

MINUTES

Business Improvement Area

March 12th, 2024

Town of Bracebridge – 1000 Taylor Court - Council Chambers

1) CALL TO ORDER

Chair – L. Alexander called the meeting to order at 6:35pm and the following board members were recorded as being present.

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

Absent B. Hammond, Town of Bracebridge, Councillor

Guest H Besseau-Onion. Town of Bracebridge - Tourism and Cultural Development Officer

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

2) TOWN OF BRACEBRIDGE – NEW STAFF INTRODUCTION

J. Clancy introduces the new Tourism and Cultural Development Officer from the Town of Bracebridge, H. Besseau-Onion to the board.

3) DECLARATION(S) OF PECUNIARY INTEREST

NIL

4) CONFIRMATION OF PREVIOUS MINUTES

BIA Board reviews previous meeting minutes from February 20th, 2024, and the following updates, and corrections were noted.

- I. Board wanted to confirm if T. Larkman investigated the “My Main Street” and indicates that that Bracebridge BIA does not qualify as you must be within the Federal Economic Development Agency for Southern Ontario and Bracebridge falls under Northern Ontario and they do not offer this grant at this time.
- II. J. Clancy indicates she has not received any feedback from the accessibility committee regarding the request of downtown accessible parking for staff – as they only meet quarterly but did mention it to the chair of the committee and was awaiting their feedback on next steps.
- III. M. Baudendistel confirms that he has finally received funds from anycard for purchases that were made in December 2023.
- IV. D. Vernon points out an agenda correction as the date on the header has the wrong year it is showing as 2023 and it should be 2024. T. Larkman to correct.

Motion: To approve the Board of Management meeting minutes from March 20th, 2024

Moved by: M. Baudendistel

Seconded by: D. Vernon

CARRIED

5) FINACIAL REVIEW

T. Larkman provides the board with a copy of the current financial reports, see appendix “A” for details. T. Larkman indicates that Bandwango has sent the funds just waiting for it to be deposited into the account and was still waiting for the final visa statement to finalize the last of Fire and ice.

Motion: To approve current financial report as presented.

Moved by: M. Dorbyk

Seconded by: C. Jordan

CARRIED

6) STAFF ACTIVITY REPORT

T. Larkman presents the BIA activity report – See Appendix “B” for details. Discussion was as follows.

- i. **Action Plan** - T. Larkman indicates she has started to research policy and procedures. L. Alexander will assist with the creation of the policies and procedures.
- ii. **Fashion Week** – T. Larkman indicates that she reached out to see who was interested in doing a fashion week for the spring, but it was determined that not enough clothing stores were willing to take part. Board discusses and thinks something virtual might work and would allow businesses to take part. T. Larkman will work with L. Alexander to create some virtual content leading up to Mothers Day.
- iii. **Sidwalk Sale** – If no fashion week will happen and sidewalk sale could be done however the board would like to not call it a Sidewalk Sale, they do not want to see the word “sale” within the event but could coincide with the opening of farmers market or the long weekend in May.
- iv. **Events Calendar** – Board reviews the event calendar and would like to see only BIA events that happen on the street or within memorial park. Showing events from other organizations that are happening within their location should not qualify those can go on the BIA website only. The board also discusses the timing of Midnight Madness as last year the street got very quiet at 11pm. Board feels they will give it one more year to determine if the time of the event needs to be adjusted. Festival of the Lights to run from 6 – 9pm and if there is a way to push the fireworks out a little later as those tend to signal the end of the event.

7) BEAUTIFICATION

T. Larkman indicates due to limitations the high school cannot create planters, but she has found a source for new oak barrels at a cost of \$40 per barrel plus delivery. Board discusses and would like T. Larkman to proceed with ordering 25 new oak barrels.

