

PORT HOPE HERITAGE BUSINESS IMPROVEMENT AREA (HBIA)

Monthly Board Meeting Minutes

Wednesday, September 25, 2024 at 6:30 p.m.
Committee Room, 2nd Floor, Town Hall, Port Hope, Ontario

Present: Chair Robin Dines
Bob Dodd
Carolyn Scatterty
Teresa Brown
Councillor Todd Attridge

Staff: Cheryl Carty, Marketing + Administration Port Hope HBIA

Absent with Regrets: Dean Howlett

1. Call to Order

The Port Hope HBIA meeting was called to order at 6.32 p.m.

2. Disclosure of Pecuniary Interest and the Nature Thereof

None declared.

3. Approval of Previous Minutes

Motion:

That the HBIA Board Meeting minutes of August 25, 2024 be approved as circulated.

Moved by Carolyn Scatterty

Seconded by Bob Dodd

Carried

4. Chamber of Commerce Report

No report was received.

5. Economic Development Division Report

No report was received.

6. Council Report

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

7. Items for Consideration

7.1 AGM

- Board discussed potential dates and location - Dec 2, Capitol Theatre
- Also discussed format and topics to be included: Budget, Beautification, Advertising, Updates on Progress/Achievements/Activities for the year, as well as info on how to become a Board Member

7.2 Levy

- Board discussed that Levy has not been increased in three years
- Board also discussed that BIAs similar in size and offering have larger working budgets, in some cases they are double
- Board agreed that 2025 is not the year to increase the Levy given construction and the fact that there are reserves still to be spent

Motion:

That the board does not increase the HBIA Levy for 2025.

Moved by Bob Dodd

Seconded by Carolyn Scatterty

Carried

7.3 Oktoberfest

- Update was given on program, over 30 businesses signed up to participate. Passports being printed and distributed on Friday.

7.4 Halloween

- Update was given on program, over 40 businesses signed up to participate
- Board discussed inviting Municipality to take part and agreed to reach out to Candice to confirm participation/locations

7.5 Candlelight / Christmas

7.5.1 Shared Christmas/Construction Celebration

Board discussed shared Social/Christmas Party with Chamber of Commerce at the Capitol to celebrate the holidays and the conclusion of construction.

Motion:

That the Board approves hosting a shared Christmas Social at the Capitol Theatre with the Chamber of Commerce.

Moved by Bob Dodd
Seconded by Carolyn Scatterty

Carried

7.5.2 Walton Street Stage Performances

- Board discussed having performances on the Walton Street Stage during Candlelight Festival and then every Saturday from 11-2pm (coinciding with wagon rides) until Christmas

Motion:

That the Board approves Christmas performances for the Candlelight Festival and every Saturday from 11-2pm until Christmas at the previously agreed \$50/hr.

Moved by Bob Dodd
Seconded by Carolyn Scatterty

Carried

7.5.3 Naughty Nights

- Board discussed details for a potential cross-promo for bars with Capitol Theatre during the Christmas Panto show

- Board expressed hesitation in asking businesses to stay open for post show “Naughty Nights” (Fridays and Saturdays from Nov 22-Dec 22) to have special post-show cocktails/menus
- Board Member Bob Dodd to speak with some restaurant owners to gauge interest

7.5.4 Shop Dine Show

- Board agreed to extending voucher expiration date from September 15 to October 31, 2024.

7.5.5 Shop Dine Show - 2025 Summer Season

- Board discussed HBIA continuing to cover reimbursement of the program for the 2025 Summer Season. Capitol estimates 500 packages, total investment for the HBIA would be \$7,500.

Motion:

That the Board approves continued support of the Shop, Dine and Show program for 2025 Summer Season at the cost of \$7,500.

Moved by Teresa Brown
Seconded by Councillor Todd Attridge

Carried

7.6 HBIA Office Location / Signage

Motion:

That the Board approves replacing the exterior HBIA Office sign at a cost of \$250.

Moved by Bob Dodd
Seconded by Carolyn Scatterty

Carried

8. New Business

- Capitol Theatre Festival of Trees - potential HBIA sponsorship of Tree or Wreath
- Salmon Run - opportunity to do more to tie businesses into the run in 2025

9. Next Meeting

The next meeting will be on October 23, 2024 at 6:30PM in the Committee Room at Town Hall.

10. Adjournment

Meeting was adjourned at 7:45PM.