



BRONTE BUSINESS IMPROVEMENT AREA (BIA)

2360 Lakeshore Road West, Oakville

MINUTES OF THE BOARD OF DIRECTORS' MEETING

Tuesday, February 22, 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
Rano Dandybaeva, The Flavour Fox	Director
Paul Cates, Property Owner	Director

Regrets

Sean O'Meara , Councillor, Halton Region and Ward 1	Director
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Absent

Ryan Mascarenhas, Goldwyn & Sons	Director
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Management

Maureen Healey	Executive Director, Bronte BIA
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Invited Guests

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

The meeting was held by videoconference.

1.0 CALL TO ORDER

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 Rose Luxton, **seconded** by S. Wright, **it was resolved** to approve the presented agenda.
The motion was carried.

3.0 APPROVAL OF MINUTES

One (1) amendment, to correct a name spelling, was noted by the Recording Secretary.

On a MOTION by S. Wright, seconded by S. Fogarty, it was resolved to approve the minutes of the Board of Directors' meeting held on January 25, 2022, as amended.

The motion was carried.

4.0 REPORTS

4.1 Financials

4.1.1 January 2022 Income Statement and Balance Sheet

The Treasurer, S. Fogarty, advised that there was no January 2022 income statement or balance sheet report due to focus on the audit and few expenses. In response to a Board Director question regarding an action item in the past minutes, it was noted that the balance sheet comparison would be provided at the next meeting, as the financials were not available for this month.

4.1.2 Audit

The Treasurer updated that the 2021 audit was complete, and the KPMG LLP statements would be available in March 2022.

4.2 Operating Plan

4.2.1 January 2022 Update

The Board received a written report of January 2022 updates. Management noted that at least ten (10) inquiries had been received from people wanting to activate with the BIA as part of the Community Investment Program – Sponsorship Model. Management would update the Board on this each program month. The town was completing a Commercial District Parking Study. A survey, that had closed the day before, solicited responses from those who visited, as well as worked, in the district. Business vacancies totalled 18, with three (3) additional in the last couple of months. The Economic Recovery Resiliency committee continued to meet and was chaired by Management. The Taste of Oakville was on now, with eight (8) Bronte BIA businesses participating.

In response to a Board Director question, Management advised that minutes were not taken at the Economic Recovery Resiliency Committee meetings, but Management would be happy to inform the Board of items of specific interest.

A Board Director questioned if any of the ten (10) inquiries for the Community Investment Program were to provide a seasonal event for the community in the winter months. Management responded that there had been none specifically to offer that, as yet, but that it was early in the process, and this was still on Management's radar. Management continued to encourage the town to finish Market Square, so it would be available for outside groups to host events there. It was noted that The Flavour Fox was interested in participating in Market Square events.

4.2.2 Community Investment Program Review

Management described the Community Investment Program, noting that the Board were the ambassadors and were encouraged to promote the program. All details were on the

website, in the Events/Sponsorship section, and anyone interested could be directed there or to Management.

The program intent is to reconnect people to each other, to the community and to the BIA, through the sponsorship of other groups' events that would market the district as per the Bronte Forward! outcomes. In exchange for sponsorship monies being provided to the groups, the groups would provide the BIA with their return on investment (ROI) data. Clear guidelines were provided on the website, noting the kind of non-profit groups that would be welcomed to activate the public realm barrier-free, and includes groups/events that would not be appropriate for this program. Management had hired a temporary part-time contractor to begin the outreach and send invitations to potential participants. The outreach was happening now and would continue for one (1) or two (2) months.

Applications would be reviewed at the staff level. Approvals would be made by staff in accordance with the program guidelines. Ideally, fewer groups activating for multiple days of the year would be approved, however, one-off groups that fit the criteria would not be turned away.

A Board Director questioned if the Board wanted to do fireworks or another activity on July 1, 2022. Management advised that a previous Board had decided that the BIA would not be the organizer of July 1 events, and that the town would take the lead on that event.

The BIA focus had shifted to the new model, to pepper events in the BIA for the whole year and especially in the shoulder seasons. The Community Investment Program could support a third-party group interested in hosting July 1 events, regardless of what was being provided by the town. It was noted that Visit Oakville had some capacity to do the heavy lifting for events, such as hosting the Taste of Oakville, but they were more of a promoter of events and a big supporter of the Bronte BIA.

4.3 Town Update

Councillor B. Robertson provided an update. The Councillor advised that a motion was being presented at the next council meeting by Councillor O'Meara and herself to request that the federal government work with the town to install a lighthouse structure and navigational beacon at the waterfront at Twelve Mile Creek, to serve as a tourist feature and destination. The East and Lakeshore Development had appealed, and no next date had been provided. The transit strike negotiations were making no progress, and the sides were not close to settling.

*On a **MOTION** by S. Wright, **seconded** by S. Fogarty, **it was resolved** to receive, as presented, the Treasurer Report, Operating Plan Report and Town Update Report.*

The motion was carried.

5.0 NEW BUSINESS

There were no items of new business.

6.0 COMMENTS / ANNOUNCEMENTS

There were no comments or announcements.

7.0 NEXT MEETINGS

The next Board of Directors meeting was scheduled for Tuesday, March 22, 2022, at 8:00 a.m., to be held by videoconference.

The next meetings were scheduled for the following dates:

- 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 8:38 a.m.

Director

Date

Director

Date