

MINUTES

Business Improvement Area

July 18th, 2023

6:30pm – Woodchester Villa - Woodchester Villa – 15 King Street.

1) CALL TO ORDER

Chair – L. Alexander called the meeting to order at 6:30pm and the following board members were recorded as being present. A tour of Woodchester Villa was done by town staff L. Herstek and then the meeting commenced.

Attendees: L. Alexander
M. Baudendistel
M. Dorbyk
K. Luker
P. Veloira
C. Jordan
D. Vernon, Town of Bracebridge, Councillor

Absent A. Brown
B. Hammond, Town of Bracebridge, Councillor
J. Clancy – Town of Bracebridge – Economic Development Manager

Guest Lauryn Herstek – Town of Bracebridge - Collection and Event Coordinator

Staff: T. Larkman, BIA Manager
J. Clancy – Town of Bracebridge – Economic Development Manager

2) DECLARATION(S) OF PECUNIARY INTEREST

NIL

3) CONFIRMATION OF PREVIOUS MINUTES

a) BIA Board reviews previous meeting minutes from June 20th 2023, and the following correction and questions noted.

- Adjustment of Attendance –
 - P Valoria was absent at this meeting and adjustment to the attendance was needed.
- Public Art Mural
 - L. Alexander also indicates she has sent a message to the videographer that did the timelapse video for Fire and Ice however she has not heard back yet if he is available and what the cost would be if we were to have him do the mural launch.
 - M. Baudendistel would like to clarify how much the BIA is going to be contributing to the public art as he understood it was up to \$8000.00 so would like to ensure the BIA has the final amount of what the mural will cost. D. Vernon will get Town staff to provide a copy of the agreement for its records to show what our funds went towards.

Motion: To approve the meeting minutes from the Board of Management meeting held on June 20th, 2023, with an adjustment to the attendance.

Moved by: M. Baudendistel

Seconded by: K. Luker

CARRIED

4) CURRENT FINANCIAL REPORT

T. Larkman provides the board with the current financial report. See Appendix “A” No questions arise. T. Larkman does indicate that she has not received any complaints regarding the reduction in hanging baskets but saved the BIA over 16,000 from previous year. M. Baudendistel does ask about the cost of the detour signs. T. Larkman indicates that for Canada Day we borrowed signs from Fowlers and therefore did not incur the cost however we are ordering signage for other events as the electronic signs are \$500 each to rent so will make more sense to purchase proper signs for the road closures moving forward which will be a one-time purchase and then we can sticker them with specific details each event. T. Larkman is still unsure how the grant process will work with the multiple events and purchases for the events. Also, with the purchase of the sheds M. Baudendistel would like to know if there is a way to monetize them? T. Larkman indicates yes but will not be able to happen until after we use them for the first Fire and Ice Festival.

Motion: To approve current financial report as presented.

Moved by: C. Jordan

Seconded by: M. Dorbyk

CARRIED

BIA ACTIVITY REPORT

T. Larkman presents the BIA activity report – See Appendix “B” for details. Following discussions occur

- I. Canada Day - T. Larkman provides an overview on the event. Indicates the last-minute changes with the Rotary Club due the cancellation of the fireworks caused a lot of issues and would not recommend doing a beer garden with them on the street in the future. The location of the stage cut the street off and the attendance at the beer garden was low. T. Larkman does also indicate there were quite a few businesses that choose not to stay open during the event.
- II. Midnight Madness – Group discusses upcoming event.
- III. Beautification – Board discusses upcoming Request for Quote requirements and determines what is currently on the street is working so when creating the RFQ to adjust to what is presently on the street. New Barrels will also need added to the 2024 budget as our current barrels are on their last year.

5) STRATEGIC PLAN UPDATE

T. Larkman indicates that with current events occurring no new updates have occurred.

6) HEALTH & SAFETY

T. Larkman does indicate that due to the heat at Canada Day I did encounter some over heating and that I needed to step away from the street for a bit to cool off. L. Alexander assisted when I stepped away. Does indicate the fast pace of trying to set up an event in an hour is not possible and that

moving forward more time is needed to set up events to ensure all those that are involved are not at risk of health issues. One hour set up is not possible.

