



**BRONTE BUSINESS IMPROVEMENT AREA (BIA)
MINUTES OF THE BOARD OF DIRECTORS' MEETING**

BIA Boardroom, 2360 Lakeshore Road West, Oakville
Tuesday, May 23, 2023 at 8:00 a.m.

Board Members

Cheryl Etherington, Cheryl Etherington CGA	Chair
Diane Bertolin, Alliance Properties/Residences of Bronte Lakeside	Treasurer
Rose Luxton, Lakeside Livin'	Director
Nina Duong, Nina Duong Haute Couture	Director
Sean O'Meara, Councillor, Halton Region and Ward 1	Director

Regrets

Prabh Banga, Shoppers Drug Mart Bronte	Vice Chair
Amal Helbah Dawson, RBC - Bronte Branch	Secretary

Management

Kylie Wilson	Acting Executive Director, Bronte BIA
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Invited Guests

Jonathan McNeice	Councillor, Ward 1
Lynn Clay	Recording Secretary, INaMINUTE Ltd. <i>(via telephone)</i>

1.0 CALL TO ORDER

With quorum present, Chair C. Etherington called the meeting to order at 8:04 a.m.

1.1 Land Acknowledgement

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

2.0 APPROVAL OF AGENDA

On a **MOTION** by R. Luxton, **seconded** by N. Duong, **it was resolved** to approve the presented agenda.
The motion was carried.

3.0 DECLARATION OF CONFLICT OF INTEREST

No conflicts of interest were declared.

4.0 APPROVAL OF MINUTES

4.1 Meeting of April 25, 2023

The Board reviewed the minutes for errors or omissions.

*On a **MOTION** by S. O’Meara, **seconded** by R. Luxton, **it was resolved** to approve the standard minutes of the Board of Directors’ meeting held April 25, 2023, as presented.*

The motion was carried.

*On a **MOTION** by D. Bertolin, **seconded** by S. O’Meara, **it was resolved** to approve the private and confidential minutes of the Board of Directors’ meeting held April 25, 2023, as presented.*

The motion was carried.

5.0 CHAIR REPORT/ORIENTATION

5.1 Executive Director and Acting Executive Director Transition

The Chair commented that the former Executive Director had done a great job transitioning K. Wilson into the Acting Executive Director position. The Chair thanked K. Wilson for stepping into the role. K. Wilson responded that it was a great opportunity and honour to be the Acting ED.

The Chair asked for volunteers to form a committee to oversee the next steps for the hiring of the Executive Director. R. Luxton, D. Bertolin and Councillor McNeice volunteered to assist C. Etherington on the committee. C. Etherington would schedule the first meeting for the committee.

In response to a Board Director question, the Chair advised that K. Wilson would advise the Board if she needed any interim help and noted that the summer student had started now.

5.2 New Member Welcome Package

For the new Board Directors, the Chair reviewed the new member welcome package distributed to Members when they moved into the BIA. It provided an orientation of the area and local and government contact information and a welcome to becoming involved and establishing a relationship with the BIA.

Councillor McNeice commented on the parking availability in the BIA and noted that the parking authority increased enforcement for one (1) or two (2) weeks if complaints were received.

6.0 REPORTS

6.1 2023 Operating Plan – April 2023 Updates

The Board received the written report that had the April 2023 updates highlighted in green. Management read out the highlighted updates. Board comments and Management responses were as follows:

- regarding Bronte Market Square, the town was holding meetings to discuss placemaking ideas for the Square;
- the Legion would review and sign off approval of the mural draft prior to being painted onto the wall;
- the Muskoka chairs that were determined to be ready for retirement would be sold off, for a \$25 donation as an example;
- the Board should consider what they wanted to be included in the Lakeshore Road design and what the Members needed in the design and to advise the town in the early stages of the street design project; and
- regarding the construction on Bronte Road, it was suggested that the BIA should actively request progress reports to encourage the completion of the work.

ACTION: Management to connect with the Ontario BIA Association (OBIAA) to collect street design best practice ideas from other BIAs for consideration for the Lakeshore Road design project.

6.2 Financials

6.2.1 2023 Budget – April Update

The Board received the financial statements for the period ended April 30, 2023. The Treasurer, D. Bertolin, read aloud the written report provided in the meeting package.

*On a **MOTION** by D. Bertolin, **seconded** by S. O’Meara, **it was resolved** to receive the April 30, 2023, income statement and balance sheet.*

The motion was carried.

6.2.2 Community Investment Agreement and Mural Artist Agreement

The Treasurer advised that Board approval was required for two (1) community investment agreements that were in excess of \$5,000 and noted that these agreements had been included in the meeting package.

Management updated on the current status of the program, including that there were currently 65 days of activations scheduled in Bronte, mainly at the park. Last year’s event brought 25,000 people, injecting \$300,000 into the community, for a 7-fold return on the original program investment. The farmer’s market was hoped to be added this year and data would be collected to measure the impact of all of the programs on the community and to direct next year’s programming.

