



## **BRONTE BUSINESS IMPROVEMENT AREA (BIA)**

2360 Lakeshore Road West, Oakville

### **MINUTES OF THE BOARD OF DIRECTORS' MEETING**

Tuesday, September 28, 2021 at 8:00 a.m.

#### **Board Members**

Cheryl Etherington, CGA	Chair
Sherril Wright, RBC	Vice Chair
Paul Cates, Property Owner	Director ( <i>arrived at 8:30 a.m.</i> )
Rano Dandybaeva, The Flavour Fox	Director
Rose Luxton, Lakeside Livin	Director ( <i>arrived at 8:10 a.m.</i> )
Sean O'Meara, Councillor, Halton Region and Ward 1	Director

#### **Regrets**

Shannon Fogarty, Tim Hortons	Treasurer
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#### **Management**

Maureen Healey	Executive Director, Bronte BIA
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#### **Invited Guests**

Beth Robertson	Councillor, Ward 1
Ryan Mascarenhas	Goldwyn & Sons
Lynn Clay	Recording Secretary, INaMINUTE Ltd.

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### **1.0 CALL TO ORDER**

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

With a quorum of Directors in attendance, C. Etherington presided as Chair and called the meeting to order at 8:06 a.m.

### **2.0 APPROVAL OF AGENDA**

On a **MOTION** by S. Wright, **seconded** by S. O'Meara, **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 July 27, 2021, as presented.

**The motion was carried.**

## 4.0 REPORTS

### 4.1 BIA Staffing Update

The BIA Membership & Communications Coordinator had submitted his resignation effective Wednesday, September 29, 2021. Management advised that contractors would be hired to finish outstanding items through the December 2021 fiscal year end and a new coordinator would be hired for January 2022.

R. Luxton arrived at the meeting at 8:10 a.m.

### 4.2 Financials

#### 4.1.1 2021 Budget – September 2021 Update

The Board received the written budget update to September 30, 2021, prepared by Treasurer S. Fogarty, and the September 2021 financial statements. Management highlighted that the report had been prepared to the end of September 2021 to reflect the transfer date of the final levy installment and for budget planning purposes.

The Canada Summer Jobs Grant was \$3,000, rather than the requested \$5,000, due to program changes. The At Home in Bronte project overrun, due to the unplanned hiring of artists for a second year because of COVID-19 restrictions, would be offset by savings in other areas by year-end. The full amount budgeted for plants would be spent. Decorations spending was under budget because winter spending and lighting in the park were pending.

*On a MOTION by S. Wright, seconded by S. O'Meara, it was resolved to receive the September 30, 2021 financial report, comparative income statement and balance sheet, as presented.*

*The motion was carried.*

### 4.3 Operating Plan – Mid-September 2021 Update

The Board received a written update. Management updated, as follows:

- the Canada Summer Jobs student had completed a parking study that included the towing of vehicles. The outcome was that the BIA had little control over private parking, of how lots were signed and managed, but could control the marketing of the parking options. A new digital and hardcopy version of the parking map had been created, was being used by members and tracked;
- the town's two (2) year on-street parking pilot study (2019-2021) was being proposed to be extended by one (1) year, as the collection of true measurements had been difficult during COVID-19 shutdowns;
- the University of Toronto School of Cities project to review pedestrian public realm access had begun and would provide recommendations and study outcomes in March 2022;
- as the Oakville Chamber of Commerce had received \$100,000 funding, the I Love Local awareness campaign would be ongoing Oakville-wide in October-November 2021; and

- vacancies were growing (up to 21) and were being tracked. The retail gap list would be used to market for replacement businesses.

**ACTION:** Management to distribute to the Board the retail gap list once completed.

A Board Director asked that the parking postcards be updated to include that the RBC parking lot was available on Sundays for free parking. Vehicles could not park overnight but could park through the day to access the businesses. Management advised that the postcard would be updated next year, and that change would be included.

