



**BRONTE BUSINESS IMPROVEMENT AREA (BIA)
2360 Lakeshore Road West, Oakville**

ANNUAL GENERAL MEETING

MINUTES OF THE ANNUAL GENERAL MEETING OF MEMBERS of Bronte Business Improvement Area (BIA), held virtually on Tuesday, November 23, 2021, at 8:00 a.m.

Representing the Board of Directors

Cheryl Etherington, CGA	Chair
Sherril Wright, RBC	Vice Chair
Shannon Fogarty, Tim Hortons	Treasurer
Paul Cates, Property Owner	Director
Rose Luxton, Lakeside Livin	Director
Rano Dandybaeva, The Flavour Fox	Director
Ryan Mascarenhas, Goldwyn & Sons	Director
Sean O'Meara , Councillor, Halton Region and Ward 1	Director

Representing other Voting Members

John Piper, McDonalds
Prabh Banga, Shoppers Drug Mart

Representing Property Management

Maureen Healey Executive Director, Bronte BIA

Invited Guests

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

1.0 WELCOME AND CALL TO ORDER

Due to the COVID-19 pandemic, the Annual General Meeting (AGM) for Members was held virtually.

Prior to calling the meeting to order, S. Etherington detailed the rules of virtual etiquette. Participants were asked to keep themselves on mute and to rename themselves onscreen to identify if they were voting members. To make motions, participants were to wave their actual hand, type in the chat box or to unmute and state their name. Following a motion, the Chair would ask if anyone opposed the motion, and silence would be seen as support.

Board Chair, S. Etherington, welcomed everyone to the AGM, provided a brief introduction of herself and advised she would be the Chair for today's meeting.

The meeting was called to order at 8:10 a.m.

In accordance with the Bronte Business Improvement Area Constitution, quorum for the AGM or any Special Meeting was 10 members. With 10 members in attendance, the Chair declared that meeting quorum had been achieved and that the meeting could be conducted.

The Chair asked for any conflicts of interest. None were declared. The meeting package had been distributed the prior week.

The Chair introduced herself, the Board of Directors, Management and the invited guests.

2.0 APPROVAL OF AGENDA

The agenda had been distributed in the meeting package.

On a MOTION by Sherril Wright, seconded by Shannon Fogarty, it was resolved to approve the presented agenda.

The motion was carried.

3.0 APPROVAL OF PAST ANNUAL GENERAL MEETING MINUTES

The minutes of the Annual General Meeting held on November 24, 2020 had been distributed in the meeting package.

On a MOTION by Sean O'Meara, seconded by Paul Cates, it was resolved to approve the minutes of the Annual General Meeting held on November 24, 2020, as presented, and to adopt the minutes to record.

The motion was carried.

4.0 2020 YEAR IN REVIEW and 2021 YTD REPORT

The Chair provided a review of the 2020 accomplishments.

Due to COVID uncertainties, the BIA, like all organizations, had to re-prioritize its plans and be flexible. Over the past two years, the BIA has taken a leadership role through Maureen Healey, Executive Director, in chairing the Oakville Economic Recovery & Resiliency Group that includes the other two BIAs, Chamber of Commerce, Visit Oakville, Halton Small Business and the Town's Economic Development staff. The group has focused on quickly expanding patio options for restaurants the past two summers, running a Town-wide Welcome Back, Oakville campaign and, more recently, an 'I Love Local' marketing campaign, securing additional funding for the Digital Main Street program, hosting a Town-wide Taste of Oakville restaurant program, and advocating to municipal and other levels of government on behalf of our members.

For the past two (2) years, because of distancing requirements, the BIA could not deliver the usual Muskoka chair project. To pivot, the BIA hired 35 local artists to paint 100 chairs, which have been installed since fall 2020. The *At Home in Bronte* project was supported through a partnership with Art House Halton and Sheridan College. The art installation became a great branding and marketing opportunity for the BIA at a time when it was challenged to support in-person activities due to COVID-19 health and safety guidelines. The *At Home in Bronte* Muskoka chairs have been a successful and safe way to encourage locals to get outside, including in winter, and to keep the BIA businesses top of mind while enjoying the artwork. Pedestrian counts, particularly in the park, increased 100% last winter. The Town of Oakville's efforts in clearing snow from the park pathways and maintaining the park washrooms supported the high visitor numbers.

Other projects completed in 2020 included updating the BIA website, filling the vacant Membership & Communications Coordinator role and updating the contact list of property owners and tenants to enhance member communications.

The biggest project invested in in 2021 was the Bronte Forward! community engagement visioning process. Close to 800 people completed the online survey and more than 100 residents, business owners and equity-seeking groups attended focus groups or one-on-one interviews to provide their big picture visions, used to form the basis of the new three (3) year strategic plan created this year.

