



BRONTE BUSINESS IMPROVEMENT AREA (BIA)

2360 Lakeshore Road West, Oakville

MINUTES OF THE BOARD OF DIRECTORS' MEETING

Tuesday, January 25, 2022, at 8:00 a.m.

Board Members

Cheryl Etherington, CGA	Chair
Sherril Wright, RBC	Vice Chair
Shannon Fogarty, Tim Hortons	Treasurer
Rose Luxton, Lakeside Livin	Director (<i>arrived at 8:17 a.m.</i>)
Sean O'Meara, Councillor, Halton Region and Ward 1	Director
Rano Dandybaeva, The Flavour Fox	Director

Absent

Paul Cates, Property Owner	Director
Ryan Mascarenhas, Goldwyn & Sons	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.

1.0 CALL TO ORDER

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

With quorum present, C. Etherington presided as Chair and called the meeting to order at 8:05 a.m.

2.0 APPROVAL OF AGENDA

On a MOTION by S. O'Meara, seconded by R. Dandybaeva, it was resolved to approve the presented agenda.

The motion was carried.

3.0 APPROVAL OF MINUTES

On a MOTION by S. Wright, seconded by R. Dandybaeva, it was resolved to approve the standard and private and confidential minutes of the Board of Directors' meeting held on November 2, 2021, as presented.

The motion was carried.

4.0 REPORTS

4.1 Financials

4.1.1 December 2021 Income Statement and Balance Sheet

The Treasurer, S. Fogarty, advised that the Bronte BIA year end was December 2021 and that the preliminary financial statements, to December 31, 2021, had been included in the meeting package. The annual financial statements would be audited in February 2022, as part of the Town of Oakville's audit process. All invoices had been paid and no material changes were expected. The Treasurer provided a review of the comparative income statement and balance sheet. The levy had been received in full and on time by October 31, 2021.

The Chair commented that there had been no payroll accruals for 2021, while there had been a payroll accrual last year. Management explained that it was due to the timing of the final payroll payment. This year the final payroll was on December 31, 2021, so no accrual was required. The audit fees were an oversight and would be adjusted in the auditing process. No expenses were required under website as all changes and updates had been covered within the terms of the website contract. Management confirmed that all of the winter street decoration expenses had been included in the enhanced experience account.

*On a **MOTION** by S. Fogarty, **seconded** by S. O'Meara, **it was resolved** to receive the preliminary December 31, 2021 comparative income statement and balance sheet, as presented.*

The motion was carried.

ACTION: Management to include in the monthly financial package a balance sheet comparison of the current year to the previous year.

4.1.2 2022 Budget – Draft Revised with 2021 Actuals (Unaudited)

The 2022 Bronte BIA budget, created in October 2021, had approved by the Board and accepted by the Membership in November 2021. The Treasurer presented a revised 2022 Bronte BIA budget to the Board. The major change was a \$50,000 grant from My Main Street for the 2021 At Home In Bronte project. The grant award monies would be received in 2022. The Treasurer detailed that the 2022 budget included monies for the Winter 2022 At Home project, for the hiring of artists, if pandemic rules prevented the public from being permitted to work on the chairs.

*On a **MOTION** by S. Fogarty, **seconded** by S. Wright, **it was resolved** to approve the Revised 2022 Budget, as presented.*

The motion was carried.

4.1.3 Audit

The Treasurer updated that the 2021 audit was scheduled to be completed in mid-February 2022 by KPMG LLP and confirmed that the BIA accountant had prepared all required documents.

R. Luxton arrived at the meeting at 8:17 a.m.

4.2 Operating Plan – December 2021 Update

The Board received a written report with December 2021 updates highlighted in yellow. Management noted the following additional updates to the December 2021 plan:

- winter patios would not be offered as indoor dining was being permitted as of January 31, 2022, in accordance with the relaxed Ontario Roadmap to Reopen;
- outdoor patios would be planned/permitted to open as of April 1, 2022;
- due to commercial vacancies, the movement of some businesses was beginning as existing businesses looked to move to different sized spaces. Management was assisting by making connections;
- Taste of Oakville was starting February 15, 2022. To date, eight (8) Bronte restaurants were participating, with most of them offering take-out only. Restaurants were being impacted by staffing shortages;
- Taste of Oakville had added a contest component this year. Restaurant patrons had a chance to win tickets to a March 31, 2022 concert at The Performing Arts Centre;
- rapid tests were not able for use by the businesses due to supply shortages. The Chamber expected to receive rapid tests in March 2022, for distribution to businesses; and
- a Bronte BIA Membership and Communication Coordinator staff person had been hired and would start next week in the role.

