



BRONTE BUSINESS IMPROVEMENT AREA (BIA)

2360 Lakeshore Road West, Oakville

MINUTES OF THE BOARD OF DIRECTORS' MEETING

Tuesday, September 27, 2022 at 8:00 a.m.

Board Members

Cheryl Etherington, CGA	Chair
Sherril Wright, RBC	Vice Chair
Paul Cates, Property Owner	Director
Rose Luxton, Lakeside Livin	Director
Sean O'Meara , Councillor, Halton Region and Ward 1	Director

Regrets

Shannon Fogarty, Tim Hortons	Treasurer
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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 8:05 a.m.

2.0 APPROVAL OF AGENDA

*On a MOTION by S. O'Meara, seconded by S. Wright, 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 R. Luxton, **seconded** by S. Wright, **it was resolved** to approve the minutes of the Board of Directors' meeting held on July 26, 2022, as presented.*

The motion was carried.

4.0 REPORTS

4.1 Financials

4.1.1 2022 Budget – August Updates

The Board received the financial statements for the period ended August 31, 2022.

Management reported that the final levy installment would be deposited on September 30, 2022. It was believed that there would be no tax write-offs, but the final status would be advised in December 2022, so the \$10,000 placeholder would remain for now. The At-Home In Bronte and Community Investment Program budgets would balance each other out at the fiscal year end. GICs were being drawn down on now as planned, which would be reported in the September 2022 financials.

*On a **MOTION** by S. Wright, **seconded** by R. Luxton, **it was resolved** to receive the August 31, 2022 income statement and balance sheet, as presented.*

The motion was carried.

4.2 Operating Plan – August Updates

The Board received a written report of August 2022 updates.

Management expanded on the following items that had been highlighted in yellow in the report:

- the Community Investment and Sponsorship Program had provided sponsorships to ten (10) groups, with an investment of \$42,000, and 100 days of programming. Summer student surveying determined that there had been 25,000 visitors who spent \$300,000 in the district at those events. Final reports from each of the sponsored groups were expected in the next weeks. Management would then provide the Board with a more fulsome report and the results would be considered for the 2023 Operating Plan discussions;
- the Bronte Market Square final legal documents were still in process of being signed. Once signed, access would be provided for bookings. Plans continued for the town to erect the Christmas tree in the Square during the week of November 14, 2022. The BIA was planning a six (6) Saturdays holiday and Christmas promotion to promote retail sales in the district, to begin in November 19, 2022;
- the BIA was finalizing a November 2022 lighting program partnership with Sheridan College. Faculty and students would work with retailers, at no cost to the retailer, to enhance their winter and holiday window lighting displays to supplement the winter street lighting;

- the town confirmed they would clear snow and maintain daytime washroom access in the park through the 2022-2023 winter season;
- street-level vacancies continued to increase due to the closure of the Bronte at Lakeshore building and Management provided an update of the businesses that had relocated or closed; and
- 2023 Board recruitment was on track. October 5, 2022 was the deadline for application form submissions.

A Board Director commented that the BIA constitution did not include a process to remove Directors that did not attend BIA meetings, and questioned what could be done to address that Directors were missing meetings. Management responded that a new code of conduct was being drafted, to be signed by the new Board Directors, that would include a three (3) strikes you are out policy. This should address the meeting attendance issues, and attract people committed to attending the meetings.

Another Board Director asked who handled the booking for the Bronte Market Square and asked who was paying for this year's Christmas tree. Management advised that the town events department would handle the bookings. The tree cost would be incurred by the BIA, but the town was sourcing the tree and would install it. The final details of the tree installation would be known later this week.

Councillor Robertson updated that the delay in taking over the Bronte Market Square was due to deficiencies with the fountains that needed to be addressed by the Developer before turnover to the town could happen.

ACTION: Councillor's O'Meara and Robertson to assist town staff to resolve the deficiencies that were delaying the opening of the Bronte Market Square.

On a MOTION by S. Wright, seconded by P. Cates, it was resolved to receive, as presented, the August 2022 Operating Plan Update Report.

The motion was carried.

4.3 Town Update

Councillor O'Meara noted that council business had wound down now as the town was a month away from the municipal election and Councillors were busy knocking on doors. Councillor O'Meara provided an update on the development applications as monthly development application meetings were still being held. The Councillor also noted that brush was beginning to be removed for the Wycroft bridge project, to be completed in 2025, and that work would soon start on the Burloak Metrolinx underpass, which would close Burloak for 12 months.

A Board Director commented that he thought that it was mandatory that new developments had to have 100 percent of their main floor as retail. The Councillor responded that developers were allowed to request for a change of the rules, but the town would defend the rule vigorously.

Another Board Director noted that the Mayor had stated that land would be purchased for extra BIA parking and asked if this was an election promise or a done deal. Councillor O’Meara responded that, if elected, Council would move ahead to purchase property to be used as parking in Bronte. The town could expropriate land, that could be for future parking. The 2018 paid parking pilot project had not been finalized as yet, and once paid parking was made permanent, the reserves could be borrowed against to add parking facilities in the community.

Management advised of seeing a sign posted to alert that 2368 Lakeshore Road West was soon before the Committee of Adjustment regarding a variance to go from four (4) stories to six (6) stories. Councillor O’Meara updated had that this request would not pass the test for a minor variance so it would likely go to the tribunal and may be appealed. Town staff were aware of this and had no tolerance for this attempt by the Developer to avoid paying bonusing to the community.

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

The motion was carried.

5.0 NEW BUSINESS

5.1 Four-year draft budget projections

Management provided the Board with a draft budget projection document, for discussion purposes. This Board could not approve a budget beyond their term, but Management wanted this Board’s thoughts and insights on the draft as they had the experience. Management provided the Board with a review of the projected revenue and expense allocations for the proposed budget draft.

A Board Director commented that there was appetite and community buy-in to support being involved in signature events and asked if budgeting for that in the next four (4) years had been factored into the budget draft. Management responded that those events would fall under the Community Investment Program line and noted that monies assigned to those line items were anticipated to increase each year.

*On a **MOTION** by S. O’Meara, **seconded** by S. Wright, **it was resolved** to receive, as presented, the four-year budget projections.*

The motion was carried.

6.0 COMMENTS / ANNOUNCEMENTS

6.1 Wish for Re-Election Success

The Chair wished both Councillors good luck in the October 24, 2022 municipal election and re-election success, noting that it had been a pleasure having the Councillors work with the Board. The next Councillor term was effective December 1, 2022. The town would make the BIA appointments official in January 2023, but the appointments would be known in December 2022.

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, October 25, 2022
- Tuesday, November 22, 2022

8.0 CLOSE

With no further business to conduct, the Chair declared the meeting closed at 8:50 a.m.

Director

Date

Director

Date