



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

2360 Lakeshore Road West, Oakville
Tuesday, November 25, 2025 at 8:00 a.m.

Board Members Present

Cheryl Etherington, Cheryl Etherington CGA	Chair
Amal Helbah Dawson, RBC-Bronte Branch	Secretary (<i>via videoconference; arrived at 8:15 a.m.</i>)
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
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Management

Kylie Wilson	Executive Director, Bronte BIA
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Invited Guests

Jonathan McNeice	Councillor, Ward 1 (<i>departed at 8:59 a.m.</i>)
Lynn Clay	Recording Secretary, INaMINUTE Ltd. (<i>via teleconference</i>)

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 territory of the Mississaugas of the Credit First Nations. The Board was grateful to live and work on the lands.

1.2 Chair's Comments

The Chair advised that the Treasurer, Diane Bertolin, had resigned from the Board of Directors and thanked her for her contributions, commitment to the organization and financial oversight and wished her the best in her next undertakings.

In the new year, the process to fill the Treasurer role would begin. The Chair and Executive Director would provide recommendations regarding the interim financial oversight and the process for recruitment and appointment.

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 presented agenda.

The motion was carried.

4.0 APPROVAL OF MINUTES

4.1 Meeting of September 23, 2025

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 September 23, 2025, as presented.

The motion was carried.

5.0 REPORTS

5.1 Financial Update – November 2025

The Board received the balance sheet, income statement and financial summary for the period ended November 25, 2025.

Management provided the Board with a summary, noting that the 2026 Operating plan and budget would be presented later in the meeting, for Board discussion and approval. A Special Meeting for Members would then be held in December 2025 for the Members to accept the 2026 budget.

In response to Board Director question, Management advised that they would do a seasonal 2-month hire for staff and confirmed that that staff cost would be subsidized.

On a MOTION by S. O'Meara, seconded by R. Luxton, it was resolved to accept the November 25, 2025 financial update.

The motion was carried.

A. Helbah Dawson arrived at the meeting at 8:15 a.m. via videoconference.

5.2 Town Update

Councillor O'Meara provided an update that highlighted the following.

- The final town budget was expected to be passed on December 15, 2025. The Mayor had the final say of the budget but it was expected to include a 3.5% increase. Councillor J. McNeice was the budget committee vice-chair this year.

- Meetings for the region budget were ongoing. The police had asked for a budget increase and the region had countered with a request that the police create and receive training for a public order unit, to help with downtown events and entertainment items. The region budget was expected to be finalized in the next two (2) weeks.
- The second Waterfront Strategy public meeting had gone well, and the next public meeting was scheduled for January 2026. There were now renderings of the vision.
- Discussions regarding the Latino Festival were underway.
- The 2025 Ontario Water Leaders' Summit was held last week at The Bronte Boathouse, with 120 in attendance to discuss waterfronts. The Bronte waterfront was showcased.

6.0 CARRY-FORWARD UPDATES

6.1 Inside Halton Readers' Choice Awards

The Bronte BIA received three (3) 2025 InsideHalton.com Readers' Choice Awards: best farm market; best local/platinum award for Bronte Lake Notes; and favourite summer event/gold award for Bronte Lake Notes. This recognition reinforced for Management that they would continue to organize high quality events for 2026.

6.2 Bronte Fallin' for Fun Festival

The two (2)-day fall event, held in late September 2025, had 7,000 attendees and 17 local business participants. The festival included live music and entertainment, activities, dance workshop, farmers market and antiques market, and was acknowledged for creating vibrancy and a destination for Oakville.

6.3 At Home in Bronte for the Holidays

The annual Christmas event was held last Saturday with about 2,000 people attending over the four (4) hours. The weather cooperated, the tree lights turned on, and some local businesses benefited by remaining open late. The Board congratulated Management on the successful event.

6.4 Waterfront Park Lights

Bronte Heritage Park was to be lit up year-round beginning this week. The BIA had been advocating for this for the past three (3) years. The town would be responsible for the management and the full cost of lighting the park with twinkle lights.

