



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

2360 Lakeshore Road West, Oakville
Tuesday, January 27, 2026 at 8:00 a.m.

Board Members Present

Cheryl Etherington, Cheryl Etherington CGA	Chair
Amal Helbah Dawson, RBC-Bronte Branch	Director <i>(via videoconference)</i>
Rose Luxton, Lakeside Livin'	Director <i>(via videoconference)</i>
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

Management

Kylie Wilson Executive Director, Bronte BIA

Invited Guests

Lynn Clay Recording Secretary, INaMINUTE Ltd. *(via videoconference)*

1.0 CALL TO ORDER

With quorum present, Chair Cheryl Etherington called the meeting to order at 8:00 a.m.

1.1 Land Acknowledgement

The Chair acknowledged that the Board was meeting on the treaty lands and territory of the Mississaugas of the Credit First Nations. The Board was grateful to live and work on the lands.

2.0 BOARD TOAST: NEW YEAR AND SERVICE MILESTONES

The Chair asked all to raise their glasses/mugs to toast a successful and collaborative year ahead and to celebrate the commitment of the Directors as they stepped into year-4 of their Board terms. The 2026 year would provide new BIA opportunities, continued growth and positive impacts on the community. The Chair thanked the Board for their time and contributions, as they made possible all that the BIA accomplished.

3.0 DECLARATION OF CONFLICT OF INTEREST

No conflicts of interest were declared.

4.0 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.*

5.0 APPROVAL OF MINUTES

5.1 Meeting of November 25, 2025

*On a **MOTION** by N. Duong, **seconded** by S. O’Meara, **it was resolved** to approve the standard minutes of the Board of Directors’ meeting held on November 25, 2025, as presented.
The motion was carried.*

6.0 TREASURER APPOINTMENT

*On a **MOTION** by N. Duong, **seconded** by S. O’Meara, **it was resolved** to approve the appointment of Rose Luxton as Board Treasurer, to fill the position until the end of the 2026 term.
The motion was carried.*

7.0 REPORTS

7.1 Financial Update – December 2025

The Board received the balance sheet, income statement and financial summary for the period ended December 31, 2025 and the revised 2026 budget.

Referring to the 2025 year-end financial update, Management provided the Board with a review of the year-end financial position. It was noted that the final numbers would be confirmed later that day. A projected surplus of \$33,971 was anticipated, a result of two (2) unexpected sponsorships being received in December 2025 and as the town had covered two (2) beautification expenses in the 2025 BIA budget, the Christmas tree installation/removal and lights installation in Bronte Heritage Waterfront Park. Management recommended depositing the surplus monies into the Reserve and then transferring \$25,000 from Reserve to the 2026 Operating budget. Management specified which programs the transferred monies would be applied to.

Management asked if the Board had questions. There were none.

*On a **MOTION** by R. Luxton, **seconded** by N. Duong, **it was resolved** to accept the December 31, 2025 income statement and balance sheet.*

The motion was carried.

*On a **MOTION** by S. O’Meara, **seconded** by R. Luxton, **it was resolved** to approve the transfer of \$33,971 to the Reserve account.*

The motion was carried.

On a **MOTION** by N. Duong, **seconded** by S. O’Meara, **it was resolved** to approve the transfer of \$25,000 from the Reserve account to the 2026 Operating budget.

The motion was carried.

On a **MOTION** by R. Luxton, **seconded** by S. O’Meara, **it was resolved** to approve the revised 2026 budget.

The motion was carried.

7.2 Town Update

Councillor O’Meara’s update included the following.