#### **4.4 Town Update**

Councillor S. O'Meara provided an update that highlighted the following:

- in accordance with the vaccine passports and mandates rolled out by the province on September 22, 2021, the town and region introduced vaccine mandates for employees. The Ontario Human Rights Commission clearly stated that creed and human rights excuses did not overrule the mandate and they supported that businesses, municipalities and the province had implemented vaccine mandates;
- vaccine mandate resources for businesses were available. Businesses could contact Management or the Councillors' offices to obtain guidance;
- an identified towing company had been charged and was going to court, with the potential outcome that their license could be revoked within the Town of Oakville;
- an update on the various developments included that the statutory public meeting for the 77 East Street proposal would be held on Monday, October 4, 2021;
- the new owners of the Desjardins building had held initial conversations with town staff and the Councillors who requested that the ground floor include additional retail than had been proposed; and
- Market Square landscaping had recently been done but, otherwise, there had been little movement on the property.

A Board Director asked how many retail units had been allocated in The Village rental development. The Councillor advised that the main floor included five (5) retail locations and the tenants were not known as yet. Retail along Bronte Road would extend to the driveway of the development and retail would be in the two (2) main buildings in the front.

The Board Director also asked if the actual occupation rate of the 480 rental units of the two (2) buildings was known. The Councillor knew that some residents had moved in, that more were scheduled to move in and that there had been a wait list for occupancy.

In response to another question, the Councillor advised that the Bogarts corner had applied to develop a six-storey condominium with 188 units and 230 parking spots. Site plan approval may take until early 2023. There would be street facing retail on Lakeshore Road and less retail along south Bronte Road, where the entrance into the condominium was planned. Staff would work with the developer on the design to ensure continuity of the commercial area.

Management updated that a condominium sales office was being built at West End Social.

The LCBO store planned for Bronte Road, where Starbucks was to go in The Village, had also backed out. The Councillor thought that the LCBO was closing stores due to online sales going well.

## **5.0 NEW BUSINESS**

### **5.1 New Board Member**

The Chair announced that Ryan Mascarenhas of Goldwyn & Sons had agreed to join the Board of Directors to fill the Board vacancy through October 2022.

*On a **MOTION** by R. Dandybaeva, **seconded** by S. Wright, **it was resolved** to approve the appointment of Ryan Mascarenhas to the Board of Directors.*

***The motion was carried.***

The Board welcomed R. Mascarenhas. R. Mascarenhas advised that he had been involved in the visioning process, saw the changes that a group could make, and was looking forward to being a part of the Board team and getting more involved in community issues.

### **5.2 Bronte Forward Final Report**

*The Bronte Forward Visioning Strategy* final report had been included in the meeting package. Management thanked everyone for their assistance throughout the process, noting that the community had been very engaged in the process. Participation numbers had been exceeded for online involvement and had been met for one-on-one interviews and focus groups. The visioning document would shine a light on the changes to come, was inspirational and aspirational, and gave common language to be used. The results would be shared with everyone who had been involved in the process. The results were a guidepost for the BIA and others to use. A one-pager document would also be distributed and would be posted on the website.

The Board thanked Management, commenting that it was a great document that brought focus to what the Board was trying to achieve in Bronte.

A Board Director asked how it would be ensured that this document remain top of mind in future discussions about activities to be held in Bronte. The survey participants had made recommendations for the community and how would the BIA ensure those plans. Management responded that the visioning process provided the big picture. The Board would be guided by the draft three (3) year strategic plan, developed to provide focus for the next three (3) years, and the operating plan, to provide focus at a tactical level for the next year.

*On a **MOTION** by S. Wright, **seconded** by R. Dandybaeva, **it was resolved** to approve Bronte Forward! A Visioning Strategy for Bronte Village, as presented.*

***The motion was carried.***

### **5.3 Draft 3-Year Strategic Plan**

The Board received the Bronte BIA Strategic Plan (2022-2024). Management detailed that the visioning document and three (3) year strategic plan had been stitched together, noting that this would be reviewed annually and would be the BIA's focus for the next three (3) years. The wording was consistent with the visioning document.