*On a **MOTION** by S. O’Meara, **seconded** by R. Dandybaeva, **it was resolved** to accept the Treasurer Report and Management’s Operating Plan Report, as presented.*

The motion was carried.

4.3 Town Update

Councillor S. O’Meara provided an update that included the following:

- the town would be approving the BIA budget at the next council meeting;
- complaints had been received about snow removal. BIA businesses should be attended to first and Management was to alert either Councillors if areas had been overlooked;
- although COVID-19 had affected staffing numbers, town staff were working hard to process the applications received from restaurants for outdoor patio permits;
- many emails were being received regarding the regional Integrated Growth Management Strategy. Regional council had been requested to provide the province with a plan of where people would live up to 2051. Proposed boundary expansions onto agricultural land for employment and some residential uses were being opposed in favour of intensification of the current built form. Future development applications may soon reflect the proposed increased density direction expected to be received from the province;
- development applications continued to be submitted; and
- Dorothy St. George, Director, Economic Development and Corporate Strategy, Town of Oakville, would retire in February 2022. Dorothy was a champion for small businesses and her support would be missed. The new Director would be introduced to the Board once that person had moved into the position.

On a **MOTION** by R. Dandybaeva, **seconded** by S. O’Meara, **it was resolved** to receive Councillor O’Meara’s Town Update Report, as presented.

The motion was carried.

5.0 NEW BUSINESS

S. Wright took over as Chair.

5.1 Christmas 2022

C. Etherington commented that Bronte had no sparkle or life this past Christmas. The gazebo in the park had no lights on it and the night shopping event had not been well advertised and had been impacted by bad weather. The street snowflakes were even soft in colour. Surrounding areas were well lit up and looked vibrant. C. Etherington asked the Board to consider ideas to make Bronte an area that people wanted to visit. She had attended a successful Christmas market in another town and suggested that a market be considered to bring people to the community. Planning for Christmas 2022 would need to start soon, so there would be time to brainstorm ideas. The BIA mandate was to not run events, but Christmas was a season rather than an event. Councillor Robertson added that the councillors had received feedback about how unremarkable the Bronte BIA had been compared with the neighbouring BIAs, and that a major draw would be needed to bring people back to Bronte next Christmas. Other Board Director comments included that the opening of Market Square could be emphasized, that Christmas was a make-or-break season for most businesses, and that a dialogue was needed of how Bronte could be a tourist attraction.

C. Etherington requested support for the formation of a committee, to include Board Directors and BIA Members, to present ideas to the Board. C. Etherington, S. Wright and R. Luxton indicated their interest in joining a committee. BIA Members would be asked to consider joining the committee.

Management advised that a number of grant proposals were in process of being submitted, with the outcome of those grants to be known in spring 2022. The Reconnect grant could be used to do beautification lighting in the new Market Square. Once the grant awards were known in spring 2022, a committee could be struck and allocated a budget to work within. As of now all budget funds had been otherwise allocated. A Board Director commented that BIA reserve monies could be used to pay an outside firm to organize a market on behalf of the BIA. Management responded that the BIA focus was on community investment by engaging others to do activations and events. The BIA could do installations that did not require heavy labour/heavy lifting, but funds were available for others to do that.

It was the consensus of the Board that Christmas 2022 would be deferred to April 2022, to be further discussed once grant awards were known.

ACTION: Management to update the Board each month on the progress of Market Square, and how the space could be used during the winter months.

S. Etherington resumed as Chair.

6.0 COMMENTS / ANNOUNCEMENTS

There were no comments or announcements.

7.0 NEXT MEETINGS

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

- 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 8:47 a.m.

Director

Date

Director

Date