



BRONTE BUSINESS IMPROVEMENT AREA (BIA)

2360 Lakeshore Road West, Oakville

MINUTES OF THE BOARD OF DIRECTORS' MEETING

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

Board Members

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|---|---------------------------------------|
| Cheryl Etherington, CGA | Chair (<i>arrived at 8:25 a.m.</i>) |
| Sherril Wright, RBC | Vice Chair |
| Shannon Fogarty, Tim Hortons | Treasurer |
| Paul Cates, Property Owner | Director |
| Rose Luxton, Lakeside Livin | Director |
| Rano Dandybaeva, The Flavour Fox | Director |
| Sean O'Meara , Councillor, Halton Region and Ward 1 | Director |

Absent

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| Ryan Mascarenhas, Goldwyn & Sons | Director |
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Regrets

Beth Robertson, Councillor Ward 1 (guest)

Management

Maureen Healey Executive Director, Bronte BIA

Invited Guests

Lynn Clay Recording Secretary, INaMINUTE Ltd.

The meeting was held by videoconference.

1.0 CALL TO ORDER

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

The Chair, on behalf of the Board, congratulated Sean O'Meara on being re-elected to Council.

2.0 APPROVAL OF AGENDA

*On a MOTION by P. Cates, 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. Fogarty, seconded by S. O'Meara, it was resolved to approve the minutes of the Board of Directors' meeting held on September 27, 2022, as presented.

The motion was carried.

4.0 REPORTS

4.1 Financials

4.1.1 2022 Budget – September Updates

The Board received the financial statements for the period ended September 30, 2022. The Treasurer, S. Fogarty, advised that the final levy installment had been received from the town in September 2022. Expenses included those for the wrapping up of some activities in September 2022. The remaining At Home in Bronte funds would be used for the Muskoka Chair Project, in October and November 2022, and for the Community Investment Program, pending receipt of the RBC sponsorship for Lake Notes. A \$25,000 GIC had been cashed, as planned, for use for Operating expenses.

In response to a question, the Reserve Fund (RF) balance was reported as \$105,796, representing about one-third of the operating plan and a reasonable amount to cover emergencies that may affect the levy income. The town was comfortable that the BIA had this amount in the reserves. A Board Director commented that business owners did not want to see a BIA levy increase this year, as business expenses were rising.

On a MOTION by S. Fogarty, seconded by S. O'Meara, it was resolved to receive the September 30, 2022 income statement and balance sheet, as presented.

The motion was carried.

4.2 Operating Plan – September Updates

The Board received a written report of September 2022 updates. Management updated that many activities from August had been wrapped up in September 2022, and highlighted the following items from the written report:

- a meeting had been held with senior town staff on Friday to discuss the management plan for the Bronte Market Square, once control of that space was granted. The legal delays continued;
- a Christmas tree would be installed in the Bronte Market Square, by the town, the week of November 14, 2022; it would be decorated by the BIA the week of Nov 20, 2022 with no lighting event per se. In spring 2023, planters and chairs, as part of the Muskoka Chair installation, would be added;
- reports received from the sponsored organizations of the Community Investment program were being reviewed;
- there were approximately 35 business vacancies. The majority were in the Bronte/Lakeside property. Management was contacting underutilized storefront businesses to discuss opportunities to relocate some businesses to those spaces or bring in new businesses. The 35 vacancies were mostly street level retail businesses;

- the BIA was liaising to determine when the hoarding would be installed at the Bronte/Lakeside development site, and how the BIA could work with the developer to communicate to the community; and
- the AGM, which was normally held annually in November, would be deferred to January 2023 due to the 2022 municipal election. The new Board would approve the budget and operating plan in January 2023, and the membership would then accept them at the AGM. The budget would be approved by Town Council in late January/early February.
- plans were underway for the BIA to focus on a Christmas via At Home in Bronte for the Holidays which would focus on the shopping experience on the six (6) Saturdays from November 19 through December 24, 2022. The promotion would be during the daytimes, when the BIA businesses were open for shopping. Working with the merchants and retailers, the BIA was discussing ways to move shoppers around the district to shop, and to get shoppers into the businesses. The details were still to be finalized, but would include Mrs. Claus every Saturday, and food, drinks and music that would vary each week. All would be promoted on social media. There was no Board Committee doing the planning, but the BIA staff was working directly with the BIA merchants on details that would get the shoppers across their stores, such as story time with Mrs. Claus.
- Holiday snowflake lighting will be installed on street poles the week of Nov 20

A Board Director provided a history of the downtown Santa Claus parade, noting that it had never been a conflict for the BIA, and added that the BIA had hosted a well-attended Christmas event that brought people into the community. Another Director agreed that the past tree lighting events had been well attended, but having a six (6) day shopping season was a great idea, as retailers needed more than one (1) event to support them through the Christmas season.