8) BRACEBRIDGE 150 CELEBRATIONS UPDATE

J. Clancy indicates that the Town has created an advisory committee that will oversee the planning of the Bracebridge 150 celebrations. The group is currently reviewing the community survey that was posted via Engage Bracebridge and are looking for community groups interested in hosting events and activities. The town is also written a grant that would cover any legacy projects that they wish to include. The grant includes updating the heritage walk that is currently located by

Bracebridge Falls. The BIA needs to look in how we can tie the celebrations in downtown perhaps looks at doing displays in windows.

9) PUBLIC ART COMMITTEE UPDATE

D. Vernon indicates the art for the Muskoka Lumber Community Centre ("MLCC") is on track. The committee choose a 17ft x 4ft pine branch that will hang from the ceiling. The District of Muskoka IDEA Advisory Committee has also commissioned a mural to combat hate and is looking to have this mural installed within the community center.

10) HEALTH AND SAFETY

T. Larkman indicates other than being sick on and off all winter she has been good.

11) COUNCIL UPDATE

D. Vernon indicates that at the next council meeting development charges are starting to be reviewed. D. Vernon also states that the library is going to be vacated its current space in August and council will be looking at what type of use the old space will have. The Bracebridge arena will be torn down once the new MLCC is up and running and is part of the builder's contract.

12) MEMBER CONCERN

NIL

13) OTHER BUSINESS

Downtown Construction – T. Larkman provides an update the BIA board about the upcoming Taylor Road Bridge construction. She states that work will start on April 15th – June 28th and will have 1 full lane will be always closed. The district has reached out to the BIA and will provide regular updates which we will share with the membership.

14) SCHEDULING OF NEXT MEETING

The next Board of Management scheduled the next meeting for April 16th, 2024, Meeting adjourned 7:51pm.

APPENDIX "A"

BIA FINANCIAL REVIEW

BIA Board Meeting – March 12, 2024

Comments below are based on the BIA budget reports that were run on March 7th, 2024. Report includes funds up to last submission on March 1st and February Visa Statement.

REVENUE

a) Fire & Ice Revenue

Still waiting for the final payment from Bandwango for \$38,641.50 –

Current Revenue Deposited - \$45,896.25

Outstanding -

Final Payment from Bandwango which we are still waiting for - \$38,641.50

Sponsorship – Bobcat of Muskoka – chq being reissued - \$1000

Town of Bracebridge Tourism Grant - \$5000

EXPECTED TOTAL REVENUE - \$90,537.75

b) Other Revenue

District of Muskoka Detour Sign Grant - \$2500

Muskoka Pride Grant Funds to use our signs - \$2606.50.

TOTAL OTHER REVENUE - \$5106.60

EXPENSES

Regular Monthly bills

- BIA Wage & Deductions
- Storage Unit Rental – 366.12 (Winhara Road) – 152.55 for Graye Rd Storage (new locker)
- New Storage Locker – 293.80 (2 months)
- Office Rental – 400.20
- Security Camera's -301.71
- Office Phones / Internet – Lakeland Energy – 123.17
- Health Benefits – 419.94
- Email Distribution Program – 19.98

Office Supplies

- Adobe yearly subscription – 352.42

Membership Fees

- OBIAA membership fee – 707.31

Dtwn Snow Removal - \$4312.95

- Cut outs by Absolute Landscaping - 1106.84
- Town of Bracebridge – Snow lift - JAN 22 2024 - BIA PORTION - 3,206.11

Conference / Training

- Hotel deposit – 226.38

Fire and Ice – Current - \$99,531.56 after HST rebates still awaiting a few final receipt for final total.

- Jeff Dewettering - Detour Signs Installation, Maintenance and Removal - \$4000
- Absolute Landscape – Moving of ticket booths, Set up of tube run, day of maintenance of street and sidewalk – 2260.00
- Graphic encounters – Purchase of Detour Signs – 4252.70
- Sublime Graphics – Event Signage – 3939.19
- Muskoka River Baking Co – Volunteer Night – food \$141.25
- Muskoka Tourism – \$1695.00
- Fire and Ice Supplies Supplies – \$903.78 (visa)
- Website domain name purchase – \$99.67 (visa)
- Facebook ads for volunteers – \$186.45 (visa)

- Bandwango Equipment Return – \$87.64 (visa)
Still waiting for final Visa statement for the event to clear.

