



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

BIA Boardroom, 2360 Lakeshore Road West, Oakville
Tuesday, October 24, 2023 at 8:00 a.m.

Board Members

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| Cheryl Etherington, Cheryl Etherington CGA | Chair |
| Prabh Banga, Shoppers Drug Mart Bronte | Vice Chair |
| Diane Bertolin, Alliance Properties/Residences of Bronte Lakeside | Treasurer |
| Nina Duong, Nina Duong Haute Couture | Director |
| Sean O'Meara, Councillor, Halton Region and Ward 1 | Director |

Regrets

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|---------------------------------------|-----------|
| Amal Helbah Dawson, RBC-Bronte Branch | Secretary |
| Rose Luxton, Lakeside Livin' | Director |

Management

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| Kylie Wilson | Executive Director, Bronte BIA |
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Invited Guests

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| Lana Miller | Business Owner, Lana's Boutique |
| Kasia Zve | Business Owner, Carabella Fashion Boutique |
| Lynn Clay | Recording Secretary, INaMINUTE Ltd. (via telephone) |

1.0 CALL TO ORDER

With quorum present, Chair C. Etherington called the meeting to order at 8:05 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 S. O'Meara, **seconded** by D. Bertolin, **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 September 26, 2023

The Board reviewed the minutes for errors or omissions.

*On a **MOTION** by D. Bertolin, **seconded** by N. Duong, **it was resolved** to approve the minutes of the Board of Directors' meeting held September 26, 2023, as presented.*

The motion was carried.

5.0 REPORTS

5.1 2023 Operating Plan – September 2023 Update

The Board received the September 2023 updates. Management provided a verbal update of the updates that had been highlighted in yellow.

In response to a Board Director question about the Small Business Walking Tour participation, Management responded that nine (9) people had attended and visited four (4) businesses. Nine (9) was a good number as they started as strangers but were friends by the end of the two (2) hours. The Director commented that the Port Credit BIA aligned walking tours with events such as Halloween. Management noted that this tour was a partnership with the Oakville Chamber of Commerce to celebrate Small Business Week.

*On a **MOTION** by D. Bertolin, **seconded** by S. O'Meara, **it was resolved** to accept the Operating Plan September 2023 Update report.*

The motion was carried.

5.2 Financials

5.2.1 2023 Budget – September Update

The Board received the financial statements for the period ended September 30, 2023 and a written report from the Treasurer, D. Bertolin. The Treasurer read out the update. All 2023 levy monies had been received and additional revenues included a \$10,000 grant for the Bronte Block Party and At Home in Bronte for the Holidays and \$5,000 in sponsorship for The Bronte Block Party.

*On a **MOTION** by D. Bertolin, **seconded** by N. Duong, **it was resolved** to receive the September 30, 2023 income statement and balance sheet.*

The motion was carried.

5.3 Town Update

Councillor O'Meara's town update included the following:

- The budget increase was coming in at 4.28%, which was lower than the 5% asked by the Mayor.

- The province continued to send conflicting messages regarding single-tier versus two-tier governance structure. A cost benefit analysis was being done by staff to assist the Councillors to better understand the cost implications of a single-tier municipality.
- The development application for the Cudmore's property looked to be finalized. Developments that were stagnant were trying to be resolved and be moved along.
- Budget monies were being spent to complete Bronte Harbour waterfront area repairs for spring 2024.
- The towing item was under provincial review and for January 1, 2024 it was expected that new towing regulations would be solely run by the province.
- A Bronte Market Square meeting was being held next week to finalize the remaining items. It was noted that budget monies had been requested to provide an events program next year at the Bronte Market Square.

*On a **MOTION** by N. Duong, **seconded** by D. Bertolin, **it was resolved** to accept the Town Update report.*

The motion was carried.

6.0 CARRY FORWARD ITEMS

6.1 Bylaw/Constitution Review

A Committee had been formed and had held discussions. The Committee would prepare draft amendments for Board review at the next meeting.

6.2 At Home in Bronte for the Holidays

The holiday activation was three (3) parts: beautification, marketing and the event. Beautification included the snowflakes installation and lights wrapping of about 30 poles along Lakeshore Road. The tree would be installed on November 21, 2023 in Bronte Market Square. Monies were being spent to decorate the tree brightly, as comments had been received about last year's display. The official holiday kick-off event would be Saturday, November 25, 2023, in Bronte Market Square, from 3:00 p.m. to 7:00 p.m. Activities included Mr. and Mrs. Claus, access to curling rinks installed in the Square, a food truck and the 5:30 p.m. tree lighting. The curling rinks and beaver tail food truck would remain in the Square until December 16, 2023. The associated marketing campaign consisted of a digital and print shopping guide for business promotion, online contests and giveaways and local advertising spots.

