



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

Virtual

Tuesday, May 27, 2025 at 8:00 a.m.

Board Members Present

Cheryl Etherington, Cheryl Etherington CGA	Chair
Prabh Banga, Shoppers Drug Mart Bronte	Vice Chair
Diane Bertolin, Alliance Properties/Residences of Bronte Lakeside	Treasurer
Nina Duong, Nina Duong Haute Couture	Director
Sean O'Meara, Councillor, Halton Region, and Ward 1	Director

Regrets

Amal Helbah Dawson, RBC-Bronte Branch	Secretary
Rose Luxton, Lakeside Livin'	Director

Management

Kylie Wilson	Executive Director, Bronte BIA
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Invited Guests

Lynn Clay	Recording Secretary, INaMINUTE Ltd.
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1.0 CALL TO ORDER

The meeting was held by videoconference.

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

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 March 25, 2025**

On a **MOTION** by D. Bertolin, **seconded** by S. O'Meara, **it was resolved** to approve the standard minutes of the Board of Directors' meeting held on March 25, 2025, as presented.

The motion was carried.

5.0 **REPORTS**

5.1 **Financial**

5.1.1 **Financial Update – April and May 2025**

The Board received the balance sheet and income statement for the period ended May 13, 2025 and a Treasurer's Update report for April and May 2025. Treasurer D. Bertolin provided a summary for the Board.

On a **MOTION** by D. Bertolin, **seconded** by N. Duong, **it was resolved** to accept the April and May 2025 financial updates.

The motion was carried.

5.1.2 **2024 Draft Audited Financial Statements**

The Board received the 2024 audited statements. The Treasurer detailed that KPMG had provided a clean audit opinion for the year ended December 31, 2024.

On a **MOTION** by D. Bertolin, **seconded** by S. O'Meara, **it was resolved** to approve the audited financial statements for the fiscal year ended December 31, 2024.

The motion was carried.

5.1.3 **Community Investment Agreements**

Two (2) community investment agreements, included in the meeting package, required Board approval as the agreements were in excess of \$5,000. Management provided an overview of the two (2) groups being sponsored by the BIA to run summer concert/music series events. Regarding the Bronte Lake Notes Summer Music Concert Series, Management confirmed that new bands were added to the event roster, with additional spots still to be booked.

On a **MOTION** by D. Bertolin, **seconded** by P. Banga, **it was resolved** to approve the following 2025 Community Investment Agreements valued at over \$5,000:

- Oakville Wind Orchestra Sounds of Summer Music Series; and
- MSC Hospitality Ltd. for the Bronte Lake Notes Summer Music Concert Series.

The motion was carried.

5.2 Town Update

Councillor O'Meara provided an update.

- Town Council had approved the passing of a by-law making the use of parking boot vehicle immobilization devices illegal, effective June 16, 2025.
- Two (2) lanes of traffic and the sidewalk at the Amica construction site on Lakeshore Road would be reopened next week.
- Two (2) public information sessions would be organized for June 25, 2025 for the community to provide input on the Bronte One-Way/Streetscape Review and on the Commercial Parking Program. The notice would include streetscape options.
- The Bronte Boathouse was open, and event space was available for rent.
- Councillors were working with the Halton Police Board Chair on a police response and plan to rectify the Victoria Day fireworks issue and prevent a recurrence for Canada Day.

Management thanked Councillor O'Meara for his efforts in keeping the boot by-law conversation moving forward and for being very hands-on at the fireworks.

6.0 CARRY-FORWARD UPDATES

6.1 Bronte Banners

Management updated that four (4) designs had been narrowed down from the many that had been submitted. The community had been engaged, with 2,482 votes being cast, and coverage in local news stories. The winning design received 49% of the votes. The new banners had been installed at the beginning of May 2025.

6.2 Shop to Win Contest Impacts

The contest to win a \$1,000 gift cards pack ran March 15 to April 15, 2025 to drive local spending during a typically slow period. Participants numbered 759; spending at 43 BIA businesses amounted to \$76,659. Management would consider running this contest again at Christmas.

6.3 Bronte Brush and Roll Project

Sponsorship had been received for six (6) picnic tables and an overwhelming 47 artists/community groups had applied to paint them. The picnic tables were being painted now at the Sovereign Street parkette and would be moved to the Square in June 2025, for year-round display.

6.4 Summer Event Season

Management summarized the events being held from June through October, 2025, some of which were designed to attract new visitors to the area. The schedule included 83

community/sponsorship events plus the 14 events that the management office was directly coordinating.

7.0 NEW BUSINESS

7.1 Summer Beautification

Management confirmed the installation of planter barrels, Canada flags, hanging baskets, and a second canoe art garden to compliment the pollinator garden.

7.2 The Sunday Antique Market

The St. Lawrence Market antique market organizers had sought a new outdoor location as a pilot project. Management agreed to participate, deciding to pair the antique market with the Bronte fall event to achieve pilot project success and to enhance a Bronte event. The Fallin' for Fun Festival would be held on September 27 and 28, 2025, at the waterfront and the antique market would add 60-90 vendors to fill the grass area. As it was a two (2) day event, the BIA would apply for a Visit Oakville grant.

In response to a Board Director question, Management confirmed that the Fall Festival portion of the event would contribute food vendors along with music, inflatables and dancing, so families could plan to spend the day.

7.3 Annual General Meeting (AGM)

The AGM had been booked for Thursday, June 26, 2025, 8:00 a.m., to be held at the Bronte Boathouse event space. All Board Directors were encouraged to attend to meet quorum, which was ten (10).

8.0 COMMENTS/ANNOUNCEMENTS

8.1 Halton Regional Police Safety Webinar – Today at 9:00 a.m.

For the information of the Board, Management advised of the one (1) hour webinar being hosted by the Halton Regional Police, about safety on the community streets.

9.0 NEXT MEETING

The Annual General Meeting (AGM) was scheduled for Thursday, June 26, 2025, 8:00 a.m., to be held at the Bronte Boathouse, 2340 Ontario St, Oakville.

The next Board of Directors' (BOD) meeting was scheduled for Tuesday, July 22, 2025, at 8:00 a.m., to be held in the BIA boardroom.

The upcoming BOD meeting dates were Tuesday, September 23, 2025 and Tuesday, November 25, 2025.

10.0 CLOSE OF MEETING

With no further business to conduct, the Chair closed the meeting at 8:31 a.m.