



BRONTE BUSINESS IMPROVEMENT AREA (BIA)

2360 Lakeshore Road West, Oakville

MINUTES OF THE BOARD OF DIRECTORS' MEETING

Tuesday, March 22, 2022, at 8:00 a.m.

Board Members

Cheryl Etherington, CGA	Chair
Shannon Fogarty, Tim Hortons	Treasurer
Rose Luxton, Lakeside Livin	Director (<i>arrived at 8:15 a.m.</i>)
Rano Dandybaeva, The Flavour Fox	Director
Paul Cates, Property Owner	Director
Sean O'Meara, Councillor, Halton Region and Ward 1	Director

Absent

Sherril Wright, RBC	Vice Chair
Ryan Mascarenhas, Goldwyn & Sons	Director

Management

Maureen Healey	Executive Director, Bronte BIA
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Invited Guests

Lynn Clay	Recording Secretary, INaMINUTE Ltd.
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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 8:07 a.m.

2.0 APPROVAL OF AGENDA

2368 Lakeshore Road update was added as a New Business item.

*On a **MOTION** by P. Cates, **seconded** by S. O'Meara, **it was resolved** to approve the amended agenda.
The motion was carried.*

3.0 APPROVAL OF MINUTES

*On a **MOTION** by S. Fogarty, **seconded** by R. Dandybaeva **it was resolved** to approve the minutes of the Board of Directors' meeting held on February 22, 2022, as presented.*

The motion was carried.

4.0 REPORTS

4.1 Financials

The Board received written financial reports from the Treasurer, S. Fogarty.

4.1.1 2022 Budget – February Updates

The Treasurer advised that the 2022 budget had been approved by the town in January 2022 and the first levy installment had been received in February 2022. The My Main Street grant awarded for 2021 had been received in February 2022 and for auditing purposes was required to be transferred to the reserves. Board discussion included that there was no cap on the monies that could be in the reserves and that the equivalent of three (3) months wind-down fees, as financial safety net monies, were a good idea to be kept in the reserves.

*On a **MOTION** by S. Fogarty, **seconded** by P. Cates, **it was resolved** to transfer \$47,302.70 to the reserves.*

The motion was carried.

Rose Luxton arrived at the meeting at 8:15 a.m.

*On a **MOTION** by S. Fogarty, **seconded** by P. Cates, **it was resolved** to receive the February 28, 2022 income statement and balance sheet, as presented.*

The motion was carried.

4.1.2 2020-2021 Balance Sheet Comparison

The Treasurer had distributed a comparative balance sheet, comparing 2020 with 2021, for Board information.

4.1.3 2021 Audit – Update

The 2021 audit had been conducted virtually by KPMG LLP and no issues had been identified. The audited financials were expected to be received this month, and would be reviewed and approved by the Board at the April 2022 meeting.

4.2 Operating Plan

4.2.1 February 2022 Update

The Board received a written report of February 2022 updates. Management noted that they were in process of having conversations with approximately 50 non-profit groups regarding the community investment and sponsorship program, with five (5) to 10 of those starting to fill out the application. Activation would begin, likely, in summer 2022. The Bronte Market Square was anticipated to be completed in May 2022. Management provided an update of the street retail vacancies.

*On a **MOTION** by S. O’Meara, **seconded** by S. Fogarty, **it was resolved** to receive, as presented, the Operating Plan Report.*

The motion was carried.

4.3 Town Update

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

- The town and region had held special meetings to align their face masking policy dates with the provincial policy dates to avoid confusion.
- Restoration of the lighthouse beacon for Bronte Harbour was in process in partnership with the Federal government with commitment to see the installation this year.
- Staff had met with the Developer to review the Bronte Market Square deficiencies and timelines. There was excitement about having an opening event to celebrate the May 2022 completion.
- Development updates included that the East Street and Lakeshore Road development was in appeal at the Ontario Land Tribunal (OLT).

*On a **MOTION** by P. Cates, **seconded** by S. Fogarty, **it was resolved** to receive, as presented, the Town Update Report.*

The motion was carried.

5.0 NEW BUSINESS

5.1 360 Collective Economic Development Proposal

The Board received a written memorandum from Management in regard to the 360 Collective economic development assistance proposal. Management noted that area redevelopment was starting to happen and that businesses were being displaced. The strategic plan and visioning process put a focus on retaining and recruiting an optimal retail mix for the BIA and to fill in the retail gap. It was noted that the membership list and property owner's list for the BIA were now complete. The Board had previously approved monies to be moved from the reserve to the budget specifically to assist with economic development.

Management detailed that the 360 Collective proposal was to compile data collected and create a marketing document to attract new businesses to Bronte, which the BIA would then update going forward to market those identified opportunities. The timeframe was estimated at three (3) months, to be ready for summer 2022. In response to a Board Director question, Management confirmed that this proposal was tied in with the 15-minute cities, to tell property owners and landlords of the specific businesses being looked for. Management noted that proposals had not been requested from other providers as 360 Collective had superior expertise for analysis of the data and were working on a more sophisticated version of this proposal for other BIAs. As an option, an RFP process could be entered into, if the Board preferred.

A Board Director questioned how this project would differ from the project done previously by John Archer and asked if a lot of this information had already been collected. Management responded that John Archer would pull together all the pieces and would project a marketing plan out into the future versus the current state of developments. Management noted that the town's economic development model focused on attracting medium to large sized businesses and left the attraction and retention of small sized businesses to the BIA. This proposal was the missing piece

to pull together the economic development information. John Archer had facilitated a three (3) year strategic plan session for the BIA about six (6) years ago.

*On a **MOTION** by S. O’Meara, **seconded** by R. Dandybaeva, **it was resolved** to approve the 360 Collective proposal and contract, as presented.*

The motion was carried.

5.2 Canada Day 2022 Update

Town staff were in the process of discussing options for a live in-person Canada Day event for this year. Management reminded the Board that the BIA position (2020) was that the BIA would support the town taking a leadership role and activation of the district for that event and supported a closure from 5:00 p.m. onward. Further updates would be provided to the Board at next meetings.

5.3 2368 Lakeshore Road Update

The 2368 Lakeshore Road development proposal was proceeding, resulting in the remaining three (3) businesses being issued notices to vacate the building by May 1, 2022. Hoarding is planned to go up at the end of May. Management detailed that the BIA would now work to influence impacts of the construction on walkability and business access.

6.0 COMMENTS / ANNOUNCEMENTS

6.1 Metrolinx Underpass Proposal – BIA Support

ACTION: Councillor O’Meara to provide Management with a copy of the Burloak Drive underpass motion proposal and Management to add the Burloak Drive underpass motion to the agenda of the next meeting, to obtain Board support of the town’s proposed motion.

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, 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 8:56 a.m.

Director

Date

Director

Date