spent on Marketing/Promotion. P. Lyver responded that with the current print ads committed these funds should be spent. No additional advertising is scheduled. M. Brock will follow up with whether there are funds within the events category for advertising and let the committee know.

M. Brock discussed the videography amount of \$1,000 and suggested this be spent on photos taken at Christmas. B. MacLeod mentioned we may not need to spend on photography because Central Counties Tourism is coming to take photos of the sleigh rides. Discussion concluded with the agreement to spend the funds on a photographer to take photos at Christmas of all the merchants with their Christmas lights. P. Lyver offered to take photos when it is snowing.

M. Brock raised the issue that efforts to collect the outstanding invoices for the film crew have been successful. B. MacLeod will assist with an email to Alex.

M. Brock and J. Callery are investigating a possible discrepancy on the recent flower invoice from the Township. It is their understanding that the flowers are a total \$7000 and we had paid an earlier invoice for approximately \$1000.00.

B. Macleod congratulated everyone for their efforts and M. Brock for keeping everyone on track with spending the budget because that benefits the members.

9. Area Development Report: J. Callery

Corn stalks we taken down last evening. The inserts "Lest We Forget" were put up on November 2nd.

The carriage rides will be on Saturdays and Sundays throughout December. They will be out front of Titlers starting on December 4th and 5th. Saturdays the rides will be 12 pm – 4 pm and Sundays 11 am – 3 pm. With only three weekends before Christmas this year, the rides will be on December 23rd and 24th between 11 am and 3 pm. J. Callery requested "weather permitting" be in our advertising. Last year there was an ice storm and people were disappointed the rides were not available. The horses cannot come in icy conditions.

Lamp posts are being inspected before decorating them with the garland and snowflakes. An electrician is checking the electrical is working in all of the lamp posts. This should be completed by the middle of next week.

November 13th the gateway and the two trees in the park will be finished and lit up. As well, the building lighting will be lit that evening.

The veteran banners will come down on the Friday, November 12th or Monday, November 15th. The lamp posts will be decorated on November 19th or 20th.

Everything will be glowing by November 20th.

Santa's Hut is coming out of storage, later this week, to determine whether it can be repaired. If possible, it will be out front the Post Office, in the laneway next to Meta4.

J. Callery spoke with Santa, who will be in the parade on December 4th and then walk about town starting Friday, December 10th from 3 pm to 5 pm and Saturday, December 11th from 10 am to 12 pm and again from 2 pm to 3 pm. Signs will be set out with this information. Santa will return on December 24th between 10 am and 12 pm.

P. Lyver offered two or three 24" x 36" metal a-frame signs that can be used for signage.

J. Callery expressed appreciation for the additional signs and will get back to P. Lyver after she takes last years signs out of storage Friday.

B. Macleod asked J. Callery to review the electrical bill because this should be paid by the Township and not the BIA.

10. Economic Development Committee Report: B. MacLeod

None. Next meeting is in December.

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

P. Lyver shared that some print ads have been placed. Similar to last year's theme Fresh Air Fresh Finds they developed the theme Port Perry and Bright that will continue through to the end of the year. M. Rada will post gift giving ideas, the gift guide and a holiday page that will list all the dates and times for the carriage rides and Santa. This will be put up on the website on November 12th. The social media will link to everyone's websites and loop back to the holiday page. M. Rada will post daily in order to generate interest through to the end of the year.

P. Lyver invited everyone to submit information to M. Rada for anything they wanted featured.

12. Marketing and Events Coordinator Report: M. Rada



Marketing and Events Report

Melissa Rada - October 2021

General

- Replied to general tourism emails sent to info@discoverportperry.ca
 - Forwarded emails to the appropriate parties
- Answered the BIA phone
- Sent monthly newsletter to the general public
- Sent multiple newsletters to BIA members
- Assigned Jasmine tasks as needed
- Attended holiday marketing meeting
 - Determined holiday content plan and theme, 'Port Perry and Bright'
- Gathered content around downtown that can be used on various digital channels, along with print ads
- Cleaned up media in Google Drive, in progress
- Completed CCT Partnership report and submitted
 - Included final music budget and digital metrics
 - Reimbursement already paid, \$2340
- Collected tearsheets for Sharon's records
- Gathered fall images around downtown
- Researched and ordered stamp from CDN Printing
 - stamp to be used in conjunction with bags that tourism centre visitors can use when picking up multiple brochures, magazines, etc.
- Member package brainstorm
 - Can be distributed to exiting and new members
- Holiday content strategy
 - specific content types and schedule
- Gave wordpress lesson to Jasmine Rutschmann and Karey Anne Large (Chamber ED)
- Holiday gift guide outreach
- Reached out to BACD regarding Digital Transformation Grant to increase member participation in program

