

## MINUTES

**Business Improvement Area  
October 5<sup>th</sup>, 2023  
9:00 am – BIA Office – 35 Manitoba Street**

### 1) CALL TO ORDER

Chair – L. Alexander called the meeting to order at 9:08am and the following board members were recorded as being present.

**Attendees:** L. Alexander  
M. Baudendistel  
M. Dorbyk  
K. Luker  
P. Veloira  
C. Jordan

**Absent** A. Brown  
D. Vernon, Town of Bracebridge, Councillor  
B. Hammond, Town of Bracebridge, Councillor

**Guest** NIL

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

### 2) DECLARATION(S) OF PECUNIARY INTEREST

NIL

### 3) 2023 DRAFT BUDGET DISCUSSION

T. Larkman provides the board with a copy of the first draft budget for 2024 for discussion. See Appendix “A” for draft budget. Following comments and directions is given.

**Revenue:**

- a) **Tax Levy** has been set at \$206,000.00 which is a 3% increase to cover inflation.
- b) **Revenue** – Adjustments to events revenue for Fire and Ice, Canada Day and Midnight Madness.
- c) **Misc. Expense** – Added additional revenue for sponsorship program for the seasonal flowers and summer events.

**Operational Expenses:**

- d) Wage adjustment to cover 3% to cover current inflation.
- e) BIA Training and Conference – Board is interested in sending 2 people to the OBIAA conference. Adjustments made to include this.
- f) Capitol Expenses – Board requests an increase to cover any incidentals.
- g) BIA Membership Meetings – Increased to allow for membership workshops

**Events Expenses**

- h) New events are being added to the events line up. The events will include the addition of a spring, summer and fall events.

- i) Festival of the Lights and Shopping Party will be increased to cover the 3 weekends of activities.
- j) Canada Day increased to a lot for the new detouring and add more to the street.
- k) Midnight Madness – Increased to cover new detour and additional costs associated with running the event.
- l) C. Jordan would like to see the BIA do merchandise sales. It was a discussion during the 2022 budget, but it has not moved forward. Board discusses and agrees it is something that we need to be looking into but does suggest that we research and put a proposal together on what type of merchandise we would be interested in doing.

### **Marketing Expenses**

- m) General Marketing to remain the same as 2023 however board would like to move forward with developing a more comprehensive marketing plan.
- n) BIA other Branding – Gift card program to launch in November 2023. T. Larkman does not anticipate needing additional funding once the gift card launches.

### **Beautification expenses**

- o) Planters & Flowers – New Request for Quote – RFQ has been put together. Adjustments to the budget included a 3% increase based on the reduction of flowers and funds have been set aside within the budget to purchase new barrels. The BIA board discusses options and feels that reaching out to the high school to discuss options of them making the barrels.
- p) Seasonal Decorations – Board felt that \$1000 was not enough within this budget to cover street decorations and adjustments was made.
- q) Downtown Snow Removal – Budget was reduced from \$8000 to \$6000 as per the direction of the board as it currently has 16,963 in its snow removal reserve.
- r) Seasonal Lights – budget decreased as the funds are not being used as less lights have had to be re-roped.

### **Other Expenses**

- s) BIA transfer to reserves – BIA continues to set aside funds for future projects. Currently the General Reserves are at \$31,905.

### **Final Comments**

Board has been directed to provide any further feedback prior to October 13<sup>th</sup>.

### **SCHEDULING OF NEXT MEETING**

The next Board of Management scheduled the next meeting for October 17<sup>th</sup>, 2023. Meeting adjourned 10:10am.

2024 Draft Budget - Board Discussion October 5th, 2023

	BIA Budget	Current	2023 Expected Year-End	Draft 2024 Budget	Comments
<b>Account Name</b>					
BIA Tax Levy	(200,000.00)	-	(200,000.00)	(206,000.00)	3% increase to cover inflation
BIA Municipal Grant	(5,000.00)	(5,000.00)	(5,000.00)	(5,000.00)	Town Tourism Grant
BIA Reconnect Ontario Grant	(26,900.00)	(18,830.00)	(26,900.00)	-	
BIA Rev from District	(3,600.00)	-	(3,600.00)	(3,600.00)	
BIA Midnight Madness Revenue	(1,500.00)	-	-	(400.00)	Vendors fees
BIA Canada Day Revenue	(1,200.00)	-	-	(1,200.00)	Still waiting for the funds from Chamber of Commerce Heritage Canada
BIA Fire & Ice Revenue	(37,400.00)	(95,290.81)	(95,290.81)	(70,000.00)	Guess at Revenue - Mix of Sponsorship /Ticket Sales
BIA Donations received	-	-	-	-	
Misc Revenue	(5,000.00)	-	(3,000.00)	(5,000.00)	Additional sponsorship/ grant oportunities
BIA Trans from Reserve	-	-	-	-	
<b>Revenue Total</b>	<b>(280,600)</b>	<b>(119,121)</b>	<b>(333,791)</b>	<b>(291,200)</b>	
<b>OPERATING EXPENSES</b>					
BIA Wages FT	52,010	33,877	52,010	53,570	
BIA Wages PT/Contract	3,000	-	3,000	3,000	
BIA EHT	1,010	697	1,010	1,040	
BIA WSIB	1,530	1,055	1,530	1,570	
BIA EI	1,190	816	1,190	1,226	
BIA CPP	2,890	1,983	2,890	2,975	
BIA OMERS	4,680	3,218	4,680	4,820	
BIA Ext Health Benefits	4,900	2,603	4,900	5,047	
BIA Office supplies	1,630	1,731	1,630	1,600	
BIA Membership	650	625	625	720	based on OBIAA new registratin fee
BIA Training/Conferences	1,700	1,728	1,700	2,500	Add another member to go to conference ???

