



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

2360 Lakeshore Road West, Oakville

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

Tuesday, November 2, 2021 at 8:00 a.m.

#### **Board Members**

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

#### **Regrets**

Sherril Wright, RBC	Vice Chair
Rose Luxton, Lakeside Livin	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.

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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 8:02 a.m.

### **2.0 APPROVAL OF AGENDA**

*On a **MOTION** by S. O'Meara, **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 P. Cates, **seconded** by R. Dandybaeva, **it was resolved** to approve the minutes of the Board of Directors' meeting held on September 28, 2021, as presented.  
**The motion was carried.***

## 4.0 REPORTS

### 4.1 Financials

#### 4.1.1 2021 Budget – October 2021 Update

The Board received a written budget update to October 31, 2021, prepared by Treasurer S. Fogarty, and the October 2021 financial statements. The Treasurer summarized the report details, noting that the BIA levy transfers were on schedule, with the last payment being received on September 30, 2021.

*On a **MOTION** by S. Fogarty, **seconded** by P. Cates, **it was resolved** to receive the October 31, 2021 financial report, comparative income statement and balance sheet, as presented.  
**The motion was carried.***

### 4.2 Operating Plan – September/October 2021 Update

The Board received a written report. New updates were highlighted in yellow. Management added that for the At Home project, 30 new chairs were being installed today and tomorrow in the park and retail district bringing the total to 100. The BIA would do the promotion and artist profiles throughout the winter months. Project partners were Art House Halton, Sheridan College and the town, who would do extra plowing and maintain the park washrooms through winter.

U of T School of Cities completed an area walkabout last week and were on track to provide their report on improving walkability in March 2022.

Management provided an update on the BIA business vacancies (24). The member list was now complete and was being used for a member segmentation strategy. Members had been segmented into four (4) categories based on their engagement with the BIA. In the next year, Management would focus on the top three (3) groups to increase BIA association engagement.

A Board Director noted that the town had done a really good job of keeping the park clean through the summer.

*On a **MOTION** by P. Cates, **seconded** by R. Dandybaeva, **it was resolved** to accept Management's Operating Plan Report, as presented.*

***The motion was carried.***

### 4.3 Town Update

Councillor S. O'Meara reported that council had passed the updated Bronte Mass Transit Station Area plan. The region would approve it early next year and it would then be sent to the province for final approval. Many developments were currently in process and recommendation reports would be expected in January and February 2022. A visit was scheduled for this week, for Councillors', BIA and town staff to view the design details for the new Bronte Market Square.

*On a **MOTION** by R. Dandybaeva, **seconded** by P. Cates, **it was resolved** to receive Councillor O'Meara's Town Update Report, as presented. **The motion was carried.***

## **5.0 NEW BUSINESS**

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

The Board reviewed the draft Bronte BIA Strategic Plan (2022-2024). Management detailed that the vision, mission and goals would remain the same and that the milestones would be changed annually as they were met.

*On a **MOTION** by S. O’Meara, **seconded** by S. Fogarty, **it was resolved** to approve the 3-Year Bronte BIA Strategic Plan, as presented.*

***The motion was carried.***

### **5.2 Draft 2022 Operating Plan**

The 2022 Operating Plan draft had been included in the meeting package. Management provided the Board with plan highlights, including working with the town to obtain enhanced cleaning in the summer months, working with property owners to maintain their properties, being involved in the Town’s patio standards review process, increasing 3<sup>rd</sup>-party event sponsorship to a minimum of eight (8) events, working with the Town on the management plan for the Bronte Market Square, making the streets walkable, improving wayfinding, and a focussed outreach to property owners.

In response to a Board Director question, Management noted that parking had been included in the visioning process and had been identified as a major area of focus in the strategic and operating plans. The BIA plans to create a policy and advocacy advisory council as a feeder group that could eventually join the Board, and Management suggested that this council could provide input on parking, among other issues, rather than creating a separate parking committee. Focus would be on marketing parking options, maintaining inventory and having a voice with the Town on parking.

### **5.3 Draft 2022 Proposed Budget**

The Treasurer, S. Fogarty, provided the Board with a summary of the proposed 2022 budget. Revenues included a 2% levy increase combined with an investment of \$20,000 from the Reserve Fund. The BIA had applied for a My Main Street Local Business Accelerator grant to hire a staff person for one (1) year to create and implement an economic recovery plan. The Treasurer detailed the budget expenses.

A Board Director noted that \$205,000 for administration was a large part of the budget and questioned if staff could be hired as part-time rather than full-time. Management responded that the staff allotment was slightly higher in this budget because there was uncertainty of the market for rehiring for the Membership and Communications Coordinator position, and stated that full-time staff provided consistency, loyalty, continuity, and good value to the organization. People were the biggest cost but without the people the other work would not get done. The Chair added that the administration line also included the rent, utility and all operating costs for the office.

*On a **MOTION** by R. Dandybaeva, **seconded** by S. O’Meara, **it was resolved** to approve the 2022 Operating Plan and Budget, as presented.*

***The motion was carried.***

*M. Healey temporarily departed the meeting at 8:43 a.m.*

**5.4 Salary Adjustment**

Discussion was documented in the private and confidential minutes

*M. Healey returned to the meeting at 8:49 a.m.*

**6.0 COMMENTS / ANNOUNCEMENTS**

**6.1 Christmas Tree Lighting - Status**

Due to the uncertainty of the pandemic, this year’s focus had been completely on the At Home chair project. For next year, a tree lighting could be planned for the new Bronte Market Square. Management noted that a few additional snowflake lights and hanging Christmas baskets were being installed in the district.

Councillor O’Meara advised that the region of Halton and the provincial medical officers of health were not promoting public gatherings and large events as yet and were recommending that people continue to socially distance. Councillor Robertson added that there would be no Santa Claus parade this year and that a December 10, 2021 drive through Coronation Park and toy drive would again be held.

**7.0 NEXT MEETINGS**

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

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

- Tuesday, January 25, 2022
- Tuesday, February 22, 2022
- Tuesday, March 22, 2022
- Tuesday, April 26, 2022
- Tuesday, May 24, 2022
- Tuesday, June 28, 2022

**8.0 CLOSE**

With no further business to conduct, the Chair declared the meeting closed at 8:55 a.m.

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Director

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Date

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Director

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Date