7) PUBLIC ART COMMITTEE UPDATE

D. Vernon indicates that the next project for the committee is a public art installation at the Muskoka Lumber Community Centre. There will be 3 different locations where artists can consider for their submission a quote for and based on what is submitted will determine where the installation will go. T. Larkman indicates the BIA will not be part of this process it will only cost share with projects within the BIA boundaries and the BIA will discuss each project as they are presented to determine if they are going to contribute to it or put the funds towards other art projects not part of the murals.

8) COUNCIL UPDATE

- D. Vernon states there is a friendship accord in the council chambers which was done with the indigenous community if anyone is up at the council chambers, they can see this on the back wall.
- 29 units are earmarked to be built up behind McVittie place and the Town is just awaiting approval funding from the Government.
- Housing task force has reconvened as it was on hold during covid shutdowns. Currently 18 for Gravenhurst and 10 for Huntsville and Bracebridge does not have anything earmarked but looking at the old Arena site once it is taken down.

9) MEMBERS / PUBLIC CONCERNS

- L. Alexander indicates she received a complaint from Veranda regarding the summer road closures and that it is not a benefit to the members.
- T. Larkman also indicated she got a request from F in Shop to host an event on the street for a fundraising event however he would not provide details of what the event would be. T. Larkman indicated that if he is interested in a street closure that a minimum of 90 days is required for the permits but that if we are planning something a 6-month window is ideal as approvals through the board is needed before we could proceed.
- Garbage issues on the street – T. Larkman to investigate having more garbage cans added as there seems to be less cans between Anderson Lane and Taylor Road. Tracy to follow up.

10) OTHER BUSINESS

- Taylor Road Bridge Construction – T. Larkman indicates that work on the Taylor Road Bridge is expected to start in the fall of 2023. We can expect minor delays in the fall but in 2024 there will be full closures and that more details will follow once we have more information from the district.

11) SCHEDULING OF NEXT MEETING

The next Board of Management scheduled the next meeting for August 15th, 2023. Meeting adjourned at 8:20pm



TO: BIA Board of Management
FROM: BIA Manager, T. Larkman
SUBJECT: Monthly Financial Report –July 2023

Report is based on budget reports that were un on July 11, 2023.

REVENUE:

NIL

EXPENSES:

BIA Wages & Deduction, Ext Health Benefits - Monthly Fees

BIA Office Phones – Monthly fees

BIA Misc. Expenses – \$50.88

Flowers for National Admin Day ordered by BIA chair.

BIA Office Rent- 386.87

Monthly Rental Fee.

BIA Storage Rental Fee – 3

Monthly Rental Fee for Storage lockers - #56,57

BIA Office Phones

Regular monthly charge – 123.17

BIA Planters & Flowers – \$20,352.00 -

Purchase, planting and installation of Downtown Flowers

BIA Webcam Project – 271.70

Monthly fees for security camera's

Canada Day – 2165.89

Expected cost - \$ 4527.00 (Budget - \$4000 + 1400 Heritage Grant)

Outstanding – Call of the Wild – assigned to wrong GL , Event Garbage Removal and New Games, Country 102 ads are still outstanding.

CORRECTIONS TO GL CODES

- Memorial Park Winter Village Support – Canada Day Washrooms invoice was assigned to the wrong GL – Correction has been requested.

OTHER COMMENTS

- Seasonal Lights I am expecting to not have to spend as much have tested all the lights and looking at only needing 6 lights fixed in 2022, we had to fix 15. Approximate cost will be \$2100.00 which will leave extra funds in the Seasonal Light Display GL.
- Cultural Beautification - \$8000 to go towards Downtown Mural, we do have funds within the reserve for other art projects.
- General Advertising is currently low in spending, however will be utilizing towards the new sidewalk sale planned in August, Art Walk in September and Fashion Week in October.

TOWN OF BRACEBRIDGE
Budget Variance Report



BRACEBRIDGE
The Heart of Muskoka

GL5070

Page : 1

Date : Jul 11,2023

Time : 3:41 pm

Budget Type : BUDGET VALUES

Fiscal Year : 2023 **Period :** 7

Account Code : ??-?-820000-????? **To** ??-?-820000-?????

