



BRONTE BUSINESS IMPROVEMENT AREA (BIA)

2360 Lakeshore Road West, Oakville

MINUTES OF THE BOARD OF DIRECTORS' MEETING

Tuesday, March 23, 2021 at 8:00 a.m.

Board Members

Cheryl Etherington, CGA	Chair
Sherril Wright, RBC	Vice Chair
Shannon Fogarty, Tim Hortons	Treasurer
Rano Dandybaeva, The Flavour Fox	Director
Rose Luxton, Lakeside Livin	Director
Sean O'Meara, Councillor, Halton Region and Ward 1	Director

Regrets

Paul Cates, Property Owner	Director
Dania Smiley, Dania Latina	Director

Management

Maureen Healey	Executive Director, Bronte BIA
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Invited Guests

Beth Robertson	Councillor, Ward 1
Lynn Clay	Recording Secretary, INaMINUTE Ltd.

1.0 CALL TO ORDER

Due to the COVID-19 pandemic, the meeting was held by videoconference.

With a quorum of Directors present, C. Etherington presided as Chair and called the meeting to order at 8:02 a.m.

2.0 APPROVAL OF AGENDA

On a **MOTION** by S. Wright, **seconded** by S. Fogarty, **it was resolved** to approve the presented agenda.
The motion was carried.

3.0 APPROVAL OF MINUTES

On a **MOTION** by R. Dandybaeva, **seconded** by S. O'Meara, **it was resolved** to approve the minutes of the Board of Directors' meeting held on February 23, 2021, as presented.
The motion was carried.

4.0 REPORTS

4.1 Financial

The Treasurer, S. Fogarty, provided the Board with the financial report. A written report had been included in the meeting package.

4.1.1 February 2021 Income Statement and Balance Sheet

The first levy installment of \$86,126 had arrived on schedule at the end of February 2021. There were no variances in expenses to date. Investments totaling \$118,000 are to be restored to the GIC account by March after \$15K was withdrawn to cover cash flow at the beginning of the year.

*On a **MOTION** by S. Wright, **seconded** by P. Cates, **it was resolved** to receive the February 2021 income statement and balance sheet, as presented.*

The motion was carried.

4.1.2 2021 Budget – February Update

The Town of Oakville Council had approved the Bronte BIA budget on February 22, 2021, and the levy transfers were expected to arrive on schedule. As part of the Town's COVID-19 response efforts, property tax deferrals for eligible business and residential properties would be considered by the Town through December 15, 2021.

4.1.3 2020 Audit – Update

The KPMG audit of the 2020 financials had taken place virtually in February 2021, and no concerns had been identified. The final audited statements were expected to be available for Board review and approval in the next couple of months.

4.2 Operating Plan – February 2021 Update

Management provided the Board with a written February 2021 update. The following items were highlighted from that report.

Patios would open officially on April 1, 2021, and those that had participated last year were expected to open this year. An application had been submitted to close Marine Drive to traffic from May 15, 2021 to November 15, 2021. Management was working with the Town and the businesses on Marine Drive to ensure improved signage, and other efforts were in place this year to mitigate that the businesses had been cut off from foot traffic last year. Councillor Robertson noted that The Shores Condominiums had complained of vehicles u-turning in their driveway. Management advised that the condominium would be notified, and would have time for a conversation to resolve any concerns.

The *At Home In Bronte: Winter Edition* Muskoka Chair project had run from November 2020 through March 2021, as part of the BIA's COVID-19 response to bring people safely to Bronte. Fifty chairs had been set up in the park in a winter formation. Twenty chairs would now be added

to the 50 chairs, and all would be moved into a summer formation, being placed on the pier and in areas without grass or inhibiting park maintenance access.

The BIA had partnered with Arthouse Halton to oversee the sourcing and managing of the artists for the 20 additional chairs, which would be in place by the May 24, 2021 weekend. Management was seeking businesses in the district to place chairs in front of their storefronts, to encourage people to move through the area and to check out the chairs.

In winter 2021/22, 30 more chairs would be added, to take the total to 100. The chairs would again be set up in the park, in the winter configuration. Arthouse Halton would be responsible for disposing of the chairs at the end of the project in Spring 2022. Some would be sold through auction, as a fundraiser for Arthouse, and the rest would be donated to seniors' homes and community centres, as examples. In 2022, ideally the project would revert back to the original model that engaged community groups to do the art.