2024 Draft Budget - Board Discussion October 5th, 2023

BIA Mileage	1,200	628	1,000	1,236	Mileage still needed for FOL and Christmas Lights
BIA Office Phones/Internet	2,400	927	2,400	2,500	
BIA Misc Expenses	500	300	500	515	
Capitol Expense	1,700	-	1,700	1,000	Reduce computer purchased n 2023
BIA Member Meetings	750	-	500	2,000	based on strategic plan - add workshop for members
BIA Website	500	1,393	1,393	800	Network Solution Fee every 5 years - lowered as will not have that expense this time.
BIA Office rent/lease	5,030	3,531	5,030	5,200	
BIA Storage rent/lease	3,600	3,297	3,600	3,600	No increased projected at this time.
<b>SUB TOTAL OPERATING EXPENSES</b>	<b>90,870</b>	<b>58,409</b>	<b>91,288</b>	<b>94,920</b>	
<b>EVENTS EXPENSES</b>					
BIA Fire and Ice Festival	81,300	71,981	85,000	71,000	
BIA Festival of Lights	6,000	950	6,000	7,000	Increase to cover road closure costs
BIA Midnight Madness	13,500	14,433	15,000	15,500	
BIA Canada Day	4,000	4,645	4,645	5,000	Cover additional costs with detour signs
New Event - Fashion Week (no road closure)				2,000	New event - no road closure - cover marketing other items for the event
New - Sidewalk Sale				5,500	Road Closure - Keep it simple
New - Art Crawl - Fall event				5,500	Road Closure - Fall street festival
<b>SUB TOTAL EVENT EXPENSES</b>	<b>104,800</b>	<b>92,009</b>	<b>110,645</b>	<b>111,500</b>	
<b>MARKETING EXPENSES</b>					
BIA General Advertising	7,000	2,068	7,000	7,000	work towards a marketing plan if we have the events using their own budget
BIA Other - Branding	2,500	-	2,000	-	This was for the launch of gift certificate not needed in 2023
<b>SUB TOTAL MARKETING EXPENSE</b>	<b>9,500</b>	<b>2,068</b>	<b>9,000</b>	<b>7,000</b>	
<b>BEAUTIFICATION EXPENSES</b>					
BIA Planters & Flowers	39,000	20,352	39,000	45,000	3% increase on flowers and New Barrels - 25 - \$5000 to barrels
Seasonal Decorations	1,000	371	1,000	3,000	Christmas

2024 Draft Budget - Board Discussion October 5th, 2023

BIA Cultural Beautification	8,500	8,203	8,203	8,500	Public Art Installation - Mural and Laneway beautification
BIA Downtown Snowremoval	8,000	4,638	8,000	6,500	Reduced from 8000 as we currently have a reserve we can use if needed
BIA Seasonal Lights Repair/Install	8,500	1,933	7,000	5,000	Reduced
<b>SUB TOTAL BEAUTIFICATION</b>	<b>65,000</b>	<b>35,498</b>	<b>63,203</b>	<b>68,000</b>	
<b>OTHER EXPENSES</b>					
BIA Tax Write-Offs	2,000	1,308	1,307	2,000	
BIA Trans to Reserves	4,800	-	4,800	4,100	Funds to set aside for future projects
BIA Webcam Project	3,630	2,174	3,630	3,680	WE need to discuss the line item - if the cameras stop working are we wanting to keep the program going. Minimal cost to BIA now due to the grant however upgrading system cost 10,000 if needed in the future
<b>SUB TOTAL OTHER EXPENSE</b>	<b>10,430</b>	<b>3,481</b>	<b>9,737</b>	<b>9,780</b>	
<b>OVERALL Expense Total</b>	<b>280,600</b>	<b>191,464</b>	<b>283,873</b>	<b>291,200</b>	

**Strategic Plan - Additions to the budget**

1. Increase membership Engagement - Created - Workshop Opportunities - added funds Membership Meetingst to cover
2. Increase of events - Add proper budgets for Sidewalk Sales, Spring - Fashion Week, create new fall Art Crawl Festival day
3. Additoinal funds for Christmas Décor
5. Cultural Beautification to stay with either plan for another mural or other art project.
6. Seasonal Flowers - Increased to purchase new barrels plus a 3% increase on the contract
7. Training conference - Included additional funds to send another board member to the conference.

**Current Reserves as of October 2023**

General - \$31,905.18

**General Reserve Breakdown**

Downtown Art/Mural Project	\$4,000
District Road Contstruction	\$15,000
Other Capitol Projects	\$12,905
<b>TOTAL RESERVES</b>	<b>\$31,905</b>

Expecting to transfer another 4800 from 2023 to reserves to put towards Downtown Construction plans

**Snow Clearing Reserve - \$16,963.81**