General Ads

- Gift Certificate Redemption - \$295 (petty cash)
2023 Invoice -
- Moose FM – General Ads from Christmas – 386.46

OUTSTANDING GIFT CERTIFICATES

Clearing Account Current Balance - \$3380

GENERAL ADS				
	Issued	Redeemed	Expired	Remaining
2020	2575	1350	unknown	1225
2021	9820	6255	1245	1245
2022	3065	1485	555	1580
2023	925	225	0	700
TOTAL	16385	9315	1800	4750

CLEARING ACCOUNT			
	Issued	Redeemed	Remaining
2020	3000	2515	485
2021	4060	2805	1255
2022	5415	3235	1255
2023	490	105	385
TOTAL	12965	8660	3380

OTHER COMMENTS

Correction – Festival the LightsOP005 DEPOSIT - CURLING EQUIPMENT RENTAL 7 1 2024 GL 1,093.92 this should be for Fire and Ice not festival of the lights.

TOWN OF BRACEBRIDGE
General Ledger Summary



GL5030 (S) Page : 1
Date : Mar 07, 2024 Time : 3:45 pm

Fiscal Year : 2024
Account : 01-1-820000-????? To 01-2-820000-?????
Period : 1 To 12

Account Code	CC1	CC2	CC3	Account Name	Opening Balance	Debit	Credit	Balance
FUND	1							
CLASS	1	REVENUE						
CATEGORY	820000	BIA						
01-1-820000-19999				BIA Tax Levy	0.00	0.00	0.00	0.00
01-1-820000-29060				BIA Municipal Grant	0.00	0.00	0.00	0.00
01-1-820000-29063				BIA Partner Contributions	0.00	0.00	0.00	0.00
01-1-820000-29066				BIA Reconnect Ontario Grant	0.00	0.00	0.00	0.00
01-1-820000-30000				BIA Rev from District	0.00	0.00	0.00	0.00
01-1-820000-45112				BIA Father's Day Car Show Revenue	0.00	0.00	0.00	0.00
01-1-820000-45113				BIA Midnight Madness Revenue	0.00	0.00	0.00	0.00
01-1-820000-45114				BIA Colourfest Revenue	0.00	0.00	0.00	0.00
01-1-820000-45115				BIA Canada Day Revenue	0.00	0.00	0.00	0.00
01-1-820000-45118				BIA Fire & Ice Revenue	0.00	8,500.00	-54,396.25	-45,896.25
01-1-820000-70000				BIA Donations received	0.00	0.00	0.00	0.00
01-1-820000-80000				BIA Misc revenue	0.00	2,500.00	-7,606.50	-5,106.50
01-1-820000-86000				BIA Trans from Reserve	0.00	0.00	0.00	0.00
Category Total					0.00	11,000.00	-62,002.75	-51,002.75
REVENUE Total					0.00	11,000.00	-62,002.75	-51,002.75**
CLASS	2	EXPENSE						
CATEGORY	820000	BIA						
01-2-820000-10001				BIA Wages FT	0.00	8,370.00	0.00	8,370.00
01-2-820000-10002				BIA Wages PT/Contract	0.00	0.00	0.00	0.00
01-2-820000-15000				BIA EHT	0.00	202.08	0.00	202.08
01-2-820000-15001				BIA WSIB	0.00	336.77	0.00	336.77
01-2-820000-15002				BIA EI	0.00	240.82	0.00	240.82
01-2-820000-15003				BIA CPP	0.00	576.54	0.00	576.54
01-2-820000-15004				BIA OMERS	0.00	932.66	0.00	932.66
01-2-820000-15005				BIA AD&D/Life	0.00	0.00	0.00	0.00
01-2-820000-15006				BIA Ext Health Benefits	0.00	400.45	0.00	400.45
01-2-820000-15007				BIA LT/ST Coverage	0.00	0.00	0.00	0.00
01-2-820000-30002				BIA Office supplies	0.00	0.00	0.00	0.00
01-2-820000-30004				BIA Advertising	0.00	0.00	0.00	0.00
01-2-820000-30005				BIA Memberships	0.00	707.37	-70.36	637.01
01-2-820000-30006				BIA Training/Conferences	0.00	0.00	0.00	0.00
01-2-820000-30007				BIA Mileage	0.00	189.11	0.00	189.11
01-2-820000-30009				BIA Office Phones/Internet	0.00	369.51	-36.75	332.76
01-2-820000-30012				BIA Misc Expenses	0.00	0.00	0.00	0.00

