



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

BIA Boardroom, 2360 Lakeshore Road West, Oakville
Tuesday, March 26, 2024, at 8:00 a.m.

Board Members Present

Cheryl Etherington, Cheryl Etherington CGA	Chair
Prabh Banga, Shoppers Drug Mart Bronte	Vice Chair (<i>via videoconference</i>)
Amal Helbah Dawson, RBC-Bronte Branch	Secretary (<i>arrived at 8:09 a.m.</i>)
Diane Bertolin, Alliance Properties/ Residences of Bronte Lakeside	Treasurer
Rose Luxton, Lakeside Livin'	Director (<i>via videoconference</i>)
Nina Duong, Nina Duong Haute Couture	Director
Sean O'Meara, Councillor, Halton Region, and Ward 1	Director

Management

Kylie Wilson Executive Director, Bronte BIA

Invited Guests

Jonathan McNeice Councillor, Ward 1
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 8:03 a.m.

1.1 Land Acknowledgement

The Chair acknowledged the treaty lands and territories of the Mississaugas of the Credit.

2.0 DECLARATION OF CONFLICT OF INTEREST

No conflicts of interest were declared.

3.0 APPROVAL OF AGENDA

On a MOTION by D. Bertolin, seconded by N. Duong, it was resolved to approve the presented agenda.

The motion was carried.

4.0 APPROVAL OF MINUTES

4.1 Meeting of January 23, 2024

On a MOTION by S. O'Meara, seconded by D. Bertolin, it was resolved to approve the minutes of the Board of Directors' meeting held on January 23, 2024, as presented.

The motion was carried.

4.2 Meeting of February 15, 2024

On a MOTION by D. Bertolin, seconded by N. Duong, it was resolved to approve the minutes of the Special Board of Directors' meeting held on February 15, 2024, as presented.

The motion was carried.

5.0 REPORTS

5.1 BIA Operating Plan – February & March 2024 Update

The Board received a written February and March 2024 Operating Plan Updates memo and Management highlighted the following:

- The town agreed to provide power for the BIA to install lights at the mast/sail in Bronte Heritage Waterfront Park, with the expectation that lights would be in place for winter 2024.
- Management had drafted a sponsorship package to welcome funding support for the lighting and other BIA beautification projects, and a placemaking wish list for Bronte Market Square, with inclusion of community stewardship ideas.
- A February 2024 networking breakfast for Members had been attended by 35 Members, and another networking event would be scheduled for spring 2024.
- Two (2) Members had applied to date for the Hand-In-Hand community investment program, for funds to beautify store fronts.
- The painting of 20 chairs had been signed up to date for the At Home in Bronte Muskoka Chair Project.
- A 4-foot by 8-foot *BRONTE* sign was expected to be installed next month at Bronte Market Square to provide year-round promotion of events.
- There were currently eight (8) vacancies and five (5) for lease. The three (3) new businesses coming to the BIA were identified.
- Management completed podcast #5 last week. There would be 12 in total.

A. Helbah Dawson arrived at the meeting at 8:09 a.m.

On a MOTION by S. O'Meara, seconded by N. Duong, it was resolved to accept the Operating Plan February and March 2024 Update report.

The motion was carried.

5.2 Financials

5.2.1 2024 Budget – February & March Update

The Board received the financials for the period ended March 18, 2024, and a written Treasurer’s report. Treasurer D. Bertolin highlighted that the BIA budget had been approved by the town on February 26, 2024, that the first levy installment had been received on February 29, 2024, and that \$4,000 in sponsorship revenue had been secured to date.

*On a **MOTION** by D. Bertolin, **seconded** by A. Helbah Dawson, **it was resolved** to receive the February and March 2024 update, income statement and balance sheet.*

The motion was carried.

5.2.2 Community Investment Agreements

Treasurer D. Bertolin provided a summary of the three (3) community investment agreements that were in excess of \$5,000 and required Board approval. The agreements had been included in the meeting package.

*On a **MOTION** by A. Helbah Dawson, **seconded** by P. Banga, **it was resolved** to approve the following Community Investment Agreements, valued over \$5,000:*

- *BLing Events International Entertainment (BEI) Black African Caribbean Canadian Artists Unite (BACCAU), in the amount of \$6,000;*
- *Bronte Historical Society for the Bronte Lake Notes Music in the Park summer concert series, in the amount of \$12,000; and*
- *The Oakville Wind Orchestra, in the amount of \$6,000.*

The motion was carried.

