



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

BIA Boardroom, 2360 Lakeshore Road West, Oakville
Tuesday, May 28, 2024, at 8:00 a.m.

Board Members Present

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	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 8:00 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 R. Luxton, seconded by S. O'Meara, it was resolved to approve the presented agenda.

The motion was carried.

4.0 APPROVAL OF MINUTES

4.1 Meeting of March 26, 2024

On a MOTION by D. Bertolin, seconded by R. Luxton, it was resolved to approve the minutes of the Board of Directors' meeting held on March 26, 2024, as presented.

The motion was carried.

5.0 REPORTS

5.1 BIA Operating Plan – Bi-Monthly Updates (April & May 2024)

The Board received a written April and May 2024 Operating Plan Updates memo. Management highlighted the following:

- \$4,469 for funding was received for hiring a summer student. Liam was scheduled to start June 10, 2024, as a summer events coordinator and to assist at the Sunday market. The monies received almost fully fund the student's wage.
- The Bronte Pollinator Garden partnership project will proceed. Oakvillegreen will host a community planting party on May 28, 2024.
- Eight (8) businesses have applied for the \$350 funding to host an event in their business to activate the BIA and to attract new visitors.
- The location for the 4'x8' sign to promote BIA events will likely be positioned on Bronte Road and will remain on display year-round. The town paid for the sign and the BIA will cover the cost of the digital messaging.
- The "One Bronte" stakeholder group continues to meet monthly to discuss what makes Bronte more livable. The BIA hosted and invited leaders to attend the last meeting.

On a MOTION by R. Luxton, seconded by S. O'Meara, it was resolved to accept the Operating Plan Bi-Monthly Update report.

The motion was carried.

5.2 Financials

5.2.1 2024 Budget – April & May Updates

The Board received the financials for the period ended May 31, 2024, and a written Treasurer's report. Treasurer D. Bertolin reported that the second levy installment had been received on April 30, 2024, that \$14,000 in sponsorships had been received to-date for events and beautification, and that \$4,469 had been received from the Canada Summer Jobs program to support youth summer work experience.

On a MOTION by D. Bertolin, seconded by N. Duong, it was resolved to receive the April and May 2024 update, income statement and balance sheet.

The motion was carried.

5.2.2 2023 Draft Audited Financial Statements

The Board received the audited statements. The Treasurer noted that a clean audit opinion had been provided by the Auditor, KPMG.

*On a **MOTION** by D. Bertolin, **seconded** by R. Luxton, it was **resolved** to approve the audited financial statements for the fiscal year ended December 31, 2023.*

The motion was carried.

5.3 Town Update

Councillor O'Meara provided the following update:

- Council had instructed staff last night to review the Noise Bylaw and to talk with the businesses about solutions to allow for restaurant patio nightlife without resident complaints being received. The Councillor recommended that the BIA Board, along with the patio partners and their patrons, offer their strong voices of support for changes to the Noise Bylaw as it was needed for commercial vibrancy.

Councillor McNeice updated as follows:

- A review of the Victoria Day collection of kids that occurred again this year was underway, and staff were investigating programming to prevent this from recurring.
- Streetscape engagement would be done in June 2024, with an online link and public meetings to prioritize how the budgeted monies would be spent this summer at Bronte Market Square.

6.0 CARRY-FORWARD UPDATES

6.1 At Home in Bronte Project

The Muskoka Chair Project goal was 50 painted chairs and Management reported that the final number was 60 artistically painted chairs. All chairs had now been placed and locked in at prime waterfront park locations. It was noted that ten (10) BIA businesses had contributed painted chairs. Good TV footage and promotion was provided of the May 24, 2024, installation event. A total of 130 painted chairs are now on display in the community.

6.2 Bronte Farmers' Market

Approval was received to hire a Market Consultant to launch the 2024 Sundays in July and August Farmers' Market. 45 vendors applied and 27 were selected, consisting of farmers, food vendors and BIA businesses. The \$7,000 vendor fee income will offset the BIA costs to provide marketing, washrooms, tables, hydro access and live music performances. Management noted that the town and region had been very supportive of the Bronte Farmers' Market.

6.3 Upcoming Events

Management advised that they were on track to host 75 events, and highlighted the following:

- The first Pride event will be held in Bronte in partnership with The Wine Bar on June 19, 2024, and will be a small event.
- The Second Annual Movie Night in The Park had been scheduled for the park.
- 11 concerts will provide a full season of music performances.
- The OPL partnership will bring games, crafts and a book club to the gazebo.

Management advised that the Legion’s Sunday programming included live music on their exterior patio of the Legion. As complaints about noise had been lodged by residents, the Legion was required now to obtain noise exemption approvals for every Sunday for the summer programming, at a cost of \$400 per week. Management suggested that there was an opportunity for the BIA to connect with the Legion Sunday events programming. Councillor McNeice detailed that it would assist to have the BIA Board support the Legion event, via a partner arrangement, as any new Noise Bylaw would not take effect until November 2024. Board discussion included that the Legion offered afternoon music that ended at 5:00 p.m. and that support could be in the form of marketing and promotion.

*On a **MOTION** by D. Bertolin, seconded by S. O’Meara, it was resolved to approve that the Bronte BIA Board of Directors’ supports the Bronte Legion Sunday afternoon summer music events, with a monetary sponsorship contribution to be determined.*

The motion was carried.

7.0 NEW BUSINESS

7.1 Canada Day

The BIA will sponsor the 11:00 a.m. to 11:00 p.m. annual event and will actively encourage businesses to set up outside of their business on that day, Monday July 1, 2024. Farm Boy would provide the second annual barbeque. The Board discussed the food offerings and noted that last year there had been long line-ups and no more capacity in the BIA restaurants. Councillor O’Meara would follow up with staff about arranging for food truck participation.

7.2 BIA Annual General Meeting (AGM)

The AGM will be Tuesday, June 18, 2024, at the Bronte Legion. The meeting will be at 5:00 p.m. inside the hall and then attendees will be welcomed onto the exterior patio for food and drinks. Quorum is ten (10) voting Members and Management was working to have 20 voting Members in attendance this year.

7.3 Summer Beautification

Management updated that the planter barrels and Canada flags had been installed over the weekend and that the 70 hanging baskets would be installed this week. Management thanked very much the support provided by the town and identified the staff who had worked to select spots not affected by construction to hang the regular number of floral baskets this summer. The planter barrels would be watered overnight to prevent adding to the traffic roadblocks.

7.4 Bronte Block Party

Management instructed the Board to mark their calendars for Saturday, September 21, 2024, for the next block party and noted at that they were hoping that 35 businesses could be enticed to participate. This was also the kick off date for the Oakville Culture Days and events would be organized, including Bronte’s Got Talent.

ACTION: Councillor McNiece would arrange a walk around for Amica to determine locations to erect the panels.

8.0 COMMENTS / ANNOUNCEMENTS

There were no items.

9.0 NEXT MEETINGS

The Annual General Meeting (AGM) was scheduled for Tuesday, June 18, 2024, at 5:00 p.m., at the Bronte Legion.

The next Board of Directors’ (BOD) meeting was scheduled for Tuesday, July 23, 2024, at 8:00 a.m., to be held as a hybrid in-person or virtual meeting.

Upcoming 2024 BOD meeting dates were Tuesday, September 24 and Tuesday, November 26.

10.0 CLOSE

With no further business to conduct, the Chair closed the meeting at 8:45 a.m.

Director

Date

Director

Date