

APPROVED MINUTES OF THE EXECUTIVE COMMITTEE OF THE

PORT PERRY BIA, HELD JANUARY 15, 2025, 173 QUEEN ST.

IN ATTENDANCE; J. Callery, M. Brock, J. Brock, G. Grainger, S. Runnalls, B. Minors, T. Coyne

Meeting called to order 6.00 pm

**Pecuniary Interest:** None

**Presentation:** Lana Crosbie and Heather Chapman gave a presentation on behalf of SIDEROADS OF DURHAM. This will be both a website and a magazine. \$275 first year membership. 4 X per year. 10M print run. Range of advertisers. Mindfulness the main theme. QR code in magazine to website. For more information you may visit their website at <http://www.sideroadsofscugog.ca>.

**Chair Report:** As distributed

Port Perry BIA Chair's Report January 15, 2025

Well, here we are... 2025 is here.

Hopefully everyone has enjoyed the Christmas Holiday season and on behalf of the BIA Board we wish all a Happy New Year to come.

The Downtown and the Park were, again a Centre of Attention, to visitors and Township residents over the Christmas Season.

Our Santa House and Santa Claus were, again well received by children and adults alike.

The Holly Trolley was on hand to replace our traditional "Carriage Rides" and I believe was a success.

With 2025 upon us, we will address the challenges ahead. Our MOU update, our Budget and BIA levy for the coming year as we prepare for the AGM on Tuesday February 25<sup>th</sup>, 2025 at the Library-Rotary Room.

We are hoping for a full turnout as we reconnect for the New Year!.

Treasurer's Report: as distributed. \$59,000 in account including first levy. There was a discussion on staffing to relieve the workload of the committee members. There was a detailed line-by-line discussion on the proposed 2025 budget. Some changes were made. No increase in the levy proposed for 2025.

**Port Perry BIA****BUDGET  
2025**

Annual Levy	\$149,992
Reserve	\$16,000
Event/grant revenues	
Film Revenue	
<b>Total Revenue</b>	<b>\$165,992</b>
<b>Administration</b>	<b>\$21,982</b>
Part time staff & Bookkeeping	\$17,000
Office expenses(totes, meetins, agm, copies)	\$1,000
Software costs,post, supplies, computer	\$2,160
Rent	\$1,822
Utilities	\$0
<b>Marketing &amp; Promotion</b>	<b>\$59,700</b>
<b>Media Buy</b>	
Digital (incl. Instagram, facebook, Google adwords)	\$2,500
Print/Radio/TV - general BIA / Port Perry ad	\$3,500
Social Media Services (C. Tripp)	\$12,000
Vive - marketing contract	\$32,000
Influencer comp budget	\$5,000
<b>Event Marketing</b>	
Spring event marketing - handouts,posters, print/radio	\$1,000
Summer event marketing - handouts,posters, print/radio	\$1,200
Christmas shop/eat event marketing - poster handout	\$2,000
Website maintance	\$500

much higher with us \$

Rent reserve for deposit if required

increased digital

add additional time - for social/content creation/websiti

Focus on influencer experience

XMAS EVENT/trolley mktg

<b>Events</b>	<b>\$53,250</b>	
Christmas lighting- building tops 100%	\$24,000	no major change to lighting program
Post office tree	\$2,600	
Boom truck	\$2,600	
Trees- Titlers/War Memorial etc	\$4,600	
garland/poles	\$800	
Christmas expenses (Santa; trolley rides etc.)	\$10,000	
Spring Event - Diva hard costs - music/giveaways	\$1,000	
Summer Event - hard costs - music/giveaways	\$1,400	
Fall Event - décor	\$600	
Christmas shop/eat event	\$650	
Street entertainment	\$4,000	
Trolley rides (Mother's Day)	\$1,000	
<b>Area Beautification</b>	<b>\$31,060</b>	
Street cleaning	\$1,000	
Flowers	\$7,000	
Lighting Infrastructure Maint/Installation	\$9,000	
additional garbage cans/liners	\$0	
new rope lights / fixtures- snowflakes	\$7,560	
2 new sets banners	\$6,500	
<b>Capital Expenditures</b>		
Capital expenditures	\$0	
<b>Total Expenditures</b>	<b>\$165,992</b>	

#### Resolution 25-01

Moved by B. Minors, seconded by G. Grainger that the amended 2025 budget be accepted. Carried.

**Area Development:** We are waiting for a report on the Trolley. Grab bags on trolley went quickly. First two weekends and Friday Shopping evening trolley went well. Last two weekends were slower to due weather – rain then extreme cold.

**Economic Development:** No report.

**Marketing:** Full page with D. Roulston Exploring Port Perry is being updated for 2025 edition.

**Website:** S. Runnalls reported on the various social media numbers. One influencer generated 9000 views in a BIA area video. Getting excellent traction with on-line lists – as a Christmas destination.

#### Resolution 25-02

Moved by B. Minors, seconded by G. Grainger that the meeting be extended past 8:00 pm . Carried.

**Heritage Committee:** M. Brock reported that there had been some problems with the Side Hustle sign application and approval. Heritage Committee and staff following up with applicant re: sign materials.

**Council Report:** As distributed by T. Coyne. Important Note: Queen St Reconstruction project slated for 2026 – BIA will meet with Township staff to review scope of project.

January 8, 2025

#### BIA Update

- since our last meeting on Nov 23/24, positive, progressive changes have been happening at the Municipal office. Some items are listed or updated below, and some items haven't progressed yet.
- traffic lights at Hwy 7/12 and the 6<sup>th</sup> line are operational. Some issues still exist with the intersection design dealing with transport negotiating the intersection. A meeting with a delegation of Council members and SMT has been arranged with Minister Prabmeet Sarkaria.
- Council has asked for a meeting with Minister Prabmeet Sarkaria, Minister of Transportation and Minister Todd McCarthy, who is also acting as the Minister of the Environment, Conservation and Parks to discuss concerns regarding the Greenbank Pedestrian Crosswalk and the 7/12.
- as of this report, Hwy 7A is still open in both directions. The start time of the culvert replacement on 7A and Brook Street has not been formally announced.
- the LSEP project was not approved by Council. Undetermined construction and maintenance costs as well as unsecured permits were the major concerns of the project.
- the Holley Trolley Shopping campaign inaugural trolley trip was taken by Councillor Guido, McDougal, Rock and Coyne
- the 2025 Operating Budget has been presented to Council for review. One consideration is an additional BIA area garbage pickup on weekends from May long weekend to October long weekend.
- the Scugog Chamber of Commerce is proposing the location and manning of the tourist information centre become the responsibility of the SCC. The location will remain at 250 Queen Street and an area on the main floor be dedicated to written tourism information and be location be manned on weekends.
- BIA Chair Joanne Callery and Vice Chair Bill Minors met with the new CAO of Scugog, Warren Mar to establish a working relationship between both parties.

**Events:** DIVA NIGHT: Proposed date: Friday May 2<sup>nd</sup>, 2025.

**Correspondence:** New proposal regarding Fairground development by Agricultural Society. Looking forward to more information on the project.

**New business:** See agenda. Leaving all items on the agenda for next board meeting. Projects are underway and will be reported on.

**Next Meeting:** Annual General Meeting. Rotary Room of the Library February 25, 2025 at 6:00 pm.

#### Resolution 25-03

Moved by B. Minors, seconded by G. Grainger that the meeting be adjourned at 8:50 pm. Carried.