



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

BIA Boardroom, 2360 Lakeshore Road West, Oakville  
Tuesday, September 26, 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 ( <i>arrived 8:03 a.m.</i> )

**Regrets**

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

**Management**

Kylie Wilson	Executive Director, Bronte BIA
--------------	--------------------------------

**Invited Guests**

Jonathan McNeice	Councillor, Ward 1
Lynn Clay	Recording Secretary, INaMINUTE Ltd. ( <i>via telephone</i> )
Anya Izakowski	Business Owner, Goodnight Goodmorning

**1.0 CALL TO ORDER**

With quorum present, Chair C. Etherington called the meeting to order at 8:00 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 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 July 25, 2023**

The Board reviewed the minutes for errors or omissions. One (1) spelling correction was noted by the Recording Secretary.

*On a **MOTION** by N. Duong, **seconded** by R. Luxton, **it was resolved** to approve the standard minutes of the Board of Directors' meeting held July 25, 2023, as amended.*

***The motion was carried.***

*S. O'Meara arrived at the meeting at 8:03 a.m.*

#### **5.0 CHAIR REPORT**

##### **5.1 Town of Oakville Strategic Plan and Moving Bronte Forward Feedback/Discussion**

The Board received the Strategic Plan and Moving Bronte Forward documents and reviewed the draft letter of asks written to the town on behalf of the Board. The following highlights the Board discussion that ensued:

###### 1. Bronte Is Walkable and Connected

###### 1.1 Seasonal decorations:

- Bronte BIA had to consider that there were other BIAs in the catchment;
- the town did the bare minimum, and the BIAs filled the gaps;
- the town could perhaps assist with the installation of decorations;
- other BIAs were tourist destinations as well;
- the BIA could fundraise for this item and install items incrementally over time; and
- costs should be determined by the BIA, in advance of attending the October 2023 budget meetings, to request financial help.

###### 1.2. Inadequate power capacity at Market Square:

**ACTION:** S. O'Meara to inquire at the town about the electricity supply issues at Bronte Market Square.

###### 1.3 Parking experience improvements:

- the parking pilot project was being finalized and town staff were actively looking for spaces for parking;
- recently the parking authority had been blitzing the area; and
- consider including in the BIA budget monies to hire a consultant to advise on how to better communicate and way-find the available parking spots.

#### 1.4 Lowering speed limit on Lakeshore Road West:

- activating Market Square would naturally create a pedestrian presence;
- a proposal for a 40 km speed limit had been turned down by council at the last meeting; and
- the Lakeshore Reconstruction meetings were starting and would consider advocating for this.

#### 1.5 Greb Lands site

- there was not much the town could do about the messiness of the site, which was unfortunate as it was a very visible stretch of land.

### 2. Bronte Celebrates Local Vibrancy

#### 2.1 Add storage unit at Market Square and/or Heritage Waterfront Park:

- these were asks for the town and the Councillors could advocate for them;
- there was a possibility at the Heritage Waterfront Park as there was the large building there and the storage at the washrooms; and
- the BIA could ask staff directory about this.

#### 2.2 Extend Canada Day activities to start at 2:00 p.m.:

- more money would be needed to start the activities earlier;
- the town may need to better coordinate what additions the various organizations could contribute to the event;
- there was a big push to get rid of fireworks, to be more environmentally friendly, and replace the sky show with drones, and the costs were being considered;
- getting food to the area was always a challenge; and
- the town had been asked in the past about this and had turned it down repeatedly.

#### 2.3 Once monthly open street approach:

- the bare bones costs would need to be determined;
- the police would have the ultimate say;
- the Councillors advocated for the street to be a flexible street; and
- the Board supported the idea.

### 3. Bronte Embraces Inclusivity and Anticipates Change

#### 3.1 Locate a new branch of library in Bronte:

- the Library Board vision included non-traditional and/or hybrid-community branch options; and
- a master plan was being advocated for.

### 3.2 Seat for BIA at town-led issues table:

- the Councillors hoped that the BIA felt that they did have a seat at these tables and if the BIA ever felt that they did not have a seat, they were to connect with the Councillors.

### 3.3 Repair power to lampposts along Lakeshore Road West:

- the BIA budget used to have a line item for these costs as the town had said it was a BIA responsibility; and
- Councillor O'Meara would provide Management with the contact he had that assisted with hydro issues.