ACTION: Management to inform the Latino festival organizers of the BIAs sponsorship opportunity.

5.3 Town Update

Councillor O’Meara provided the following update:

- Lakeshore Road East had been approved last night, to be undertaken after completion of the streetscape study.
- A construction information meeting was being held on April 4, 2024 for the community to hear directly from staff about the upcoming local construction and private property development plans.
- The Bronte Beach Phase-2 public consultation meeting had been rescheduled to April 10, 2024.

- The planned shutdown for the Burloak Drive work was expected to be pushed to fall 2024.
- The Oakville Transit 5-year business plan review team was consulting with the public regarding a grid-style system.
- The Legion patio would be able to operate this summer.
- The survey results regarding the noise by-law were expected to be presented to council in fall 2024.

Councillor McNeice added the following to the update:

- Electrical in conduits would be provided at Bronte Heritage Waterfront Park and staff were being asked to also supply electrical to Bronte Beach. Fibre optic networking was being investigated to also be provided.
- A review was underway to remove the gaps in the bylaws regarding predatory towing and towing from private properties, with a report expected in May 2024.

A Board Director asked where vehicles were taken before they were placed in the storage yard. Councillor McNiece advised that there were regulations regarding the towing of vehicles and advised that the public could complain to the province about delays.

6.0 CARRY-FORWARD UPDATES

6.1 Zara’s On Wheels Food Truck Variance – Update

Management updated that the food truck variance had been approved last week by the Committee of Adjustment and noted that 124 letters of support and zero opposition letters had been sent to the town to support the minor variance application.

7.0 ITEMS FOR DISCUSSION

7.1 Easing Food Truck Restrictions in Bronte

As a general food-for-thought discussion, Management asked the Board to consider if the current food truck restrictions should be eased.

Board discussion included the following:

- Food trucks go where the people are and do not go to areas with restrictions.
- Statistics were needed about the impact of trucks located close to restaurants.
- Restrictions could include that a distance was required from brick-and-mortar places.
- The July 2024 Food Truck Festival had been relocated this year to the town border.

- Influencers successfully use social media to promote food trucks and influencing was a new promotion style not used by traditional businesses.
- The BIA should do a cost-benefit analysis.
- That BIA businesses would need educating to accept that food trucks were not a competing business.
- People loved food truck events.
- The BIA could distribute a survey to collect Member feedback about this item.

8.0 NEW BUSINESS

8.1 Communications, Events and Marketing (CEM) Coordinator

Management detailed that the coordinator had been hired, with a start date of April 2, 2024.

8.2 2024 Sponsorship

The sponsorship package was available for any Board Directors that had connections and Management would begin to liaise with businesses across Oakville about sponsorship.

8.3 Farmer's Market

Management noted that an interesting resume had been received as part of the CEM Coordinator posting and asked Board support to hire a part-time coordinator for the farmer's market. The proposed coordinator was well experienced and had an existing relationship with farmers. The coordinator would be responsible for obtaining vendor participation. Monies were in the budget to launch the market. The coordinator would work approximately 15 hours per week for 20 weeks from April 8, 2024 to the end of August 2024. Management listed for the Board the costs expected to be incurred by the BIA for the 2024 Bronte farmer's market.

*On a **MOTION** by D. Bertolin, **seconded** by A. Helbah Dawson, **it was resolved** to approve the hiring of a contract Market Coordinator to launch a 2024 farmer's market in Bronte.*

The motion was carried.

8.4 Our Square, Our Story

Management advised of a community activation grant opportunity. Management detailed that the \$73,000 application was for a 4-part placemaking concept for Bronte Square and noted that the application was ready to submit as the deadline was this weekend. All funding awarded was to be spent by December 31, 2024. A public art partner group had been included in the concept to strengthen the application.

On a **MOTION** by S. O'Meara, **seconded** by D. Bertolin, **it was resolved** to submit an Our Square, Our Story community activation grant application.

The motion was carried.

9.0 COMMENTS / ANNOUNCEMENTS

There were no items.

10.0 NEXT MEETINGS

The next Board of Directors' (BOD) meeting was scheduled for Tuesday, May 28, 2024, at 8:00 a.m., to be held in-person in the BIA boardroom.

Upcoming 2024 meeting dates were as follows:

- Tuesday, July 23
- Tuesday, September 24
- Tuesday, November 26

The Annual General Meeting (AGM) would be held in June 2024, at a date to be determined.

11.0 CLOSE

With no further business to conduct, the Chair closed the meeting at 9:05 a.m.

Director

Date

Director

Date