- In preparation of the October 26, 2026 municipal election, most of the council work would be completed by Q2 and many items were expected to be on the agenda of the February 2026 council meeting.
- Regarding the Bronte Waterfront Strategy, the survey requesting comments was now closed and the consultant would compile the responses and present them at a public meeting to be held in February 2026. It was important for the BIA voice to be heard at the public meeting. The Councillor would advise the meeting details once scheduled. Recommendations would be presented to council so capital dollars could be allocated to the Strategy.
- Regarding the 85 Bronte Road Bronte Lakeside condo project, a Receiver had been appointed and was liaising with the town’s legal staff. An expedited sale was hoped for by the Receiver. Town staff would coordinate a site walk for early spring 2026. Property deficiencies identified would be addressed by the town, and the repair costs would be charged back to the Receiver.

In response to a Board Director question, the Councillor advised that they did not have a completion date for the Amica construction project but noted that that portion of Lakeshore Road West would be closed on February 5, 2026 for removal of the project crane. The hope was that they would be off the street this summer, and the Councillor would share dates with Management once known.

8.0 CARRY-FORWARD UPDATES

8.1 Free Parking Promo

Management detailed that in December 2025, the BIA had worked with the town to market a QR code free parking offer. Visitors received free parking, and the BIA received the parking invoice. Good feedback had been received on the socials and from the Members. About 60 vehicles on each of the three (3) Saturdays in December 2025 had used the code. Entering a code was a slight barrier and if this program was offered again, the BIA would work with the town to make it simpler for all to benefit, perhaps by bagging the meters.

9.0 NEW BUSINESS

9.1 Bronte Boost Program

Bronte Boost launched last week offering grants of up to \$500 to Members to run workshops or events or to do storefront beautification. Good feedback had been received from the Members, and several had signed up. Management believed that the Program would be easy for them to administer and thanked the Board for approving the pilot.

9.2 At Home in Bronte Project

The ninth edition of the At Home in Bronte Muskoka chair project would be launched this year, with 50 to 100 new chairs expected to be painted to replace the approximately 70 chairs deemed to be at their end-of-life. Sponsorship was in place and Members and community Residents would be invited to participate from March through May 2026.

9.3 Third Annual Bronte Farmers' Market

The third Farmers' Market would run for nine (9) weeks during the summer 2026 months and one (1) week in October 2026, as a harvest market in advance of Thanksgiving. Market applications would be distributed in February 2026, with a goal of signing up 40 vendors to participate.

Management was seeking sponsorship for the Farmers' Market, the Bronte Lake Notes, and the Christmas tree event.

9.4 Taste of Oakville

The number of BIA restaurants participating in this year's Taste event totaled eight (8), a doubling of the four (4) that had participated last year, in part because the BIA had revved up its free promotion of the Member participants.

9.5 Sauna and Cold Plunge Experience in February 2026

The BIA would work with a local Resident to provide a sauna and cold plunge as a BIA event, running February 20 to 22, 2026 at Bronte Beach. The BIA would promote Bronte as an all-season destination and offer Member restaurant gift cards to the participants, to warm up plunging.

9.6 2027 OBIAA Conference Hosting

Management advised that the three (3) Oakville BIAs and Visit Oakville had submitted a joint bid and had been awarded the hosting of the 2027 Ontario Business Improvement Area Association (OBIAA) conference, to be held in April 2027. This would be an opportunity to showcase this area and to promote local businesses to the hundreds of provincial BIA representatives coming together for the three (3) day conference. Visit Oakville would take the lead.

10.0 COMMENTS/ANNOUNCEMENTS

There were none.

11.0 NEXT MEETINGS

The next Board of Directors' (BOD) meeting was scheduled for Tuesday, March 31, 2026, at 8:00 a.m., to be held as a hybrid meeting. Directors could attend in person in the BIA boardroom or virtually via Teams.

Upcoming 2026 BOD meeting dates were:

- Tuesday, May 26
- Tuesday, July 28
- Tuesday, September 29
- Tuesday, November 24

The Annual General Meeting (AGM) would be held in June 2026, on a date to be scheduled.

12.0 CLOSE OF MEETING

With no further business to conduct, the Chair closed the meeting at 8:26 a.m.