Acct Code	Acct Desc	CC1	CC2	CC3	Current Month	Year to Date	Budget Amt	Variance	% Variance
REVENUE									
820000 BIA									
01-1-820000-19999	BIA Tax Levy				0.00	0.00	-200,000	-200,000.00	100.00
01-1-820000-29060	BIA Municipal Grant				0.00	-5,000.00	-5,000	0.00	0.00
01-1-820000-29066	BIA Reconnect Ontario Grant				0.00	-18,830.00	-26,900	-8,070.00	30.00
01-1-820000-30000	BIA Rev from District				0.00	0.00	-3,600	-3,600.00	100.00
01-1-820000-45113	BIA Midnight Madness Revenue				0.00	0.00	-1,500	-1,500.00	100.00
01-1-820000-45115	BIA Canada Day Revenue				0.00	0.00	-1,200	-1,200.00	100.00
01-1-820000-45118	BIA Fire & Ice Revenue				0.00	-95,290.81	-37,400	57,890.81	-154.79
01-1-820000-80000	BIA Misc revenue				0.00	0.00	-5,000	-5,000.00	100.00
Total BIA					0.00	-119,120.81	-280,600	-161,479.19	57.55
Total REVENUE					0.00	-119,120.81	-280,600	-161,479.19	57.55
EXPENSE									
820000 BIA									
01-2-820000-10001	BIA Wages FT				1,992.75	25,905.75	52,010	26,104.25	50.19
01-2-820000-10002	BIA Wages PT/Contract				0.00	0.00	3,000	3,000.00	100.00
01-2-820000-15000	BIA EHT				38.86	541.72	1,010	468.28	46.36
01-2-820000-15001	BIA WSIB				58.79	819.55	1,530	710.45	46.43
01-2-820000-15002	BIA EI				45.47	633.88	1,190	556.12	46.73
01-2-820000-15003	BIA CPP				110.56	1,540.81	2,890	1,349.19	46.68
01-2-820000-15004	BIA OMERS				179.35	2,500.29	4,680	2,179.71	46.58
01-2-820000-15006	BIA Ext Health Benefits				0.00	1,802.46	4,900	3,097.54	63.22
01-2-820000-30002	BIA Office supplies				0.00	875.61	1,630	754.39	46.28
01-2-820000-30005	BIA Memberships				0.00	624.52	650	25.48	3.92
01-2-820000-30006	BIA Training/Conferences				0.00	1,030.83	1,700	669.17	39.36
01-2-820000-30007	BIA Mileage				0.00	628.11	1,200	571.89	47.66
01-2-820000-30009	BIA Office Phones/Internet				0.00	667.86	2,400	1,732.14	72.17
01-2-820000-30012	BIA Misc Expenses				0.00	197.87	500	302.13	60.43
01-2-820000-30014	BIA Minor Capital				0.00	0.00	1,700	1,700.00	100.00
01-2-820000-30015	BIA Member Meetings				0.00	0.00	750	750.00	100.00
01-2-820000-30024	BIA Website				0.00	1,356.84	500	-856.84	-171.37
01-2-820000-32900	BIA Office rent/lease				392.37	2,746.59	5,030	2,283.41	45.40
01-2-820000-32901	BIA Storage rent/lease				494.55	2,802.46	3,600	797.54	22.15
01-2-820000-39021	BIA Fire and Ice Festival				0.00	71,030.87	81,300	10,269.13	12.63
01-2-820000-39026	BIA Memorial Park Winter Village				0.00	412.13	0	-412.13	0.00
01-2-820000-39027	BIA Festival of Lights				0.00	0.00	6,000	6,000.00	100.00
01-2-820000-39028	BIA Midnight Madness				0.00	244.22	13,500	13,255.78	98.19
01-2-820000-39029	BIA General Advertising				0.00	1,817.76	7,000	5,182.24	74.03
01-2-820000-39030	BIA Other - Branding				0.00	0.00	2,500	2,500.00	100.00
01-2-820000-39031	BIA Planters & Flowers				0.00	20,352.00	39,000	18,648.00	47.82
01-2-820000-39032	BIA Seasonal Decorations				0.00	371.42	1,000	628.58	62.86
01-2-820000-39034	BIA Webcam Project				0.00	1,901.90	3,630	1,728.10	47.61
01-2-820000-39035	BIA Cultural Beautification				0.00	203.52	8,500	8,296.48	97.61
01-2-820000-39036	BIA Canada Day				367.02	2,165.89	4,000	1,834.11	45.85
01-2-820000-39037	BIA Downtown Snowremoval				0.00	4,638.12	8,000	3,361.88	42.02

