

BRONTE BUSINESS IMPROVEMENT AREA (BIA)

2360 Lakeshore Road West, Oakville



MINUTES OF THE BOARD OF DIRECTORS' MEETING

Tuesday, June 22, 2021 at 8:00 a.m.

Board Members

Cheryl Etherington, CGA	Chair
Shannon Fogarty, Tim Hortons	Treasurer
Paul Cates, Property Owner	Director
Rano Dandybaeva, The Flavour Fox	Director
Rose Luxton, Lakeside Livin	Director
Sean O'Meara, Councillor, Halton Region and Ward 1	Director

Regrets

Sherril Wright, RBC	Vice Chair
Dania Smiley, Dania Latina	Director

Management

Maureen Healey	Executive Director, Bronte BIA
Pravaen Birk	Membership & Communications Coordinator, Bronte BIA/Bronte Forward! Project Advisory Committee (<i>departed at 8:45 a.m.</i>)

Invited Guests

Ryan Mascarenhas	Bronte Forward! Project Advisory Committee (<i>departed at 8:45 a.m.</i>)
Shann McGrail	Bronte Forward! Project Advisory Committee (<i>departed at 8:45 a.m.</i>)
Don Pangman	Bronte Forward! Project Advisory Committee (<i>departed at 8:45 a.m.</i>)
Jayne Armstrong	8 80 Cities (<i>departed at 8:45 a.m.</i>)
Alycia Doering	8 80 Cities (<i>departed at 8:45 a.m.</i>)
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 8:06 a.m.

2.0 APPROVAL OF AGENDA

Item 5.4 Board Member Update was added to the agenda.

On a **MOTION** by S. O'Meara, **seconded** by S. Fogarty, **it was resolved** to approve the amended agenda.
The motion was carried.

3.0 GUEST PRESENTATION – 8 80 CITIES/BRONTE FORWARD!

The Board welcomed representatives of 8 80 Cities to provide the pre-report results of the *Bronte Forward!* visioning process. Members of the *Bronte Forward!* Project Advisory Committee were also welcomed, and were in attendance to hear the presentation.

J. Armstrong provided a PowerPoint presentation showing the results of the *Bronte Forward!* surveys and focus group workshops. The presentation included a proposed vision, key directions by theme and timelines for completion.

Board comments and feedback of the presentation were as follows:

- the vision captured the spirit of the discussions, the waterfront and the small business contribution to the area, and of what Bronte could be;
- the word ‘growth’ has differing definitions and implications. Growth in terms of people, change of demographics and sustainable growth, versus the growth of buildings, the built form and overdevelopment;
- clarification of expectations was required so the document did not mislead that the Bronte BIA mandate included provincial growth legislation;
- the Bronte BIA would not ‘own’ the document when it was finished but would implement parts and would turn it back to the community to manage and influence other parts;
- the vision was long and should, ideally, be eight (8) words or less;
- comfort, safety and joy were the key vision words and the rest should be part of the mission statement;
- this identified a starting point and included areas that the BIA had been discussing for a while. The Town has a vision, and the BIA must ensure that they were not moving in an opposite direction from the Town;
- Town representatives are on the Project Advisory Committee and would be involved in further wordsmithing of the document;
- established Oakville groups, such as the Bronte Newcomers Club, contributed on equity, diversity, being new to Oakville and visiting Bronte;
- the report did a good job of pulling together the diversity of the comments heard and the different thoughts of what Bronte could be;
- the ‘reliable’ messaging was appreciated for implying that a regular cadence of wonderful, exciting, educational things were happening in Bronte;
- the Power of Ten – 10 things are needed for a place to be an attraction was mentioned;
- use of inclusive in the report implied that Bronte may not be now and that was false; and
- it was noted in the workshops that businesses could be better at being reliable and consistent with the days and hours that they were open, to support the sense that there were multiple places to shop and visit.

The Board thanked 8 80 Cities for presenting the report. J. Armstrong advised that she would forward the report to Management for distribution to the Board and welcomed the Board to send their thoughts and perspectives on the report directly to her at jarmstrong@880cities.org.

The Board thanked the Project Advisory Committee for attending and advised that they would be contacted shortly to complete the identified wordsmithing of the report.

The representatives of 8 80 Cities and the *Bronte Forward!* Project Advisory Committee departed the meeting at 8:45 a.m.

4.0 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 May 25, 2021, as presented.

The motion was carried.

5.0 REPORTS

5.1 Financial

Treasurer, S. Fogarty, provided the Board with the May 2021 financial report. A written report and financial statements had been included in the meeting package.

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

The motion was carried.

5.2 Operating Plan – May 2021 Update

The Board received a written May 2021 update. Management highlighted that the focus had been on the *Bronte Forward!* project and on moving through the COVID-19 reopening phase. The BIA had received an 8-week Canada Summer Jobs grant and was seeking a person to collect economic development data. The Board was asked to notify any prospective local people about this employment opportunity.

5.3 Town Update

Councillor S. O’Meara updated that the patio program was in operation and that Farm Boy would be opened on Thursday, June 24, 2021, to much fan fair. The Developer was in the process of redoing the landscaping along Lakeshore Road and installing layby parking.

During the previous night’s Council meeting, it had been approved to not apply a charge to park at the beach parking area, and to open additional parking spots by the war memorial to help with parking congestion until September 2021. Signage would be installed and bylaw enforcement would monitor and direct traffic.

A special Council meeting would be held on Tuesday, July 6, 2021 to discuss the environmental assessment (EA) process for Lakeshore Road, and all comments would be welcomed. The Bronte portion was the final phase of the project, which could be ten years away.

The first preliminary 2022 budget meeting had been held yesterday and the process would continue until the end of 2021.

A Board Director noted that the pedestrian passageway from the yacht club to Bronte Road was in terrible, almost unsafe, condition. Councillor O' Meara advised that the passageway was owned by the condominium corporation; that they were required to maintain open access, and that the corporation was potentially incurring a liability if the conditions were unsafe. The Councillor would request that town staff contact the condominium about this item.

5.4 Board Member Update

The Chair updated that D. Smiley had verbally resigned from the Board of Directors, due to time conflicts. The Chair thanked D. Smiley for her interest and participation on the Board.

The Board discussed filling the Director vacancy now, versus waiting to fill the vacancy at the election to be held at in June 2022 at the time of the municipal election.

It was the consensus of the Board to instruct Management to seek and recommend to the Board a suitable person to fill the Director vacancy now, to ensure meeting quorum was available, and for the new Director to complete the remainder of the vacant Director's term.

6.0 COMMENTS / ANNOUNCEMENTS

There were no items.

7.0 NEXT MEETING

The next meeting of the Board of Directors was scheduled for Tuesday, July 27, 2021, at 8:00 a.m., to be held by videoconference.

8.0 CLOSE

As there was no further business to conduct, the Chair thanked everyone for attending and declared the meeting closed at 9:04 a.m.

Director

Date

Director

Date