

PORT HOPE HERITAGE BUSINESS IMPROVEMENT AREA (HBIA)

Monthly Board Meeting Minutes

Wednesday, June 26, 2024 at 6:30 p.m.
Board Room, 5 Mill Street South, Port Hope, Ontario

Present: Chair Robin Dines
Carolyn Scatterty
Dean Howlett
Bob Dodd
TJ Collina
Councillor Todd Attridge

Staff: Andrew Wallen, Manager, Economic Development
Cheryl Carty, Administrator Port Hope HBIA

Guests: Melanie Racine, Racine Law

1. Call to Order

The Port Hope HBIA meeting was called to order at 6.34 p.m.

2. Disclosure of Pecuniary Interest and the Nature Thereof

None declared.

3. Approval of Previous Minutes

3.1 HBIA Meeting Minutes of May 22, 2024

Moved by Carolyn Scatterty

Seconded by TJ Collina

Motion:

That the HBIA Board Meeting minutes of May 22, 2024 be approved as circulated with revision to "Absent" language. Minutes will be amended to reflect "Absent with regrets".

Carried

4. Chamber of Commerce Report

Cheryl Carty provided a Chamber of Commerce Report on behalf Brenda Whitehead to the HBIA Board. Discussion ensued.

5. Economic Development Division Report

Andrew Wallen provided an Economic Development Report to the HBIA Board. Discussion ensued.

6. Council Report

Councillor Todd Attridge provided a Report to the HBIA Board. Discussion ensued.

- Resident request brought forward in regards to business hours within the HBIA. Resident questioned whether business open times could be standardized within the downtown.
- Board agreed to not pursue this discussion with business owners as it was outside of the purview of the HBIA.
- Councillor Todd Attridge advised that Heritage Port Hope committee has been re-established and would historically attend monthly HBIA Board Meetings.

Motion:

That the HBIA Board supports extending an invite to Heritage Port Hope to attend future HBIA Board Meetings.

Moved by Dean Howlett

Seconded by Bob Dodd

Carried

7. Items for Consideration

7.1 Budget Review

Motion 1:

That \$13500 from the Employee portion of the HBIA operating budget be reallocated to the Contract and Promotion portion of the operating budget.

Moved by Bob Dodd

Seconded by Councillor Todd Attridge

Carried

Motion 2:

That the HBIA recommends supporting Critical Mass for a sum up to \$7500 from the HBIA operating budget, provided that the sum is matched by CNL for the Resilient Blooms Interactive Art Display.

Moved by Bob Dodd
Seconded by Carolyn Scatterty

Carried

Motion 3:

That the HBIA recommends supporting the installation of art in the downtown as part of the Municipal Campaign for a sum of \$15,000 from the HBIA operating budget

Moved by Carolyn Scatterty
Seconded by Dean Howlett

Carried

Motion 4:

That the HBIA Board recommends spending \$500 on “Loonie Jars” for parking for the purpose of alleviating visitor parking frustrations during construction.

Moved by TJ Collina
Seconded by Dean Howlett

Carried

7.1.1 Be Walton Campaign

Motion:

That the HBIA Board supports the “Be Walton” shop local campaign with the initial upfront funding of \$40,000.

Moved by Bob Dodd
Seconded by Carolyn Scatterty

Carried

7.2 Walton Hotel Parking Lot "Linger Zone"

- Board discussed opportunity to use Walton Hotel Parking Lot as an activity area throughout the remainder of 2024.

- Guest Mel Racine advised that an event rider would need to be procured for insurance purposes given the zone would be housed on private property - Member Bob Dodd will speak with building owner and ensure this is procured.
- Board discussed need to advise Port Hope Police Services about the new zones. Cheryl Carty to discuss with them and will report back to the Board

Motion:

That the HBIA Board recommends contributing \$1200 out of the operating budget of the HBIA to the owner of the Walton Hotel for the use of their parking lot as an activity zone for lounging and for Busker performances.

Moved by Bob Dodd
Seconded by Carolyn Scatterty

Carried

7.3 Shop, Dine and Show Program

Motion:

That the HBIA Board supports the Shop, Dine and Show Program by contributing \$10/ ticket to the Capitol Theatre Package, to be launched in July 2024, for a maximum contribution of \$2000.

Moved by Dean Howlett
Seconded by TJ Collina

Carried

7.4 Shabby Chic Summer Event (Sidewalk Sale)

- Event dates confirmed for July 19-21.
- Board discussed developing kits and signage for HBIA businesses as well as ideas and tools to help businesses execute.
- Board also discussed opportunity to involve "I Love Port Hope" Facebook group in the event. Chair Robin Dines already in touch with Facebook group organizer.

7.5 Busker Program

- HBIA relaunching Busker Zones commencing June 29.
- Board agreed they are happy with the name "Busker Zone".

- Member advised Cobourg BIA is currently running busking program and suggested they be contacted to determine wages and rates being offered.
- Member also advised there might be an opportunity to look into HBIA vouchers as a thank you for Buskers who might entertain for free as a way to give back to the community.

Motion:

That the HBIA Board provides a stipend to professional performers to relaunch Busker Zones during the Canada Day long weekend at a rate of \$50/hour for a maximum of 2 hours per performer.

Moved by Bob Dodd

Seconded by Dean Howlett

Carried

7.6 Filming

- Board members brought forward complaints from HBIA businesses regarding filming signage still being up when project has completed. Filming signage could deter visitors from the downtown area.
- Complaints have also been received regarding lack of filming notices. Sentiment is that all businesses should receive notice regardless of street address as all businesses are affected when visitors avoid area due to filming.
- HBIA businesses have also expressed concern with payment negotiations and the need for all businesses to be treated more equally when it comes to compensation.
- Board advised that they do not have approval authority for filming permits and can only offer input. Municipality/Economic Development will need to adjust language of requests moving forward.
- Board advised that Film Policy needs to be addressed.
- Board discussed setting up a Filming working group to lead process and discussion on behalf of the HBIA and its members.

Motion:

That the HBIA Board creates a sub working group, lead by TJ Collina, to provide policy review, feedback and negotiation.

Moved by Bob Dodd

Seconded by Carolyn Scatterty

Carried

7.7 Brochures / Printed Materials

- Time did not permit discussion. Board agreed to move item to next Meeting Agenda.

7.8 Future Board Meetings - Location, Frequency, Date / Time

- Moving forward all agendas and minutes for the HBIA will be posted on the municipal website (porthope.ca).
- Board discussed moving meeting location to Chambers at Town Hall, if available.

Motion:

That the HBIA meet at Town Hall Chambers (TBC) every fourth Wednesday at 6:30PM if available.

Moved by Dean Howlett

Seconded by Carolyn Scatterty

Carried

8. New Business

- Member suggested considering a Radio Station Remote (potentially at Capitol Theatre) to help drive Tourism. Board to consider whether this activity could be driven forward by the HBIA for efficiency and speed to market.
- Member also suggested additional magazine publications for consideration within Port Hope Tourism media buy.

9. Next Meeting

The next meeting will be on July 24, 2024 at 6:30PM at Town Hall Chambers(TBC).

10. Adjournment

Meeting was adjourned at 8:09PM.