5.0 PRESENTATION OF THE 2020 AUDITED FINANCIAL STATEMENTS

The Chair called on the Treasurer, Shannon Fogarty, to report on the 2020 audited financial statements.

The Treasurer advised that the 2020 Audited Financial Statements had been prepared by KPMG and were included in the meeting package. No anomalies or discrepancies had been identified in the report. The Board of Directors had reviewed and approved the audited financial statements in April 2021 and the Town of Oakville Council provided the final approval in July 2021.

On a MOTION by Shannon Fogarty, seconded by Sean O'Meara, it was resolved to receive the audited financial statements for the year ended December 31, 2020, as presented.

The motion was carried.

6.0 APPOINTMENT OF AUDITOR FOR 2021

The Treasurer noted that the financial statements were audited annually by an outside consultant and advised that the Board had been satisfied with the performance of the independent auditor, KPMG.

On a MOTION by Shannon Fogarty, seconded by Sherril Wright, it was resolved that KPMG LLP be appointed Auditor of the Corporation, to hold office until the close of the next Annual General Meeting of the members, or until their successors were appointed, at a remuneration to be fixed by the Board and that the Board was hereby authorized to fix such remuneration at a duly called meeting of the Board.

The motion was carried.

7.0 NEW BUSINESS

7.1 Bronte Forward! Vision

The Chair welcomed Management, Maureen Healey, Executive Director, to report on the community engagement project.

Management stated that the Bronte Forward! community engagement process had been the BIA's biggest focus of the year. The BIA, in partnership with the nonprofit 8 80 Cities, connected with the community and with under-represented groups to compile a collective understanding of the future of Bronte. It was noted that the community engagement process had been challenged by COVID-19 pandemic-related in-person rules, but the resulting virtual engagement had exceeded all expectations.

The vision, *Bronte is a vibrant community where everyone is welcomed and everything you need is here*, was discussed, resulting in a focus on this being a walkable and connected community, with a local vibrant economy, inclusive, and welcoming of change.

Management directed the membership to the "About" section of the website, www.bronte-village.ca, to read more detailed information on [Bronte Forward!](#)

7.2 Three (3) Year Strategic Plan

Management detailed that the Bronte Forward! visioning had presented future concepts that were used to provide definition for the BIA's new three (3) year strategic plan (2022-2024). For the next three (3) years, the Board and Management would specifically focus on an enhanced experience, on making Bronte more livable, on a vibrant economy, and the BIA being an effective organization.

On a MOTION by Paul Cates, seconded by Sherril Wright, it was resolved to receive the Bronte Forward! Vision and Three (3) Year Strategic Plan, as presented.

The motion was carried

7.3 2022 Operating Plan and 2022 Budget

The 2022 Operating Plan was presented with specific projects identified, including beautification, promotion of parking options, working with the town on evaluating the (2019) parking pilot, *At Home in Bronte* as a community project, and summer patio extensions.

New areas of focus would include sponsorship of third-party groups to organize and deliver festivals and events and to provide the data to show the impact of their events on the BIA vs the association organizing them. In addition: working with the Town on the Bronte Market Square public space, creation of an issues and policy advisory council of engaged people to make recommendations to the Board, member engagement, mitigation strategies to reduce impacts of impending construction, economic development to offset growing vacancy rates, and retaining and recruiting BIA businesses.

The Chair invited the Treasurer to speak on the accompanying 2022 budget.

The Treasurer detailed that the 2022 budget supported the 2022 Operating Plan that had just been presented. The 2022 budget had been approved by the Board at the November 2021 meeting. Following the AGM, the 2022 BIA budget would be forwarded to the Town for council approval in December 2021. The audited financial statements for 2021 would be received in March 2022.

The 2022 BIA budget revenues include \$358,530 in levy revenue, which represented a 2% increase, and a \$20,000 investment from the reserves for economic development activities. Budget expenses included a \$20,000 reallocation of funds from marketing to support the third-party event and festival sponsorship program, and the maintenance of funds for beautification.

*On a **MOTION** by Shannon Fogarty, **seconded** by Sherril Wright, **it was resolved** to receive the 2022 Operating Plan and Budget, as presented.*

The motion was carried

8.0 TERMINATION OF MEETING

The Chair thanked everyone for attending the AGM.

*On a **MOTION** by Sherril Wright, **seconded** by Paul Cates, **it was resolved** to terminate the Annual General Meeting of the Bronte BIA at 8:32 a.m., as there was no further business to conduct.*

The motion was carried.