



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

BIA Boardroom, 2360 Lakeshore Road West, Oakville
Tuesday, October 22, 2024 at 8:00 a.m.

Board Members Present

Cheryl Etherington, Cheryl Etherington CGA	Chair
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
Diane Bertolin, Alliance Properties/Residences of Bronte Lakeside	Treasurer

Management

Kylie Wilson	Executive Director, Bronte BIA (<i>departed at 8:50 a.m.; returned at 8:56 a.m.</i>)
--------------	--

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 Cheryl Etherington called the meeting to order at 8:05 a.m.

1.1 Land Acknowledgement

The Chair acknowledged that the Board was meeting on the treaty lands and territories of the Mississaugas of the Credit First Nations and thanked them for being the stewards of the lands.

2.0 DECLARATION OF CONFLICT OF INTEREST

No conflicts of interest were declared.

3.0 APPROVAL OF AGENDA

On a **MOTION** by S. O'Meara, **seconded** by R. Luxton, **it was resolved** to approve the agenda.
The motion was carried.

4.0 APPROVAL OF MINUTES

4.1 Meeting of July 23, 2024

The Board reviewed the minutes for errors or omissions.

*On a **MOTION** by R. Luxton, **seconded** by N. Duong, **it was resolved** to approve the minutes of the Board of Directors' meeting held on July 23, 2024, as presented.*

The motion was carried.

5.0 REPORTS

5.1 Financials

5.2.1 2024 Budget – Fall 2024 Update

The Board received the balance sheet and comparative income statement for the period ended October 2, 2024, and a written budget update from the Treasurer. Management provided the Board with a verbal update.

The final levy installment had been received in September 2024. The forecasted 2024 revenue amount was \$510,267, an increase over the budgeted amount of \$419,364, due to additional revenue sources being found.

*On a **MOTION** by S. O'Meara, **seconded** by R. Luxton, **it was resolved** to receive the October 2024 update, income statement and balance sheet.*

The motion was carried.

5.2.2 Town Update

Councillor O'Meara provided the following update.

- The 2025 budget process was underway and the Councillors were participating in preliminary meetings over the next month. Final budget approval would be obtained in December 2024.
- The Parks & Open Space Master Plan draft would be presented at council in about a month.
- The Oakville Transit 2025-2029 business plan report had been presented to council last night. Consultations would now be held to obtain feedback about area growth and moving people quickly and efficiently.
- Area construction had reached a stride. The communications were doing a good job of keeping people informed. The next construction phase would be above ground, which should reduce the heavy truck traffic.
- The Bronte Beach Redevelopment tender would be reissued in January/February 2025, with the work to be done for the 2025 summer season.

Councillor McNeice updated as follows.

- The Parks & Open Space Plan also included enhancing the library infrastructure.
- The Bronte Village Streetscaping Study consultations were continuing. It was in the visioning stage and good feedback was being received.
- Waterfront planning for Bronte would begin in early 2025.

6.0 CARRY-FORWARD UPDATES

6.1 Bronte Farmers' Market

Management provided the Board with the farmers' market vendor experience and visitor experience survey results and provided a summary of the findings. The most challenging factor cited by the vendors had been the weather, followed by parking. Seventy percent of the visitor respondents indicated that they had visited a local Bronte business on market day. Visitor responses asked for additional shade and seating and that the market be extended into the fall season.

6.2 Bronte Block Party

The BIA hosted the second annual Block Party on September 21, 2024. Thirty businesses participated, with about 8,000 visitors attending and met the focus for this year, which was to provide something for all ages and abilities.

The Bronte's Got Talent event had been well received. The weather on the day cooperated, but leading up to the event day the weather forecast was not good. Management noted that this year was a success, but this fall event was weather dependent and was a lot of eggs in one (1) basket from a budgeting point of view if it had been impacted by bad weather.

