



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

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

Board Members Present

Cheryl Etherington, Cheryl Etherington CGA	Chair
Prabh Banga, Shoppers Drug Mart Bronte	Vice Chair
Amal Helbah Dawson, RBC-Bronte Branch (<i>via videoconference</i>)	Secretary
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

Management

Kylie Wilson Executive Director, Bronte BIA (*departed at 8:56 a.m.*)

Invited Guests

Jonathan McNeice Councillor, Ward 1 (*departed at 8:56 a.m.*)
Lynn Clay Recording Secretary, INaMINUTE Ltd. (*via telephone*)

1.0 CALL TO ORDER

With quorum present, Chair Cheryl Etherington called the meeting to order at 8:01 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

A closed in-camera session would be held after Item 6 - Carry Forward Updates.

On a MOTION by D. Bertolin, seconded by S. O'Meara, it was resolved to approve the amended agenda.

The motion was carried.

4.0 APPROVAL OF MINUTES

4.1 Meeting of October 22, 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 standard minutes of the Board of Directors' meeting held on October 22, 2024, as presented.*

The motion was carried.

*On a **MOTION** by S. O'Meara, **seconded** by R. Luxton, **it was resolved** to approve the private and confidential minutes of the Board of Directors' meeting held on October 22, 2024, as presented.*

The motion was carried.

5.0 REPORTS

5.1 Financial

5.1.1 Budget Update – November 2024

The Board received the November 2024 balance sheet and comparative income statement, and a budget update report from the Treasurer.

Treasurer D. Bertolin highlighted for the Board the budget update items, including that all levy installments had been received for 2024, totalling \$380,364. Other revenue for 2024 amounted to \$515,327.

A chart had been included that listed the 2024 Town of Oakville permit fees incurred by the BIA. It was noted that in 2024, the BIA received about \$21,000 in grant monies from the town and the BIA paid the town about \$16,000 for event permits. Councillor O'Meara questioned if it would be easier from an administrative burden point of view if the town waived all fees for BIA event permits in exchange for not providing grant monies. Management considered this a good idea. Councillor O'Meara would discuss this idea with the Town of Oakville budget team.

*On a **MOTION** by D. Bertolin, **seconded** by R. Luxton, **it was resolved** to receive the November 2024 budget update, income statement and balance sheet.*

The motion was carried.

5.2 Town Update

Councillor O'Meara provided the following update.

- Council was focused on the 2025 budget. An increase of over 5% was being considered. Public delegations were being heard now.

- An updated Noise By-law had been passed. Council voted to allow businesses in the Bronte Village, Downtown Oakville and Kerr Village BIAs to play music on their outdoor patios daily until 10:00 p.m., effective April 1, 2025.
- The new Towing By-law would be debated on December 16, 2024, and was expected to be in place in February 2025. Councillor McNeice was acknowledged for working diligently on this item.
- Council had reviewed the North Oakville East Commercial Study which included interesting ideas to encourage different types of commercial businesses to the area. Councillor O’Meara would provide a copy of the report to Management, to forward to the Board for information and thought generation.
- The Bronte BIA’s tree lighting event had been a success.

Councillor McNeice updated as follows.

- The Bronte Village Streetscaping Study consultations would pick up again in 2025. The Councillors were proposing street-level changes, such as to curb lines and cuts.
- It was a tough budget year but a capital project for the lower Bronte Road section may be proposed.
- The waterfront year-round lighting plans were progressing, and discussions would be held about making Bronte a destination in the winter season.
- The new Towing By-Law included a process that should remove the predatory towing problem.

A Board Director commented on a recent police advisory alerting of break and enters to Bronte businesses, homes and vehicles. The Councillor noted that they were not provided with specifics but knew that car thefts were a problem across the GTA. Police were proactively patrolling to have a visible presence as a deterrent.

On a MOTION by P. Banga, seconded by D. Bertolin, it was resolved to receive the reports, as presented.