TOWN OF BRACEBRIDGE
Budget Variance Report



BRACEBRIDGE
The Heart of Muskoka

GL5070

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Budget Type : BUDGET VALUES

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Account Code : ??-?-820000-????? **To** ??-?-820000-?????

Acct Code	Acct Desc	CC1	CC2	CC3	Current Month	Year to Date	Budget Amt	Variance	% Variance
EXPENSE									
01-2-820000-39037	BIA Downtown Snowremoval				0.00	4,638.12	8,000	3,361.88	42.02
01-2-820000-39130	BIA Seasonal Lights Repair/Install				0.00	1,933.44	8,500	6,566.56	77.25
01-2-820000-50003	BIA Tax Write-Offs				0.00	1,307.59	2,000	692.41	34.62
01-2-820000-76000	BIA Trans to Reserves				0.00	0.00	4,800	4,800.00	100.00
Total BIA					3,679.72	151,054.01	280,600	129,545.99	46.17
Total EXPENSE					3,679.72	151,054.01	280,600	129,545.99	46.17
Report Total					3,679.72	31,933.20	0	-31,933.20	0.00



TO: BIA Board of Management
FROM: BIA Manager, T. Larkman
SUBJECT: Monthly Activity Report–July 2023

CANADA DAY REVIEW

BIA BUDGET - \$2500.00

ACTUAL COST - \$5000

REVENUE - \$1400

(Via Canadian Heritage grant is the Chamber of commerce so unsure at this time due to adjustments to the event if this will change.)

The overall budget was still tough to maintain as we brought back the rental cube van which added an additional cost to the event that we did not have last year. The week prior to the event the Rotary Club of Bracebridge cancelled their Fireworks show therefore it was left to the BIA to host the activities. The BIA had to re-write the event permits for the District of Muskoka 2 additional times in the final week with the addition of a beer garden at the request of the Rotary club. The beer garden was a nice addition to the street. However, it was too large, and the main stage was in the wrong location and cut off all the businesses on the Ontario Street side off. It is not recommended in the future to approve a beer garden of this size and stage area of this size for the event as it was a Midnight Madness stage size. This was a last-minute change and in future do not feel it was well enough attended for the hassles it brought.

Weather – Extremely hot so was a very tough set up due to heat and did have an issue with overheating.

Timing & Set Up- the 4pm – 9:30pm was great timing for the event. The event was extended as there were no fireworks. However, the set up was way to short 1 hour to close a road, remove vehicles and set up is just not possible was so hot that moving up and down the street was difficult, and the addition of the beer garden and the massive stage bottle necked the vendors with getting in and out as they could not drive through. I had a great group of volunteers but needed more than an hour to get set up.

Business Participation – We had quite a few businesses that were closed during the event. Shine, Fashion Closet, Mimosa, Beckers, Cottage Friends, Veranda, CR Flowers Black Velvet Tattoo's, Rene's, BK Hair, Majestics. Also, with the stage location as it cut off Kitchen's Butter Tarts this again needs to be open to ensure our businesses who want to be on the street can do so.

Vendors –

- **Food Vendors** – Lions Club, Chip Truck, and Origins this was more than enough food to offset our businesses on the street. Would not want to bring more food in.
- **Other Vendors** – Just had service groups that set up on the street did not have any outside vendors selling.

Volunteers – Sent a call to volunteers to over 175 Fire and Ice Volunteers, posted on social media and was able to secure just 3 helpers. However, as the fireworks were cancelled the Rotary Club of Bracebridge stepped in and helped and without them I could not have made this event happen.

