



BRONTE BUSINESS IMPROVEMENT AREA (BIA)

2360 Lakeshore Road West, Oakville

MINUTES OF THE BOARD OF DIRECTORS' MEETING

Tuesday, May 24, 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
Ryan Mascarenhas, Goldwyn & Sons	Director
Sean O'Meara, Councillor, Halton Region and Ward 1	Director

Management

Maureen Healey Executive Director, Bronte BIA

Invited Guests

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

The meeting was held virtually.

1.0 CALL TO ORDER

With quorum present, C. Etherington presided as Chair and called the meeting to order at 8:03 a.m.

2.0 APPROVAL OF AGENDA

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

3.0 APPROVAL OF MINUTES

On a **MOTION** by P. Cates, **seconded** by R. Mascarenhas, **it was resolved** to approve the minutes of the Board of Directors' meeting held on April 26, 2022, as presented.
The motion was carried.

4.0 REPORTS

4.1 Financials

4.1.1 2022 Budget – April Updates

The Board received a written financial report from the Treasurer, S. Fogarty. The Treasurer noted that the second levy installment had been remitted on schedule at the end of April 2022. Expenses were on target, with most running under-budget due to timing.

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

The motion was carried.

4.2 Operating Plan - April 2022 Update

The Board received a written report of April 2022 updates. Management highlighted the following:

- The community investment and sponsorship program was progressing and to-date with 125 days of activities scheduled. Management had had discussions with the Lake Notes music concert series organizer. The discussions would continue pending the results of the corporate sponsorship applications that the organizer was waiting responses on.
- The Bronte parking survey had been completed and an open house had been held last week. The town agreed to the BIA request that the town would engage directly with the BIA (and other 2 BIAs) and would not obtain BIA business feedback through the open house format.
- The BIA had been designated “Bike Friendly District” by Ontario by Bike. There are only sixteen (16) districts in Ontario with this designation. The other two (2) Oakville BIAs are now seeking the designation.
- Art Adventures and Sigma Tax were able to find space to relocate within the Bronte BIA.

4.3 Town Update

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

- Canada Day preparations were in the works by the town staff and the event would be more than had been seen in the past.
- Both Councillors were involved to ensure that all that had been contractually obligated to by the Developer of the Bronte Village Square would be done. As the town would not assume the property until all Developer work had been done, the opening of the Bronte Village Square had not happened in time for Victoria Day long weekend. There was interest from groups as potential users of the space.
- Sammy’s chip wagon was seeking a new parking lot to operate from, and the Board was asked to advise if they knew of any location options, so the wagon could stay in Bronte Village.

*On a **MOTION** by R. Mascarenhas, **seconded** by S. Wright, **it was resolved** to receive, as presented, the April 2022 Operating Plan Update Report and the Town Update Report.*

The motion was carried.

5.0 NEW BUSINESS

5.1 Canada Day Update

Management was awaiting a formal announcement from the town that the Canada Day event would be happening. Management had already begun advising the BIA members that it was happening. The event would be from 5:00 p.m. to 11:00 p.m. and would include fireworks. South of Lakeshore Road would be closed and shuttle busses would operate.

During the day the roads would be open and businesses would be able to be open as usual. Restaurants and cafés were receiving a notice toady that they were welcome to partner with the town and operate pop-ups in the park. Management noted that it was an opportunity but that it came at short notice for the business to get organized and arrange staff.

The BIA had communicated to the town about the parking and towing issues, but, otherwise, it was a town organized event. The Board commented that it was a significant opportunity and was important for BIA businesses to be active and open on the event day as the town would be assessing afterwards the suitability of this location being the permanent site of Oakville’s Canada Day event.

Board discussion included that some businesses were reluctant to participate, that less than half of the BIA businesses had been open on the holiday Monday of the May-24 long weekend; that it would be the same businesses not participating on Canada Day, and that the more the support shown by the BIA businesses the more the support would be provided by the town.

A Board Director suggested that the BIA offer monies to the businesses to offset their costs to open on Canada Day and another suggested a marketing promotion that would bring attention to the BIA on that day, such as a BIA sidewalk sale.

ACTION: Councillor O’Meara and R. Luxton to use a list of businesses for Councillor O’Meara to visit to encourage to be open and active on the day of the Canada Day event.

ACTION: Management to compile a list of likely open/closed businesses and to continue to encourage BIA businesses to be open on Canada Day.

6.0 COMMENTS / ANNOUNCEMENTS

There were no items.

7.0 NEXT MEETINGS

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

- Tuesday, June 28, 2022
- Tuesday, July 26, 2022
- 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 8:37 a.m.

Director

Date

Director

Date