A Board Director commented that it was a great project that supported a sense of pride in the community and added that the social media campaign profiling the artists had been enjoyed.

4.3 Bronte Forward! Visioning Process – Update

Management advised that *Bronte Forward!* had launched last week for an eight (8) week run. The goal was to create a set of core community values, to influence the future for the Bronte BIA and community engagement with the BIA. The outcomes would form the foundation for the BIA's next three (3) year strategic plan, and for Town future planning and development.

Management had provided the Board with the project amplification package. Driving people to the survey would be the focus for the next eight (8) weeks, as it was the best way to collect the data. The goal was a minimum of 400 people to complete the survey; to date, 235 had completed the survey. A social engagement strategy, digital ads, and posters and decals for windows would be distributed, to maintain momentum to complete the survey. Community groups would be contacted, and the Board was advised to notify Management of other groups to engage with, to complete the survey or participate in focus groups. The survey was to be completed by everyone, by those who work and visit, as well as live in the community.

Councillor Robertson commented that it was an excellent survey, and questioned how younger demographic groups would be engaged to participate. Management responded that 80 Cities was managing the backend and would identify which demographic groups were not participating, and which were over-represented and adjust the outreach accordingly.

ACTION: Management to provide S. Wright with posters and decals for displaying in the RBC windows, and S. Wright to forward the online survey to RBC employees, for completing.

4.4 Town Update

Councillor S. O'Meara noted that it had been a very busy few weeks. He highlighted the following items.

The Town would be reviewing its code of conduct for boards and agencies on March 29, 2021. Management was aware of the changes proposed to the code. The Councillor commented that the Board should be aware of the Town's code of conduct as it related to this Board.

On March 24, 2021, the Councillor would be putting forward a motion to the Region of Halton to request that the province rectify the issue with the Ontario Small Business Support grant. There was a gap in access to subsidy support for businesses that were not open in 2019, and who could not show a loss in business in 2020.

The Chief Public Health official for Halton Region, Dr. Meghani, had ordered every restaurant, patio and service place to pre-screen and track all customers, and to ensure that only those living in the same household sat together. Communications would be distributed to the businesses on this item.

The row of parking spots in front of the Bronte Village mall would not be available for use from April to July 2021 because of construction. The work was looking good, but there was still a frustrating construction period.

Site plan approval and permits have not yet* been provided for the Amica seniors home on Lakeshore Road, as construction massing and organization have not been addressed yet. Once resolved, construction could begin in Summer 2021. Both Councillors planned to watch closely, to ensure that Lakeshore Road was not used as a construction staging area. **updated from meeting based on new information.*

The redevelopment of Lakeshore Road and East Street may move forward with a plan and development application in the next six (6) months.

A Board Director commented that the Lakeshore and Trafalgar RBC branch had been impacted by past significant road work, and questioned if any upcoming road work had been planned by the Town. The Director also noted seeing large signs posted during past construction times, to remind people that the businesses in construction zones were still open and should be supported. Councillor O'Meara confirmed that the Lakeshore Road Environmental Assessment was ongoing, to rebuild all of Lakeshore Road, add bike lanes, widen sidewalks, and improve the intersections and bridge. The work was being done in sections, and the Bronte section would be the last stage, estimated to begin in five (5) to ten (10) years. The Councillor confirmed that many signs could be installed.

In response to a Board Director question, Councillor O'Meara confirmed that Starbucks and a restaurant had been secured as the anchor tenants of the retail portion of the Bronte Village apartment, and that there was no urgency to lease the smaller spaces.

In regard to a question about the possibility of another government lockdown, the Councillor advised that case numbers had stagnated, but that numbers in hospital ICUs had risen, and that a lockdown now may ensure that all would be open for summer. The roll out of vaccines to area pharmacies was under the control of the provincial government, with the AstraZeneca vaccine being distributed to those public health units most in-need, and that Halton was not as in-need as other regions.

5.0 COMMENTS / ANNOUNCEMENTS

There were no items.

6.0 NEXT MEETINGS

The next meetings of the Board of Directors, to be held by videoconference from 8:00 a.m. to 9:00 a.m., were scheduled for the following dates:

- Tuesday, April 27, 2021;
- Tuesday, May 25, 2021; and
- Tuesday, June 22, 2021.

7.0 CLOSE

As there was no further business to conduct, the Chair declared the meeting closed at 8:40 a.m.

Director

Date

Director

Date