



BRONTE BUSINESS IMPROVEMENT AREA (BIA)

2360 Lakeshore Road West, Oakville

MINUTES OF THE BOARD OF DIRECTORS' MEETING

Tuesday, July 26, 2022 at 8:00 a.m.

Board Members

Cheryl Etherington, CGA	Chair
Shannon Fogarty, Tim Hortons	Treasurer
Paul Cates, Property Owner	Director
Rose Luxton, Lakeside Livin	Director
Sean O'Meara , Councillor, Halton Region and Ward 1	Director

Regrets

Sherril Wright, RBC	Vice Chair
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Absent

Rano Dandybaeva, The Flavour Fox	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.

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 8:04 a.m.

2.0 APPROVAL OF AGENDA

On a **MOTION** by R. Luxton, **seconded** by S. Fogarty, **it was resolved** to approve the presented agenda.

The motion was carried.

3.0 APPROVAL OF MINUTES

The Board reviewed the minutes for errors and omissions.

*On a **MOTION** by S. Fogarty, **seconded** by R. Luxton, **it was resolved** to approve the minutes of the Board of Directors' meeting held on June 28, 2022, as presented.*

The motion was carried.

4.0 REPORTS

4.1 Financials

4.1.1 2022 Budget – June Updates

The Board received a written financial report from the Treasurer, S. Fogarty. The Treasurer noted that the third levy installment had been received on schedule, on June 30, 2022; that some expenses were under budget due to timing; and that the Community Investment Program was overbudget but would be offset by the \$12,000 RBC sponsorship flow through for Bronte Lake Notes and a portion of the My Main Street grant monies awarded in 2021.

*On a **MOTION** by S. Fogarty, **seconded** by P. Cates, **it was resolved** to receive the June 30, 2022 income statement and balance sheet, as presented.*

The motion was carried.

4.2 Operating Plan – June Update

The Board received a written report of June 2022 updates.

Management advised that focus on the Community Investment Program continued. Approximately \$40,000 had been invested in the program. Preliminary data showed that about 7,500 people had been drawn to Bronte for sponsored events, that each person spent on average \$25 per visit, which equated to \$175,000 being brought back to the community. Data would be collected for another month and the final numbers would be reported to the Board.

Management reported that they were seeing businesses leaving now as the building on Lakeshore at Bronte was soon coming down, and noted that they had assisted European Time to secure a new location in Bronte.

The marketing brochure, as part of the Three Sixty Collective project, was in process of being finalized and would be used to analyze the retail gaps.

4.3 Town Update

Councillor O'Meara provided an update that highlighted the following:

- Graywood Developments' 9-storey Lakeshore Road West condominium proposal had numerous issues, including having limited main-street level retail space. Staff recommended denial and Council had endorsed that recommendation. The Developer has 30 days to appeal the decision and is in process of preparing an application for the Ontario Land Tribunal (OLT).
- The hearing for the 7-Eleven alcohol license application was on August 10, 2022. Councillor Robertson was compiling a witness list and was seeking anyone who opposed the application to participate and encouraged that letters of opposition be written. Councillor O'Meara clarified

that the application was not to sell alcohol to be taken as carry-out, it was to provide restaurant style cruiser-style tables within the store and to be able to buy and drink as a quick-stop drink location.

- The August 9, 2022 Council meeting agenda will include a discussion of the bonusing of monies for community benefit use and 2023 budget forecast and direction.
- A location was still being sought to relocate Sammy's Chip Wagon. The Directors were asked to advise if they knew of any commercial space to park the truck so it could stay in Bronte.

*On a **MOTION** by S. Fogarty, **seconded** by S. O'Meara, **it was resolved** to receive, as presented, the June 2022 Operating Plan Update and the Town Update Reports.*

The motion was carried.

5.0 NEW BUSINESS

5.1 BIA Board Elections Timing

The election timeline had been included in the meeting package for Board information. Management noted that they were contacting Board Directors now to ask who would be interested in remaining on the Board. Next, BIA Members would be approached as potential new Board Directors. The nomination period was September 5 to October 5, 2022. The goal was a Board of eight (8); the BIA governing documents allowed for a maximum of twelve. The new Board, in January 2023, would officially approve the 2023 BIA budget and Operating Plan, although, the current Board would create both documents. Management asked the Board to advise if they had any Board Director candidate recommendations.

5.2 Canada Day Summary

Management provided a debrief of the Canada Day event, commenting that it had gone well, considering that there had been a short timeline for town staff to execute the event. More than 40 BIA businesses had been open on the day and into the evening. Most had not found it valuable from a sales perspective during the day, but participated to support the marketing efforts. Food and beverage sales were good as there had been only a couple of food trucks participating. The town staff will be recommending the event continue as an evening programming event for the next two (2) years, which the BIA is endorsing.

6.0 COMMENTS / ANNOUNCEMENTS

6.1 Art In The Park- Monday, August 1, 2022

Councillor O'Meara reminded that Art In The Park was being held on Monday and asked the Directors to mention to their customers that they should attend.

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:

- No August meeting
- Tuesday, September 27, 2022
- Tuesday, October 25, 2022
- Tuesday, November 22, 2022

8.0 CLOSE

With no further business to conduct, the Chair declared the meeting closed at 8:36 a.m.

Director

Date

Director

Date