The motion was carried.

6.0 CARRY-FORWARD UPDATES

6.1 At Home in Bronte for the Holidays

Management summarized the Saturday, November 23, 2024 tree lighting event. The weather had cooperated. Participation included an estimated 5,000 people, six (6) community groups, ten (10) BIA businesses and 19 market vendors. The Lakeshore Road West street closure, from Bronte Road to Jones Street, had been well managed by police and created a more pedestrian friendly space for the event. Management would collect feedback from the businesses, to assist with the decision making about next year’s event.

A Board Director commented that concrete barriers had been required to be installed for the Block Party event but not for this event and noted that this was a cost saving as there was a cost to rent the barriers.

6.2 2025 Strategic Plan

Management advised that due to the feedback received at the last meeting, the 2025 to 2027 Strategic Plan time frame had been revised to two (2) years, from 2025 to 2026. The area construction would end for 2027, and a 2027 Strategic Plan would reflect the new pathway forward. The 2025-2026 content had remained the same and included Mission, Vision and Values. Management provided a review.

Management asked for comments or questions.

Councillor McNeice advised of comments being heard about communication towers at the last 15-Minute Cities meeting and suggested a change to the Prosperity pillar. Management agreed to make the change.

Councillor O'Meara added that there needed to be a focus on how to encourage a variety of businesses to the BIA.

*On a **MOTION** by D. Bertolin, seconded by P. Banga, it was resolved to approve the 2025-2026 Strategic Plan.*

The motion was carried.

6.3 Proposed Operating Plan and Budget for 2025

The Board received the 2025 operating plan and budget with the meeting package.

6.3.1 2025 Operating Plan

Management highlighted some activities and milestones proposed in the 2025 Operating Plan. A Board Director asked if the BIA could capitalize on the events being held in the waterfront park and organize events at the square at the same time. Directional signage could direct event attendees from the waterfront to the square. Management considered this to be an exciting idea.

*On a **MOTION** by R. Luxton, seconded by S. O'Meara, it was resolved to approve the 2025 Operating Plan.*

The motion was carried.

6.3.2 2025 Budget

Treasurer D. Bertolin summarized the budget assumptions and guiding principles. The 2025 Budget supported the 2025 Operating Plan key goals/categories.

Management summarized the revenues. The budget proposed a 3% levy and \$57,500 from other revenue. The total revenue was anticipated to be \$439,275. Expenses for administration, marketing, beautification and events and activation were detailed. In response to a Board Director question, Management advised that the Downtown Oakville BIA had approved a 2.5% levy and Kerr Village BIA was proposing a 3-3.5% levy for 2025.

As the Legion was considering installing banners over the bridge, the BIA was asked to scale back their banner installation line, and to allow the Legion access to the bridge poles. The BIA’s 2023 banners would be end-of-life by February 2025 and new banners would then be arranged. Management was happy to give up the bridge area to make space for the Legion banners. Councillor O’Meara would discuss this with the Legion in January 2025.

*On a **MOTION** by D. Bertolin, seconded by P. Banga, it was resolved to approve the 2025 budget.*

The motion was carried.

The BIA would host a Special Meeting on Tuesday, December 10, 2024, to present the 2025 budget to the BIA Members.

At the request the Board, K. Wilson and J. McNiece departed the meeting at 8:56 a.m.

*On a **MOTION** by P. Banga, seconded by D. Bertolin, it was resolved to move to an in-camera session.*

The motion was carried.

7.0 IN-CAMERA SESSION

Discussion was documented in the private and confidential minutes.

8.0 NEXT MEETING

A Special Meeting of Members was scheduled for Tuesday, December 10, 2024, at 8:00 a.m., to be held by videoconference.

9.0 CLOSE

*On a **MOTION** by S. O’Meara, seconded by D. Bertolin, it was resolved to close the meeting at 9:20 a.m. as there was no further business to conduct.*

The motion was carried.

Director

Date

Director

Date