ACTION: Management to investigate firms that collect and tabulate credit card swipes by postal code, as another data measurement option for the program.

*On a **MOTION** by D. Bertolin, **seconded** by S. O’Meara, **it was resolved** to approve the 2023 Community Investment Agreement submitted by the Bronte Historical Society, for the Bronte Lake Notes Music in the Park summer concert series, in an amount not to exceed \$10,000.*

The motion was carried.

*On a **MOTION** by D. Bertolin, **seconded** by R. Luxton, **it was resolved** to approve the 2023 Mural Artist Agreement submitted by the Chris Perez, in an amount not to exceed \$6,000, plus HST.*

The motion was carried.

6.3 Town Update

Councillor O’Meara advised that the Bronte Market Square was in the final stages of being completed. The Councillors would work with the BIA to activate the Square, so it would become a destination for people. The town’s event strategy was under review for this year and there was interest in doing more for the BIAs. As of June 1, 2023 the parking lot next to the Flavour Fox plaza should be opened, providing approximately 60 new spots. Signage would promote that as overflow parking option. Council was discussing the future planning vision for the area and local development applications were in process.

Councillor McNeice updated on the local developments, noted that vibrancy would be added to livability for the updated strategic plan community vision, and suggested that the BIA consider a role in facilitating sponsors to run events in Market Square or the park.

*On a **MOTION** by D. Bertolin, **seconded** by N. Duong, **it was resolved** to accept the reports as presented.*

The motion was carried.

7.0 NEW BUSINESS

7.1 BIA-Led Events and Town Grant Funding – Update

Management updated that the Bronte Road proposed event had been moved from June 2023 to Saturday, September 9, 2023. The streets and sidewalk would be activated during the daytime. The BIA would take the lead on permitting and insurance and would assist to plan activities. A Board Director recommended that the BIA create the event communications which the BIA and businesses could then post on their respective websites and platforms, so there would be consistency in the messaging and to make it easy to get the word out. Management agreed that this could be done and added that the event notice would be in the next newsletter to Members.

ACTION: Management to inform 100 Bronte Road of the road closure details regarding the September 9, 2023 event.

At Home in Bronte for the Holidays was scheduled for Saturday, November 25, 2023, with activities to be planned for mid-afternoon through evening. \$5,000 would be provided by the town, as event grant funding, to top up the \$10,000 budgeted by the BIA. Businesses would be invited to collect ideas to celebrate the Christmas holiday component.

7.2 Constitution Review – Update

Two (2) Directors had volunteered to assist with the constitutional review. The review was currently paused, to give time for the Board to deal with the Executive Director transition.

7.3 Annual General Meeting (AGM) – Tuesday, June 20, 2023, 5:00 p.m., at the Legion

The AGM agenda was detailed. The networking would follow the meeting portion. The information was on the website, a poster had been printed and an email communication to Members had been issued last week. Members would register in advance and the Board was encouraged to bring Members to the meeting, to ensure there was quorum. A Board Director recommended having small invitations printed that could be handed out by the Board to the businesses.

7.4 Executive Director Recruitment

This item was not discussed as a committee had been set up to oversee this process.

7.5 Canada Day Update

Management provided an event update of the daytime activations. Special event street closures would begin at 5:00 p.m. for the community event scheduled from 6:00 p.m. to after the 10:00 p.m. fireworks display. BIA businesses would be provided with details for their passive involvement in the event. Board questions included if the BIA would have a tent in the park this year and if the banners, planters and benches would be installed before July 1, 2023.

8.0 UPCOMING BOARD MEETINGS

The Chair questioned if a Board meeting was needed on June 27, 2023, as the AGM was being held just before that on June 20, 2023. The Board commented that unless there was pressing business, the meeting was not needed.

*On a **MOTION** by D. Bertolin, **seconded** by R. Luxton, **it was resolved** to cancel the scheduled June 27, 2023 Board meeting.*

The motion was carried.

9.0 COMMENTS / ANNOUNCEMENTS

There were no items.

10.0 NEXT MEETINGS

The Annual General Meeting (AGM) was scheduled for Tuesday, June 20, 2023, 5:00 to 6:00 pm, to be held at the Bronte Legion, lower level (79 Jones Street). A networking social for Members would follow the AGM on the Legion patio.

The next Board of Directors’ meeting was scheduled for Tuesday, July 25, 2023, at 8:00 a.m., to be held in-person in the BIA boardroom.

Upcoming 2023 meeting dates were:

- Tuesday, September 26, 2023
- Tuesday, October 24, 2023
- Tuesday, November 28, 2023

11.0 CLOSE

With no further business to conduct, the Chair declared the meeting closed at 9:13 a.m.

Director

Date

Director

Date