



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

BIA Boardroom, 2360 Lakeshore Road West, Oakville
Tuesday, January 28, 2025, at 8:00 a.m.

Board Members Present

Cheryl Etherington, Cheryl Etherington CGA	Chair
Amal Helbah Dawson, RBC-Bronte Branch (<i>via videoconference</i>)	Secretary
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
Diane Bertolin, Alliance Properties/Residences of Bronte Lakeside	Treasurer

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 Cheryl Etherington called the meeting to order at 8:02 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 November 26, 2024

On a MOTION by R. Luxton, seconded by S. O’Meara, it was resolved to approve the standard and the private and confidential minutes of the Board of Directors’ meeting held on November 26, 2024, as presented.

The motion was carried.

5.0 REPORTS

5.1 Financial

5.1.1 2024 Budget – December / Preliminary Year-End Update

The Board received the balance sheet and comparative income statement for the period ended December 31, 2024, and a Preliminary 2024 Year-End Summary Report from the Treasurer and Executive Director. Management provided a review of the preliminary year-end financials. There were no questions.

On a MOTION by S. O’Meara, seconded by N. Duong, it was resolved to receive the December 31, 2024 income statement and balance sheet.

The motion was carried.

5.1.2 2025 Budget - Revised

The Board received the 2025 revised budget. Management detailed the revenue and expense revisions, including that the Events and Activities budget line had been increased to support a Halloween event, an extended Farmers Market season and a new art project for the community. The BIA tax levy increase remained at 3%.

A Board Director suggested that the budget include the purchase of a Meeting Owl smart conferencing speaker and camera, to enable the BIA to hold virtual meetings. Management noted that the meeting package included a quotation for the purchase and set up of two (2) desktop and two (2) laptop computers. The current computers had expired, and the town used their buying power to provide the BIA with a reduced rate to purchase new computers. Management advised that the town would be asked to additionally include a Meeting Owl with the computers purchase quotation.

On a MOTION by S. O’Meara, seconded by R. Luxton, it was resolved to approve:

- *the revised 2025 Budget; and*
- *the purchase of computer equipment for the BIA office, at a cost of \$5,300, plus HST, and a Meeting Owl, at a cost to be determined.*

The motion was carried.

5.2 Town Update

Councillor O’Meara and Councillor McNeice provided updates.

- The town was preparing for the upcoming provincial and federal elections.
- A motion to extend the one-way direction on Bronte Road was deferred at Council last night, to be considered at next month's Council meeting.
- The Community Planning Permit system had been revised for planning uses in the future. The new system was more transparent and gave the community upfront opportunities to decide what they wanted and allowed the developer to proceed quicker.
- The Towing By-law would be in effect on February 28, 2025.

6.0 NEW BUSINESS

6.1 2024 Audit

Management was in process of providing the files to KPMG as part of the February 2025 audit review. The audited statements would be presented to the Board once available.

6.2 Member Appreciation Breakfast - February 13, 2025

The Board was invited to attend the first Member networking breakfast to be held at the Wine Bar on Thursday, February 13, 2025, at 8:30 a.m. A Board Director commented that a budget should be added back for this event as the turnout last year had been good.

6.3 Coming Up in 2025

Management commented on being appreciative of the additional \$30,000 added to the event budget as it allowed for more activities to be organized. Management summarized the BIA events planned to be offered this year, to extend the BIA event season and to activate Bronte Square for 45 days. A list of the 2025 events had been prepared. Funds had been included in the budget to hire staff to assist the summer market. Regarding Bronte Square, the Councillor noted that the town was discussing its long-term vision and events that could be directed to it.

Management updated that the paint on the light grey concrete sections of the mural was peeling. The town was investigating if a coating had been applied to that concrete and the artist was working on solutions to make repairs in spring 2025. Management would issue a communication to advise the community that the BIA was aware of the issue and was working to resolve it.

The second sponsorship package for the BIA signature events was available and the fourth year of the community investment program was being launched with a focus on spectacle cultural events to attract new visitor traffic from outside of the area. Initial concepts for the artwork for new banners was on view for Board review.

7.0 COMMENTS/ANNOUNCEMENTS

The Bronte Boathouse conference and meeting space was expected to open in a couple of months. This space provided opportunities for corporate conferences to be attracted to the area.

8.0 NEXT MEETINGS

A Member Appreciation Breakfast was scheduled for Thursday, February 13, 2025, at 8:30 a.m.

The next Board of Directors' (BOD) meeting was scheduled for Tuesday, March 25, 2025, at 8:00 a.m., to be held in the BIA boardroom.

The upcoming 2025 BOD meeting dates were:

- Tuesday, May 27
- Tuesday, July 22
- Tuesday, September 23
- Tuesday, November 25

The Annual General Meeting (AGM) would be held in June 2025, with the date to be determined.

9.0 CLOSE

With no further business to conduct, the Chair closed the meeting at 8:37 a.m.

Director

Date

Director

Date