Management noted that, for next year, Bronte Square could be used as a kick-off gathering event, and that the six (6) Saturday shopping experience could be held in combination with it.

In response to a Director question, Management advised that the shopping experience budget was estimated at \$5,000+. The Christmas tree purchase and installation (by the Town) and decoration costs were an expense borne by the BIA, and were estimated at \$10,000.

ACTION: Management to discuss with Councillor O’Meara how his office could be engaged in an activation on the first Saturday, November 19, 2022.

On a MOTION by S. O’Meara, seconded by S. Fogarty, it was resolved to receive, as presented, the September 2022 Operating Plan Update Report.

The motion was carried.

4.3 Town Update

Councillor O’Meara advised that he had no report that day, as it was the day after the election, and would provide an update at the next meeting.

C. Etherington joined the meeting at 8:25 a.m.

5.0 NEW BUSINESS

5.1 Proposed 2023-2026 Board of Directors Slate

The Board received the slate of proposed Directors for the new Board. If accepted by the Board, the slate would be approved by Council in November 2022. Management read the six (6) names, adding that six (6) was less than the number wanted, but additional Directors could be added to the Board through the term, if needed. The appointed Councillor would take the number to seven (7).

A Board Director commented on Board meeting attendance, and inquired if a Board sub-committee had talked with any of the proposed Directors, to discuss their engagement with the Board. Management had met with each candidate individually, and informal conversations had happened with other Board Directors or BIA members, to outline that missing three (3) meetings was grounds to remove a Director. The Board Director stated that, to emphasize the attendance expectations with the new Directors, the policy had to be conveyed that Directors would be off the Board if they did not attend meetings.

*On a **MOTION** by S. O'Meara, **seconded** by R. Dandybaeva, **it was resolved** to accept the 2023-2026 Board of Directors slate of names, as presented.*

The motion was carried.

5.2 Proposed BIA Board Code of Conduct

The Board received the proposed BIA Code of Conduct. Management advised that this one (1) pager was specific to the BIA, and the Directors would sign their agreement of the code at the first Board meeting. The code included respectful behaviour, reading materials in advance of meetings, and not missing more than three (3) meetings in a row or they would be requested to step off and vacate the position. A Board Director commented that the attendance language had to be stronger, and that rather than passively advising that Directors would be requested to step off the Board, they should be told that they would be off the Board if they did not attend meetings.

ACTION: Management to clarify with the Town Clerk that stronger language regarding attendance could be used in the Code of Conduct.

*On a **MOTION** by S. O'Meara, **seconded** by C. Etherington, **it was resolved** to approve the Bronte BIA Code of Conduct, with the understanding that Management would check with the Town Clerk to potentially include, in the Code, more definitive language regarding Director attendance at Board meetings.*

The motion was carried.

6.0 COMMENTS / ANNOUNCEMENTS

6.1 Garbage Totes in Front of BIA Office

A Board Director advised that a BIA member had commented that the three (3) garbage bins positioned in front of the BIA office were not attractive, should be placed elsewhere, and worried that other businesses would act similarly with their bins. Management responded that this comment had been noted.

6.2 Marathon Flyers

Councillor O’Meara apologized that the Oakville Marathon flyers stating that vehicles would be towed on lower Bronte Road had not clarified that it pertained to the Sunday marathon, and did not apply to Saturday vehicles. A debrief on the flyer would be held with staff. A Board Director advised that the item had been resolved quickly, and had not affected Saturday shopping.

6.3 Developments Status

The Succession/Amica developer was considering options to either resubmit the development application or to proceed to the Ontario Land Tribunal (OLT) for approval of the additional heights.

The Alliance development was aiming to break ground in January 2023. Management was trying to get an exact date.

The Lakeshore at Bronte condominium development includes limited parking, and a Board Director commented that this could be a problem for the BIA. Councillor O’Meara responded that this sends a message that people needed to get out of their cars. People buying in this building would know they could not have a vehicle. The Councillor added that, in the next year, there should be town information that would impact parking in Bronte Village.

Management advised that they were having discussions regarding where area construction workers would park their vehicles, to ensure they were not taking customer parking spots.

7.0 NEXT MEETING

The next Board of Directors meeting was scheduled for Tuesday, November 22, 2022, at 8:00 a.m. by videoconference. This would be the last meeting for that term of Board Directors. The new term would begin January 2023.

8.0 CLOSE

With no further business to conduct, the Chair declared the meeting closed at 8:42 a.m.

Director

Date

Director

Date