TOWN OF BRACEBRIDGE
General Ledger Summary



Fiscal Year : 2024
 Account : 01-1-820000-????? To 01-2-820000-?????
 Period : 1 To 12

Account Code	CC1	CC2	CC3	Account Name	Opening Balance	Debit	Credit	Balance
FUND	1							
CLASS	2	EXPENSE						
CATEGORY	820000	BIA						
01-2-820000-30014				BIA Minor Capital	0.00	357.15	0.00	357.15
01-2-820000-30015				BIA Member Meetings	0.00	0.00	0.00	0.00
01-2-820000-30022				BIA Signs	0.00	0.00	0.00	0.00
01-2-820000-30023				BIA Sign Repair/Install	0.00	0.00	0.00	0.00
01-2-820000-30024				BIA Website	0.00	0.00	0.00	0.00
01-2-820000-32900				BIA Office rent/lease	0.00	1,333.23	-132.63	1,200.60
01-2-820000-32901				BIA Storage rent/lease	0.00	1,392.16	-138.48	1,253.68
01-2-820000-39018				BIA Other Communication	0.00	0.00	0.00	0.00
01-2-820000-39020				BIA Guidebook/Brochure	0.00	0.00	0.00	0.00
01-2-820000-39021				BIA Fire and Ice Festival	0.00	107,456.87	-7,925.31	99,531.56
01-2-820000-39022				BIA Paper/Copies	0.00	0.00	0.00	0.00
01-2-820000-39024				BIA Street Activation	0.00	0.00	0.00	0.00
01-2-820000-39025				BIA Classic Car Show	0.00	0.00	0.00	0.00
01-2-820000-39026				BIA Memorial Park Winter Village	0.00	0.00	0.00	0.00
01-2-820000-39027				BIA Festival of Lights	0.00	2,050.46	0.00	2,050.46
01-2-820000-39028				BIA Midnight Madness	0.00	0.00	0.00	0.00
01-2-820000-39029				BIA General Advertising	0.00	129.22	-293.80	-164.58
01-2-820000-39030				BIA Other - Branding	0.00	0.00	0.00	0.00
01-2-820000-39031				BIA Planters & Flowers	0.00	0.00	0.00	0.00
01-2-820000-39032				BIA Seasonal Decorations	0.00	0.00	0.00	0.00
01-2-820000-39033				BIA New Banners	0.00	0.00	0.00	0.00
01-2-820000-39034				BIA Webcam Project	0.00	301.71	-30.01	271.70
01-2-820000-39035				BIA Cultural Beautification	0.00	603.43	-60.02	543.41
01-2-820000-39036				BIA Canada Day	0.00	0.00	0.00	0.00
01-2-820000-39037				BIA Downtown Snowremoval	0.00	4,312.95	-110.10	4,202.85
01-2-820000-39130				BIA Seasonal Lights Repair/Install	0.00	0.00	0.00	0.00
01-2-820000-40005				BIA Legal	0.00	0.00	0.00	0.00
01-2-820000-40006				BIA Audit	0.00	0.00	0.00	0.00
01-2-820000-50003				BIA Tax Write-Offs	0.00	0.00	0.00	0.00
01-2-820000-62000				BIA Community Support	0.00	0.00	0.00	0.00
01-2-820000-76000				BIA Trans to Reserves	0.00	0.00	0.00	0.00
Category Total					0.00	130,262.49	-8,797.46	121,465.03
EXPENSE Total					0.00	130,262.49	-8,797.46	121,465.03**
OPERATING Total					0.00	141,262.49	-70,800.21	70,462.28****