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
 - Fall Activity Guide
 - Visit website stories
 - Holiday hours
- Community management (engaging with comments)
- Completed giveaway
 - contacted winner and posted on BIA socials
- Boosted giveaway post, \$100
- Published carriage rides ad, \$50

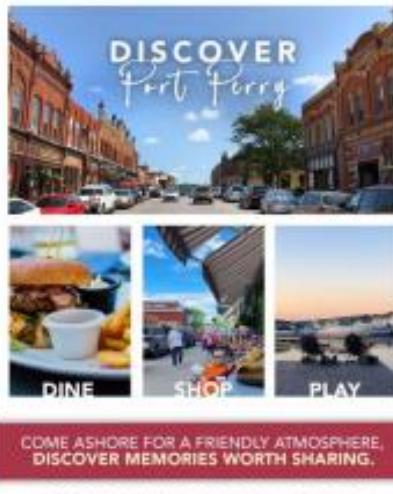
Website

- Updated event listings: <https://discoverportperry.ca/upcoming-events/>
- Published blog posts: <https://discoverportperry.ca/news/>
 - Fall Activity Guide
- Added Thanksgiving hours: <https://discoverportperry.ca/thanksgiving-hours-2021/>
- General fixes and updates
- Added posts to home page

Print

- Designed TSW ads and submitted (magazine and map)
- Designed and submitted Watershed ad
- Designed and submitted Christmas in Scugog ad

TSW
map



magazine



Watershed



PORT PERRY
And Bright

Visit historic Downtown Port Perry to experience the joy, happiness, and charm of our small town.

boutiques | friendly atmosphere | fine dining

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discoverportperry.ca

 PORT PERRY
TOWNSHIP OF PORT PERRY, ONTARIO, CANADA



Christamas in Scugog



PORT PERRY
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 HORSE DRAWN CARRIAGE RIDES
EVERY WEEKEND IN DECEMBER

 VISITS WITH SANTA
FOLLOW US FOR UPDATES

 BOUTIQUE SHOPPING & FINE DINING
INCLUDES A FRIENDLY ATMOSPHERE

 PICTURESQUE HOLIDAY LIGHTS
AN INSTAGRAMMABLE DISPLAY

13. Tourism Advisory Committee: S. Bennett

None.

14. Update from Council: L. Brown

From: LANCE BROWN <lancebrown858@gmail.com>
Sent: November 9, 2021 1:03 PM
To: Lance Brown <lbrown@scugog.ca>; Ken Nix <knix@scugog.ca>; Bobbie Drew <BDrew@scugog.ca>; Laura Barta <lbarta@scugog.ca>
Subject: Notes coming out of Special Council, PCA October 18, Council October 25 and November 8 Council notes for BIA November 9, 2021

SCRC is further opened up. Township offices open. Library gradually opening. For Township- appointments are advised. Walk ins are welcome for Taxes, Fines etc.

Use Scugog.ca-connect.

Enter off Perry exit is parking lot.

6.1 KH Public meeting on CIP Jon Hack and KH. Presentation by Jon. Under Sec. 28 of Planning Act. Provides grants and loans for CIPA. Economic viability. Tourism promotion. Improve public lands through grants. Maintain downtown as focal point. Plan only applies within boundaries. Charts show main central area, corridor commercial, etc. Consulted to a working draft, March 2020. Now statutory public meeting. After this plan subject to finalization and back to Council. 1st program is Facade and Signage, commercial properties. Approval of building facades, etc. Includes ground floor improvements. 50% of costs to max 10,000, buildings in Heritage qualify for another 5000. Installation of new signage. Accessibility up to 50% of costs to a max of 5000. Energy retrofit 50% or up to 7500. Grants only after work is completed. 2nd planning fees and building permits grant program. 50% of planning fees, max total of 2000 per property. Building fees grant 50% or up to 5000 per property. Pay fees once work is done. Money paid back later. 3rd DC charge deferral program. Deferral of 50% to a max of 18 months.

Special Council –Intake 2 funding re Perry Group, IT Strategy. 3 Consultants to present. Ben- work plan began in August. Figuring out what opportunities lie in the future. Forward to Council in 2022. 5 reasons why it matters, 92% online people, 88 % bank online now. MUN should be online like PROV. Service delivery is cheaper online. 90% of online services are being used. Digitization drives efficiency. Security and risk management. Innisfil has big button to push to denote problem, goes right to field staff. Georgian Bay payments on line. Parry Sound on-line building permits. Report to Council end of the year.

Discussion re: Blackstock Arena. Close it for the year. They lost number one tenant, hockey assoc. Saves us 96 grand if we don't open.