## 6.0 REPORTS

### 6.1 2023 Operating Plan – Summer 2023 Updates

The Board received the Summer 2023 updates. Management read out the updates which had been highlighted in yellow. There were no questions.

## 6.2 Financials

### 6.2.1 2023 Budget – August Update

The Board received the financial statements for the period ended August 31, 2023. The written report from the Treasurer, D. Bertolin, had been distributed with the meeting package and the Treasurer read out an update.

In response to a Director's questions, Management advised that in two (2) weeks they would know what monies remained in the budget categories not used and confirmed that staff had not been in touch about the budget and that an increase was being planned over last year's budget. Councillor O'Meara recommended that Management liaise with the other BIAs about their budget plans and noted the town was planning for a 4.5% increase. Management should be prepared with the costs for the three (3) or four (4) items that the BIA wanted to advocate for.

*On a MOTION by D. Bertolin, seconded by S. O'Meara, it was resolved to receive the August 31, 2023, income statement and balance sheet.*

*The motion was carried.*

## 6.3 Town Update

Councillor O'Meara detailed that the budget process was underway. By the start of October 2023, a budget increase amount would be known. Council was working to pick two (2) priority projects to get done this term. Development applications continued to be submitted.

Councillor McNeice added that a staff person had been appointed to be the link for BIAs for programs including the patio program. In November 2023, the Councillor would convene a meeting with the organizations interested in prioritizing major projects for the area.

*On a **MOTION** by S. O'Meara, seconded by D. Bertolin, it was resolved to accept the reports as presented.*

*The motion was carried.*

## **7.0 CARRY FORWARD ITEMS**

### **7.1 BIA-Led Events – Bronte Block Party**

Management summarized that the Bronte Block Party had been a success and had been meaningful for the businesses, with 4,500 people and 25 business and community groups participating. The one (1) food truck had cancelled at the last moment and a fill-in food truck could not be organized. Management would work earlier next year to get the food set up. Management read out the feedback received after surveying many participants and advised that Management had noted the areas for improvement.

### **7.2 Holiday Plans**

Management had held a planning meeting with stakeholders to discuss the plans for the six (6) weeks of holiday activation in Bronte. Management detailed the plans including that a 22-foot spruce tree in a box, with roots intact, would be displayed and decorated in the Bronte Market Square for the holidays. The tree would then be planted in Bronte afterwards. The tree lighting event would be Saturday, November 25, 2023, from afternoon and into evening. Santa and Mrs. Claus, food, activities for children, and food bank donation boxes would be part of the plans. A shopping guide and giveaways would drive holiday shopping and a window decorating contest would be considered.

### **7.3 Farmers Market in Bronte Market Square**

Management explained why there was not a farmers' market in Market Square this fall. A meeting would be organized to discuss the associated challenges and applications for next year.

### **7.4 Community Investment Program**

Management detailed the success and results of the second year of the community investment program. A final report would be provided by each of the sponsor groups, and that information would be used for planning the next year budget for this item.

### **7.5 Bylaw/Constitution Review Committee – Revisited**

The meeting package included the BIA Constitution, which had last been amended in 2016. Management would convene meetings in fall 2023, for interested Board Directors, to review the

document and to propose changes for Board consideration. S. O’Meara indicated he would participate in the review.

**8.0 NEW BUSINESS**

**8.1 2024 Budget Planning**

The draft 2024 operating budget was being developed now and would be presented at the next meeting. A final budget would be presented in November 2023 for Board approval. The final budget would be presented to BIA Members at a later date. Management detailed what was expected to be included in the budget. Management and the Treasurer would meet to prepare the draft in advance of the next meeting.

A Director commented that the Muskoka Chair Company business was now located in Bronte, at Bronte Road and Speers Road, and that they could be contacted about chairs.

**ACTION:** Management to inform the Chair of the dates of the town’s pre-budget meetings.

**9.0 COMMENTS / ANNOUNCEMENTS**

A Director advised that a vehicle had been stolen from in front of her store at 10:00 a.m.

**10.0 NEXT MEETINGS**

The next Board of Directors’ meeting was scheduled for Tuesday, October 24, 2023, at 8:00 a.m., to be held in-person in the BIA boardroom.

Upcoming meeting dates were as follows:

- Tuesday, November 28, 2023
- 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

**11.0 CLOSE**

With no further business to conduct, the Chair closed the meeting at 9:17 a.m.

\_\_\_\_\_  
Director

\_\_\_\_\_  
Date

\_\_\_\_\_  
Director

\_\_\_\_\_  
Date