General Ledger Summary



Fiscal Year : 2024
Account : 01-1-820000-????? To 01-2-820000-?????
Period : 1 To 12

Account Code	CC1	CC2	CC3	Account Name	Opening Balance	Debit	Credit	Balance
FUND	1							
CLASS	2		EXPENSE					
CATEGORY	820000		BIA					
REPORT TOTAL					0.00	141,262.49	-70,800.21	70,462.28

General Ledger Summary

BRACEBRIDGE
The Heart of Muskoka

Date : Mar 07, 2024

Time : 3:50 pm

Fiscal Year : 2024

Account : 01-4-000600-60012 To 01-4-000600-60012

Period : 1 To 12

Account Code	CC1	CC2	CC3	Account Name	Opening Balance	Debit	Credit	Balance
FUND	1							
CLASS	4			LIABILITY				
CATEGORY	600			Miscellaneous Clearing Accounts				
01-4-000600-60012				Clearing - BIA	-4,250.00	8,370.00	-7,500.00	-3,380.00
				Category Total	-4,250.00	8,370.00	-7,500.00	-3,380.00
				LIABILITY Total	-4,250.00	8,370.00	-7,500.00	-3,380.00**
				OPERATING Total	-4,250.00	8,370.00	-7,500.00	-3,380.00****
				REPORT TOTAL	-4,250.00	8,370.00	-7,500.00	-3,380.00

TO: BIA Board of Management

FROM: BIA Manager, T. Larkman

SUBJECT: Monthly Activity Report – March 2024

Overall, it has been a quite month. I have been working on projects and tasks that I do not get the time to do. This included.

- Action Plan – Started to re-review the policies that we had started last year.
- Website Updates – Currently going through the database and updating businesses.
- Organizing office files and purging old files.

CURRENT PROJECTS

EVENTS & PROMOTIONS

I have been working on the Calendar of Events to put out to the membership within the newsletter See attached for event details.

- Fashion Week concept – Have reached out to many of the clothing stores and have determined that doing a fashion show in the spring is not something in which they are interested. To date the following have commented –
 - Algonquin Outfitters – Maybe
 - Daughters of Indie – Not for spring
 - Shine – No and does not plan to participate in anything the BIA hosts other than the street festival.
 - Tigg's for Him and Her – No does not see the value in doing fashion shows anymore doing their own pop-up activities within their shop.
 - Fashion Closet – No Response
 - Raiment Loft – No response
 - Little Black Bow – No response
 - Val Sun Chasers- yes
- Spring into Summer Sidewalk Sale – If we do not do a fashion week, we can look at doing the sidewalk sale again but look at what we can bring to the street to make it more of an event.

BEAUTIFICATION

- a) **Seasonal Lights** – Lights have arranged Absolute Landscape to remove the lights – expected to be removed by end of March.
- b) **Seasonal Decoration** – Seasonal Greenery will be removed via First Pillar by March
- c) **Replacement Planters** – BMLSS was unable to build the planters due to time constraints. I did reach out to St. Dominics to see if they would be able to make them but they have yet to return my calls.

Option A - Commercial Grade Planter via The Park – Cost – \$197.00 Per planter
 Dimensions – 17.5 inch x 15.25" Material - Recycled plastic. **Overall Purchase - \$4925.00 plus HST**



The Country Cooperage – Same barrels that Canada Tire Sells – their cost \$99.00 per barrel

Oak Barrel – Authentic White Oak Whiskey Barrel – Wholesale Cost - \$40 plus shipping. Have confirmed shipping costs would be \$500. So overall per barrel would be \$60 per barrel = \$1500.00 plus HST. The dimensions are the same as our past barrels. - **Overall purchase cost - \$1500.00 plus HST**



I also looked at the option of having a contractor build new planters but cost per hour plus supplies and determined that that this would cost more than purchasing pre built ones.