6.3 My Main Street Community Activator Grant

Regarding the \$73,000 My Main Street Community Activator reimbursement grant, Management updated that the delivery of the Muskoka chairs was pending with no date provided, and that the community co-created ground mural in Bronte Market Square had been completed in October 2024. An unveiling for the mural would be held on Sunday. The grant monies had now been spent and the BIA would submit a final report to be reimbursed for the monies.

Councillor McNiece and Management were meeting with town staff to discuss monies allocation for the shade and seating additions to Market Square, along with ideas and infrastructure monies to activate the Square.

7.0 NEW BUSINESS

7.1 At Home in Bronte for the Holidays

Five (5) activities had been planned as the Christmas focus.

- The tree lighting ceremony was scheduled for Saturday, November 23, 2024, 3:00 to 7:00 p.m. in Market Square. A skating rink would be installed for the day and a portion of Lakeshore Road would be closed to traffic to facilitate a holiday market.
- The seasonal décor included the arrival of the tree the week of November 12, 2024. Bronte Heritage Park would be brightened with string lights between November 2024 and March 2025. The winter hanging baskets and snowflakes would be installed on the lamp posts in November 2024.
- The digital and print publication, The Holiday Shopping Guide, was currently being compiled, to be finalized within the next couple of weeks.
- The sale of Bronte apparel would be launched in time for holiday gift giving.
- Contests would be held to encourage people to shop in Bronte for the holidays.

7.2 Proposed 2025-2027 Strategic Plan

The Board had received a draft proposed strategic plan in advance of the meeting. Management detailed the process and gave an overview of the plan.

Board feedback included that it may be better to issue a two (2) year plan to cover the period to the end of 2026 when the major streetscape, waterfront and built form projects would be finished, then to undertake a rebranding exercise to cover the 2027 through 2029 period for the new Bronte. Management supported this idea, commenting that it could reflect resiliency through transformation. The Board's feedback to Management regarding the draft strategic plan, was that it was good.

7.3 Proposed 2025 Budget

The Board received the draft 2025 budget. Management advised that the budget had been driven by the strategic plan and provided an overview including that clearer category names had been used this year. A 3% tax levy was being recommended. The Administrative expenses line was higher as Management proposed making the Communications, Events & Membership Coordinator position full time, rather than the current five (5) hours per day, and as the office lease was anticipated to rise by 12%. Beatification costs would include new banners. Events funding included extending the Farmers' Market to 12 weeks.

The draft budget was for review today and would be presented at the November 26, 2024 meeting for Board approval. Management proposed holding a special meeting on Tuesday, December 10, 2024, to present the 2025 budget to the Members, for acceptance, in advance of being submitted to the town.

ACTION: Management to provide Councillor O'Meara with a breakdown to show the amount paid by the BIA to the Town of Oakville for event permitting, amenities, etc.

At the request the Board, K. Wilson temporarily departed at 8:50 a.m.

On a **MOTION** by R. Luxton, **seconded** by S. O’Meara, **it was resolved** to move to an in-camera session.

The motion was carried.

Discussion was documented in the private and confidential minutes.

On a **MOTION** by S. O’Meara, **seconded** by R. Luxton, **it was resolved** to move out of the in-camera session.

The motion was carried.

K. Wilson returned at 8:56 a.m.

On a **MOTION** by R. Luxton, **seconded** by N. Duong, **it was resolved** to receive the reports and proposed budget, as presented.

The motion was carried.

8.0 COMMENTS / ANNOUNCEMENTS

8.1 Lighting on Bronte Road – Status

It was confirmed that regular lighting was planned to be installed.

8.2 Predatory Towing

The town remained on track to have a by-law in place to address the predatory towing issue.

8.3 New BIA Businesses

A takeout burrito restaurant, a Thai restaurant, and a retail gift shop businesses were opening soon. Management noted that these businesses were on the gap/wish list.

9.0 NEXT MEETING

The next Board of Directors’ (BOD) meeting was scheduled for Tuesday, November 26, 2024, at 8:00 a.m., to be held as a hybrid in-person and virtual meeting.

10.0 CLOSE

With no further business to conduct, the Chair closed the meeting at 9:03 a.m.

Director

Date

Director

Date