



**BRONTE BUSINESS IMPROVEMENT AREA (BIA)
2360 Lakeshore Road West, Oakville**

SPECIAL MEETING OF MEMBERS

MINUTES OF THE SPECIAL MEETING OF MEMBERS of Bronte Business Improvement Area (BIA), held virtually on Tuesday, January 17, 2023, at 8:00 a.m.

Representing the Board of Directors

Cheryl Etherington, CGA	Chair
Amal Helbah Dawson, RBC - Bronte Branch	Secretary
Diane Bertolin, Alliance Properties/Residences of Bronte Lakeside	Treasurer
Rose Luxton, Lakeside Livin	Director
Sean O'Meara , Councillor, Halton Region and Ward 1	Director

Regrets

Prabh Banga, Shoppers Drug Mart Bronte	Vice Chair
Nina Duong, Nina Duong Haute Couture	Director

Representing the Voting Members

Paul Cates, Property Owner

Representing Property Management

Maureen Healey Executive Director, Bronte BIA

Invited Guests

Jonathan McNeice	Councillor, Ward 1
Lynn Clay	Recording Secretary, INaMINUTE Ltd.

1.0 WELCOME AND CALL TO ORDER

The Special Meeting for members was held by videoconference. Board Chair C. Etherington called the meeting to order at 8:06 a.m., welcomed everyone to the meeting, and noted that there was one (1) agenda item for this meeting, to accept the 2023 Proposed Budget.

The Chair introduced herself, the newly elected Board of Directors, Management, and the Voting Member who was in attendance, noting that he was a past Board Director.

The Chair acknowledged that Bronte was located on the treaty lands and territories of the Mississaugas of the Credit.

The Chair advised that meeting quorum had not been achieved. The Bronte Business Improvement Area Constitution declared quorum for Annual General Meetings and Special Meetings to be **ten (10)** members. With fewer members in attendance, the meeting would proceed, and the budget would be presented, but no motions would be made or voted on. The meeting package, with inclusion of the 2023 Proposed Budget, had been distributed to the members last week.

The Chair asked if anyone had any conflicts of interest with the meeting agenda. None were declared.

2.0 2020 YEAR IN REVIEW

A 2022 Year in Review summary had been included in the meeting package The Chair highlighted the following 2022 accomplishments:

- 2022 brought the re-opening of a more normalized life in Bronte, a return of public gatherings and the start of redevelopment changes;
- 20 businesses closed and the vacancy rose to 24% in advance of redevelopments starting. There was an increase in foot traffic and modest increases in sales at some businesses, but lower than 2021 sales;
- The BIA launched a Community Investment program to support local non-profits to create experiences that market the district. Ten (10) groups hosted 43 events, attracting 25,000 visitors and adding \$300,000 of spending to local businesses;
- Partnerships were expanded with Sheridan College to enhance the At Home in Bronte Muskoka chair outdoor art project to 100 chairs on display year-round with the support of a major grant from My Main Street;
- Continued investment in beautification efforts including banners, summer planters and hanging flower baskets and a Christmas tree in the soon-to-be-completed Bronte Market Square;
- Conducted a comprehensive economic development analysis and marketing program to create a ‘retail gaps’ wish list for retail recruitment to meet the vision for a 15-minute district;
- Hosted six (6) Saturdays of member activations for the At Home in Bronte for the Holidays campaign and two (2) online contests;
- In partnership with the Look Local magazine, published 10,000 copies of the Bronte Summer Guide magazine with support from local advertisers;
- Supported the return of an in-person town-led Canada Day evening celebration; and
- Actively participated in the Visitor Oakville-led Taste of Oakville dining campaign.

3.0 2023 OPERATING PLAN AND PROPOSED BUDGET

The 2023 Operating Plan and Proposed Budget had been included in the meeting package distributed to all members in advance of the meeting and would soon be posted on the BIA website. The Board had approved the Plan and Budget on January 10, 2023.

The Chair commented that the 2023 Operating Plan and Proposed Budget supported the goals of evoking a distinct sense of place, making Bronte walkable, bikeable and connected, ensuring dependability for everyday needs and ensuring the organization’s success. Pillars of the Operating

Plan continue to deliver on the BIA's mandate of marketing, beautification, safety and advocacy. A major focus in 2023 will be to work with all stakeholders to minimize disruption and emphasize the benefits of area redevelopment and construction, and to ensure timely communications are shared with the members.

The Chair provided a summary of the Proposed Budget, including the three (3) year strategic plan guiding the budget and resource allocation, and that the recommended 3% levy increase was below the cost of living increase and the expected town budget increase. The BIA would operate a deficit budget and would draw down on its reserves while maintaining a \$100,000 reserve. The 3% levy increase would be combined with a \$30,000 investment from the Reserve Fund for short- to medium-term investments and a \$10,000 write-down for loss of levy revenue had been included for property re-assessments. Cost of living and merit increases for staff were included to continue to provide quality and consistent service to members. Monies were allocated for Enhanced Experience (Beautification), At Home in Bronte Muskoka chairs installation and public mural projects, and Vibrant Economy (Marketing).

Without quorum, motions could not be entertained, but questions or comments were welcomed.

Paul Cates commented that there would be a lot of activity in the next couple of years and that it would be a challenge for the Board to invest in programs and activities to bring people into Bronte. Activities and investments should be done cautiously, and the Board should ensure that the investments were good.

The Chair thanked P. Cates for the comment and added that the Board had discussed that there would be a lack of parking for events and that they would continue to investigate options and monitor the situation.

There were no further comments or questions. If members had questions later, they could email them to Management for addressing.

There was no opposition to the presented 2022 Operating Plan and Budget.

4.0 TERMINATION OF MEETING

The Chair thanked everyone for attending the meeting and stated that they looked forward to seeing everyone at the spring 2023 AGM. With no further business to conduct, the Chair terminated the Bronte BIA Special Meeting of Members at 8:19 a.m.