Cottage Games – These continue to be a great alternative. We did have to purchase more games a replace a few that were old or missing parts.

Downtown Kids Entertainment: Ronno did the kids entertainment and had 2 shows for the kids, it was excellent show and was watched by man.

Beer Garden

Rotary Club Beer Garden and main stage area – Due to the cancellation of the fireworks the rotary club of Bracebridge asked if they could host a beer garden on the street. As I was unsure of the plans that were happening at Bracebridge Hall I did direct the organizer of the beer garden to see if there was a way to work with the surrounding businesses. The focus for the Rotary club



Food - Due to the addition of the beer garden I had to remap the entire street and flip the location of the 60 ft long picnic tables. They continue to be used by visitors but the other end by Ontario Street is the better location for this.

BIA Members

Retail members that I spoke with indicated that they had great sales throughout the day and then at night it slowed down a bit, but many were very happy with the results. There was a mix of business that did not remain open for the festivities this included – Shine, Mimosa, Veranda, Fashion Closet, Black Velvet Tattoo's, Rene's, BK Hair.

New Road Closure Process – Rotary Club took the lead on the detour routes. They did indicate it took a lot more time to set up than they had expected. They rented the information signs at \$500 apiece from cooper rentals, the BIA is getting signs made for its future events at \$450 per sign and \$20 per sticker to go over the date each time we do a new closure. Extra detour signs came from fowlers. Working on securing more signs via fowlers.

Challenges – Beer Garden and the adjustments that needed to be made for the approvals of the event. So much more work when we had to adjust.

Overall:

Overall, considering the cancellation of the fireworks, the event was very well attended. It is a terrific community event that brings people into our downtown core and is an event that should continue for community pride.

MIDNIGHT MADNESS

BIA BUDGET - \$13500

CURRENT BOOKED ITEMS - \$14102

Items booked also do not include the cost of the new detour requirements which we will attempt to get most of back via the District of Muskoka Grant.

Live Music Includes:

6:30pm - Might Lopez Band

8:15pm - Wendy Whelan Band

10:00pm - Bowling Stones

Hourly Shows by Street Buskers

Hoop Zone, Steve Goodtime

Memorial Park Activities

Memorial Park from 6pm - 10pm.

Country 102 will be hosting their Anniversary Party in the park, live music by country artists, cake and giveaways will happen between 6pm – 9pm. Cottage Games - Checkers, Snakes and Ladders, Connect 4, Corn Hole, badminton, and Pickle ball.

Seasonal Flowers and Maintenance

The Flower tender is about to expire.

Current Contract is with First Pillar – 34,405.00

2022 Contract with first pillar was \$51,950.

2018 – 2021 Contract was \$45,000 – Absolute Landscaping.



Consideration –

- Do we want to make any adjustments to the flowers for the next project?
- New barrels are needed.
- Length of Contract – in the past it has been 3 years with an option for a 4th.

Current flowers on street –
Adjustment to the 2023 Services
70 Hanging baskets / 25 Barrels / 4 Permanent Beds, 2 beds at the Bracebridge sign.
This was a significant adjustment.

Previous years Flowers -

2011 was based on 120 Baskets / 50 Barrels / 5 permanent beds.
Planting costs, and daily maintenance.

Season's In the Country **\$38,430**

2015 was based on 120 Baskets / 50 Barrels / 5 permanent beds.
Planting costs, and daily maintenance.

Absolute Landscaping **\$45,950**

2019 Contract was based on 112 Baskets / 40 Barrels / 4 permanent beds.
Planting costs, and daily maintenance

Absolute Landscaping **\$50,000 (Negotiated to \$45,000)**

2019 Contract was based on 112 Baskets / 40 Barrels / 4 permanent beds.
Planting costs, and daily maintenance

First Pillar **\$56,000 (Negotiated to \$51,500)**

Adjustment to the 2023 Services
70 Hanging baskets / 25 Barrels / 4 Permanent Beds, 2 beds at the Bracebridge sign.
This was a significant adjustment.

First Pillar **\$34,405**