



Beautification-Public Realm Coordinator

May 2022 – August 2022

The Organization

A Business Improvement Area (BIA) is an association of business people within a specified district who join together, with official approval of the Municipality, in a self-help program aimed at stimulating local business. As a local Board reporting to the Municipality of the Town of Oakville, the Bronte BIA operates in line with its annual business plan and budget approved by its elected Board of Directors. Its mandate is to promote economic prosperity within its commercial core boundaries through marketing, beautification, advocacy, economic development and tourism promotion.

Position Background

The Bronte Village district, located on the shores of Lake Ontario in Oakville, is home to 30,000 residents and 200+ small businesses. It is undergoing a major transformation that will evolve the residential, commercial and tourism aspects of the neighbourhood over the next 20 years. With a new residential development opening June 2022 welcoming 500 new residents, four major re-development projects imminent and the impacts on small businesses due to COVID-19, Bronte is changing to meet the demands and challenges of the next generation.

To prepare for, champion and manage this change, the Bronte BIA led a visioning exercise called [Bronte Forward!](#) in 2021 to engage the community in creating a collective dream of what the area will look, feel, smell and taste like in 2040. Its vision is to evolve Bronte into a 15-minute neighbourhood.

A key focus coming out of [Bronte Forward!](#) is 'walkability & connectivity.' This includes enhanced beautification and cleanliness, public realm activations and recurring community engagement as part of economic development efforts to retain and recruit preferred businesses that serve locals' needs.

Strategically, the BIA has reallocated marketing dollars into a [Community Investment](#) program that will fund non-profit organizations to activate the public realm with small and medium-sized events and activations vs the BIA leading these activities. The BIA will provide some staff resources to event organizers.

The Beautification-Public Realm Coordinator will play a vital role in bringing these initiatives to life.

Specific Responsibilities:

- Monitor public areas and report any issues to appropriate regional or municipal authorities, including but not limited to: illegal dumping, overflowing garbage receptacles, weeds, flooding, tripping hazards, etc.
- Conduct daily micro-litter cleaning throughout the district.
- Assist with coordination and installation of seasonal and ongoing beautification elements by taking measurements, mapping out streetscape elements, tracking usage etc.
- Provide outdoor activation assistance to partner organizations and BIA-led projects that animate the public realm.
- Coordinate BIA projects related to the public realm that support strategic priorities, such as cycling access, parking promotion, walking safety and more.
- Create work plans to establish target audiences, measurable objectives, tactics and measurement of each major responsibility/project.

Tasks:

- Review all aspects/outcomes of the [Bronte Forward!](#) vision, 3-year strategic plan and annual operating plan
- Research and write event and business profiles for social media platforms
- Pickup up micro-litter and debris from sidewalks
- Light weeding of tree wells and sidewalks
- Once weekly cleaning and inspection of the [At Home in Bronte](#) Muskoka chairs
- Assist with coordination of public realm activations by funded partners, including daily installation and removal of tables & chairs, liaising with partners to ensure compliance with funding agreements, and taking photos and writing stories about the events
- Contribute as required to post-COVID re-opening strategies, campaigns and/or events

Language required

English

Additional languages an asset

Hourly Wage

\$18/hour

Hours

35 hours/week, May 2022 to August 2022; some evening and weekend work may be required; would be negotiated.

Qualifications

- Currently enrolled in a post-secondary education program
- Excellent organization and time management skills required to manage multiple projects at once
- Outstanding oral communication skills to liaise with partner organizations, business owners/operators, members of the public and board members
- Ability to work outside standing or walking for extended periods of time
- Ability to collect and dispose of micro-garbage
- Ability to load and unload small tables & chairs daily
- Demonstrated ability to effectively prioritize and meet deadlines
- Experience with event organization, including site plans, timelines and staging
- Ability to collect and manage data about activities in the public realm
- Strong judgement and decision-making skills

Assets:

- Background in environmental science, urban planning, geography or architecture
- Experience in customer service and/or sales or tourism
- Live in the local area
- Ability to work independently and as part of a small team
- Confidence in talking to strangers
- Eager to learn and be mentored

COVID-19 Measures

As provincial health & safety measures allow, this position will work out of the Bronte BIA office. One or two other staff members will be working onsite and/or working alternate days. The office allows for physically separated office space more than 2m apart for both the student and other staff with the ability to move about within the office (kitchen, 2 washrooms) safely and apart wearing masks.

Staff/student will follow daily routines to clean their workspace and common areas prior to starting work and after being outside the office.

While the office is a street-level storefront, the front door to the office remains closed. Any visitors or inquiries will be done through the closed glass door, via telephone or email.

As needed, the student will have access to an onsite computer and/or some online work can be done at home as computer access allows. The majority of work requires being outside in the district moving, standing, and observing for periods of time.

When out in the neighbourhood liaising with business owners, all Personal Protective Equipment precautions will be provided and followed, including teaching the student how to maintain physical distancing and the wearing of non-medical masks when physical distancing cannot be maintained. The student will not be expected to enter premises that do not follow current health & safety protocols and/or if they don't feel safe to do so.

If feeling unwell, the student will be required to remain at home; other staff will follow the same protocol.

Note: as restrictions are eased and/or ramped back up, the BIA will follow the direction of Halton Region Public Health.

Parking

Parking costs are not covered; however, free parking is available in nearby lots. Bronte is accessible by the No. 3/3A and No. 14/14A Oakville Transit buses.

To Apply

Submit a cover letter and resume by Friday, April 8, 2022 to Maureen Healey, Executive Director, Bronte BIA, via info@brontevillage.net. Applications will be considered on a rolling basis.