From Council meeting October 25, 2021-

Becky spoke of the 5 year corporate IT plan, want to get input from Scugog, myscugog.ca.it Closes November 12.

Kevin Heritage noted the Draft Downtown CIP is open for public comment until the 1st of November.

Some comments regarding the BIA and Christmas Lights- on the gazebo, asked if we will be able to staff this, asked about an installation date, told staff were onsite last week. Wilma asked if Rotary is doing the gazebo, Lori answered that Rotary will do the lights on the gazebo. This from Shawna Cornish, " This is a quick email to update Council regarding our plans for the tree lighting in Palmer Park. As you are aware, the Parks Division will be lighting the trees in Palmer Park this year, using 2021 operating budget allocated for the project. We have purchased warm white lights to place on trees within Palmer Park. Lights are to be hung next week and lighting will be coordinated with the Rotary Club when they decorate the gazebo. I have spoken with Joanne Callery on Rotary for timing of their decorations on the gazebo and she advised that within the next two weeks it will be discussed at the Rotary meeting and she will let me know what they have decided. I did request that no lights be nailed or stapled to our new cedar roof on the gazebo this year. No lighting will take place prior to Remembrance Day."

Also at Council Monday night, my understanding is that a question was asked regarding the waterfront lighting. Parks staff investigated and found that a breaker had been turned off and has since been turned back on and all lights are functioning

The Township has sold the Utica Hall, report to come forward in December.

Laura Barta noted the Budget Survey had twice as many people comment as the year before. ... Public is aware of the importance of increasing the funding in the budget to take care of our assets. Looking at questions for next year. Bobbie noted the public are reassuring the Staff and Council the number one priority remains roads and infrastructure.

I asked about the second access to the island. Was told hopefully they start in 2022

From Council November 8, 2021: Remembrance Day is Thursday. It's battery collection week, put the batteries in a clear plastic bag on top of the recycling so they can be easily spotted.

The Township is working on a 5-year computer IT Plan. Looking for public input, Myscugog.ca/it. Carbon Dioxide awareness week is November 1-7.

The Draft Capital Budget was presented to and received by Council. 69 projects for 2022, 19 ½ million in work to be done, 7.1 million to improve roads in the next five years. Palmer Park washroom moved to 2023 from 2022, design hasn't happened yet, priority on design for next year. Picnic Shelter project remains open, will happen in 2022.

15. New Business:

M. Brock asked whether there was a washroom sign out front the BIA office. B. MacLeod thought M. Rada had put one out but couldn't confirm. K. Large offered to check and follow up with B. MacLeod tomorrow. M. Brock suggested that we use one of the a-frame signs P. Lyver offered to sit out front. B. MacLeod will coordinate the washroom sign with M. Rada.

B. MacLeod announced that on November 11th the Lieutenant Governor will attending the Scugog ceremony for Remembrance Day and a short reception will be held in the council chambers afterwards. B. MacLeod received an invitation to attend the reception, as the BIA representative, however she is unable to attend. B. MacLeod asked whether anyone could attend and will ask S. Bennett since he was not in attendance. S. Albers volunteered to attend if no other person was available.

M. Brock initiated the discussion about extending store hours on a consistent day through December. The discussion resulted with an agreement for M. Rada to update the website with everyone's hours and let them know many are planning to extend their hours on Tuesday, December 21st, Wednesday, December 22nd, and Thursday, December 23rd. This will allow others contemplating staying late that these are days to do so.

16. Correspondence: none

17. Up Coming Events:

B. MacLeod reminded everyone that we normally do not have a December meeting and asked whether anyone felt a need to meet or whether we continue this tradition. The consensus was to continue the tradition. There will not be a meeting in December. The next meeting will be held on January 11th, 2022.

B. MacLeod explained the January 11th, 2022 meeting will be a planning meeting to discuss the events we want to have in the year and budget development.

S. Albers reminded B. MacLeod that she had mentioned a brain storming meeting be held prior to the January board meeting.

B. MacLeod explained that the January board meeting is a better idea so that everyone can share ideas. B. MacLeod recommended the meeting be restricted to just planning. There will be no additional reports in the meeting except for the Treasurers Report.

M. Brock added that the proposed budget is to be presented at the January meeting.
B. MacLeod reminded everyone that the 2021 budget included a draft 2022 budget and with this work already completed the budget should be finalized in the January meeting.

S. Albers summarized the January 11th regular board meeting would be renamed the 2022 Planning Meeting and the Treasurer Report will be the only report included.

Motion by P. Lyver to adjourn 7:12 pm

Adjourned meeting.

Next Meeting:

January 11th, 2022

Location: To be determined