Management added that the BIA did not rely on the town for much of the event activation so a possible CUPE strike would not affect the plans, although a few adjustments may need to be made.

*On a **MOTION** by S. O'Meara, **seconded** by N. Duong, **it was resolved** to accept the Executive Director report.*

The motion was carried.

7.0 NEW BUSINESS

7.1 Proposed 2024 Operating Plan and Budget

The Board received the 2024 proposed operating budget (draft) with the meeting package. The Chair, Treasurer and Executive Director had met earlier in the month to prepare the draft.

The Chair advised that their focus was that levy dollars were to be spent on the most relevant issues, were to provide value to the Members, and were to support the goals of the 3-year 2022-2024 strategic plan. The Chair detailed that the 2024 budget supported the 2024 operating plan key goals/categories.

The Treasurer recommended a 3% tax levy increase and noted that the BIA would operate a deficit budget and draw down on its reserves while still maintaining a healthy reserve. The Community Investment Program/Sponsorship model that refocused marketing efforts to third party events would be implemented again in 2024, with Member businesses to be invited to participate in the program. The BIA would invest in and leverage partnership opportunities with the Oakville Partnership Committee and Halton Small Business. The Treasurer detailed the revenue sources, and advised that the 2024 budget revenue amounted to \$439,364.

Management referred the Board to the 2024 budget template that would be presented to Council for approval. The last page of the 2024 proposed operating budget (draft) outlined the budget breakdown for each of the four (4) 2024 operating plan categories. Regarding the two (2) part-time staff, there was currently a student for four (4) hours per week for public realm focus, and that would continue, and in the new year, a person would be hired for 25 hours per week to focus on events, communications and membership.

The Chair asked for questions or comments.

The Councillor questioned the deficit budget proposal and cautioned about drawing down on the reserves. Using the reserves for something unexpected was fine but budgeting to use the reserves was not recommended. It would be better to instead have a slightly higher tax levy increase, of 3.1% for example, as there may be a time in the near future when the BIA would have opportunity to contribute monies towards BIA upgrades, and having the reserve monies would be needed. The Councillor recommended that a zero-based budget be achieved.

ACTION: Management to adjust the 2024 budget draft to incorporate the Director comments, for Board review at the next meeting.

*On a **MOTION** by D. Bertolin, seconded by N. Duong, it was resolved to accept the proposed 2024 budget report.*

The motion was carried.

8.0 COMMENTS / ANNOUNCEMENTS

8.1 Special Meeting of Members

A Special Meeting would be held to present the 2024 budget to the Members. Tuesday, December 5, 2023, at 8:00 a.m. via videoconference, was offered as the date as it was after the November 28, 2023 Board of Directors’ meeting when the budget would be approved by the Board. The meeting was expected to take no more than 30 minutes.

8.2 Proposed Dinner for Members

Management asked for Board support to arrange a dinner for Members and the Board to attend, as an engagement and networking event for Members. The Legion was suggested as a possible location. A Board Director suggested that a restaurant be considered as a location.

ACTION: Management to propose dates and locations for a Members dinner, for Board consideration.

9.0 NEXT MEETINGS

The next Board of Directors’ (BOD) meeting was scheduled for Tuesday, November 28, 2023, at 8:00 a.m., to be held in-person in the BIA boardroom.

A Special Meeting of Members, to accept the 2024 budget, was scheduled for Tuesday, December 5, 2023, at 8:00 a.m., to be held virtually.

Upcoming BOD meeting dates were as follows:

- Tuesday, January 23, 2024
- Tuesday, February 27, 2024
- Tuesday, March 26, 2024
- Tuesday, April 30, 2024
- Tuesday, May 28, 2024
- Tuesday, June 25, 2024
- Tuesday, July 30, 2024
- Tuesday, September 24, 2024
- Tuesday, October 29, 2024
- Tuesday, November 26, 2024

10.0 CLOSE

With no further business to conduct, the Chair closed the meeting at 8:48 a.m.

Director

Date

Director

Date