7.0 NEW BUSINESS

7.1 2026 Operating Plan and Budget

The Board received the 2026 Operating Plan and Budget document with the meeting package and Management provided the Board with a refresh of the four (4) key goals to be achieved by the end of 2026.

As part of the Transformation category, Management introduced a new micro-grant program for Board discussion.

The Bronte Boost Program would offer up to \$500 per BIA Member business, for the Member to implement a small-scale project to enhance the vibrancy, attractiveness, and economic vitality of Bronte Village. The fall event budget would be redirected to this program, sufficient to fund up to 40 businesses, and the fall event would not happen in 2026. Businesses could apply and propose initiatives that helped their specific business and contributed towards area vibrancy and benefitted the local economy. This program was an expansion of the earlier hand-to-hand program that provided \$300 to ten (10) businesses.

Board feedback on the proposal included the following.

- This may allow for businesses to collaborate and combine their grant monies on a bigger promotion.
- Supported this idea but did not support replacing the fall event, which filled the pre-thanksgiving lull period.
- This program would be administratively managed as an event and could be managed by one (1) of the staff.
- This proposal would be worth trying, to see if it worked.
- As the summer farmers' market would be wrapping up at labour day, arrange a one (1)-day market to be held just before Thanksgiving. And pair the antique market with the Thanksgiving farmers' market.

The Board supported moving forward with the Bronte Boost Program proposal and Management would implement this in 2026.

Management detailed the draft 2026 Bronte BIA budget, projected to be \$456,071. Revenue sources included the tax levy, proposed to be a 2% increase for 2026, and over \$60,000 in other revenues consisting of grants, sponsorships and farmers' market revenue.

In response to Board Director questions, Management advised that the BIA had 70 hanging baskets and 86 barrels that were planted and watered by the town and that the Downtown Kerr BIA was proposing a 2.5 to 3% levy increase and the Downtown Oakville BIA had approved a 1% increase.

On a MOTION by S. O'Meara, seconded by R. Luxton, it was resolved to approve the 2026 Operating Plan.

The motion was carried.

On a MOTION by R. Luxton, seconded by N. Duong, it was resolved to approve the 2026 Bronte BIA budget, with inclusion of a 2% levy increase.

The motion was carried.

8.0 COMMENTS/ANNOUNCEMENTS

8.1 Bike Lanes

A Board Director commented that they supported dedicated bike lanes in the BIA, but that parking was needed to support the business. The Councillor noted that adding or removing bike lanes was a higher-up decision and added that there would never be enough parking spaces and that thinking about how to get around had to change.

J. McNeice departed the meeting at 8:59 a.m.

8.2 Bulk Item Pick Up

A Board Director regularly found items left anonymously overnight in front of her business, which were not picked up on garbage days. Management clarified that there was no bulk or yard waste pick-up in the commercial area. Board comments included that illegal dumping overnight happened a lot, that installing a camera to catch the offender could be useful to help the town to catch the offender, and that the business could call 311 to request a pickup of the items.

ACTION: N. Duong to email Councillor O'Meara's office asking that staff inspect her business area and offer solutions to the illegal dumping issue.

8.3 Special Meeting of Members

A Special Meeting of Members would be held virtually on December 9, 2025 to present the 2026 operating plan to the Members and to receive Member approval of the 2026 BIA budget.

9.0 NEXT MEETINGS

The Special Meeting of Members was scheduled for Tuesday, December 9, 2025, at 8:00 a.m., to be held virtually.

The next Board of Directors' (BOD) meeting was scheduled for Tuesday, January 27, 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 the provided link.

Upcoming 2026 BOD meeting dates were:

- Tuesday, March 31
- Tuesday, May 26
- Tuesday, July 28
- Tuesday, September 29
- Tuesday, November 24

10.0 CLOSE OF MEETING

With no further business to conduct, the Chair closed the meeting at 9:07 a.m.