### **5.4 Draft 2022 Operating Plan**

The Board received the Operating Plan: 2022. Management noted that the same consistent wording from the draft strategic plan had been imbedded in the one (1) year plan. The goals remained the same but the milestones and metrics would change yearly. This document could be approved at the next meeting and it would come back to the Board each month to report on the status of the achievements.

A Board Director asked Management to elaborate on conversations held with the town regarding the use of Bronte Market Square once it was open next year, and the use of the space by third-party groups. Management confirmed that had been a discussion with the town, and specifically regarding the town's management plan for the space. The BIA did not want to manage the space but did want a say in how the town would manage it, and knowing what the parameters for use where so the BIA could send suitable groups to the town to book the public space.

Another Director asked if events had been suggested by the business community through the survey. Management advised that instead of big one (1) day events, there was support for smaller events, of a non-specific nature, to be held all year long. The BIA could drive that preference and could invite events.

**ACTION:** The Board to review the draft three (3) year strategic plan and draft 2022 operating plan document in advance of providing approval for each at the next Board meeting.

P. Cates arrived at the meeting at 8:30 a.m.

### **5.5 Draft 2022 Proposed Budget**

The Board received the 2022 proposed draft budget. This would be approved by the Board at the October 2021 meeting, would go to the town by November 2021 to be approved by council at the December 2021 meeting.

Management provided the Board with a review of the 2022 BIA budget draft. A 2% levy increase was proposed, as had been done in 2021, to keep up with the rate of inflation and to keep revenue aligned with cost increases. Management recommended that the healthy reserves be accessed, to invest in the economic development piece of the Bronte visioning process.

### **5.6 Community Investment/Sponsorship Proposal**

A Community Investment/Sponsorship Proposal was included in the board package. Management recommended that some of the BIA marketing funds be redirected to implement a

community investment/sponsorship program. This would financially support external third-party non-profit groups to stage outdoor events and activities, in exchange for them marketing Bronte and providing resulting data. An example was Art in the Park. The BIA would set the criteria and the financial support level, as leverage funding rather than sole financial support for the event. Monies for this would be redirected from the marketing direct advertising line, as other groups would be advertising for the BIA. A great outcome of the proposal was that the BIA would be able to identify the impact of the financial investment and impact of the events as the third parties would collect that data.

A Board Director questioned if events that returned over several weeks rather than one (1) time events were preferred, to drive more opportunities to the businesses. Management clarified that it could be one (1) group doing something ten (10) times over the summer or ten (10) groups doing something once. Four (4) events would be the minimum, and the groups were required to be non-profit. The community would be informed once the document had been approved. The document would be posted on the website. It was noted that the Downtown Oakville BIA was trying to move in a similar direction regarding events, and Management was happily sharing the Bronte BIA model with them.

*On a MOTION by S. O'Meara, seconded by R. Mascarenhas, it was resolved to approve the Community Investment/Sponsorship Program proposal, as presented.*

*The motion was carried.*

## **6.0 COMMENTS / ANNOUNCEMENTS**

### **6.1 Parking Permits for Construction on Bronte Road**

A Board Director commented that there had been construction on Bronte Road for the last two (2) weeks and that permits had been issued for every parking spot in front of the businesses. The parking garage was under construction at the same time, resulting in all parking options being eliminated. The Board Director also noted that the new garbage cans in the area were covered in concrete due to the condominium garage construction.

**ACTION:** Management to follow up with the town regrading how the public parking had been approved at the same time that private parking was being reduced.

## **7.0 NEXT MEETINGS**

The next meeting of the Board of Directors was scheduled for Tuesday, October 26, 2021, at 8:00 a.m., to be held by videoconference.

The Annual General Meeting (AGM) was scheduled for Tuesday, November 23, 2021, at 8:00 a.m., to be held by videoconference.

## **8.0 CLOSE**

As there was no further business to conduct, the Chair declared the meeting closed at 9:08 a.m.