

## MINUTES

### Business Improvement Area Board Meeting

April 28<sup>th</sup>, 2015

6:30 pm – 1000 Taylor Court – Town of Bracebridge, Council Chambers

#### 1) CALL TO ORDER

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

**Attendees:** B. Kelly  
G. Gordon  
L. Alexander  
E. Walker – Arrived at 6:55pm  
C. Rushton  
S. McLellan  
E. Daponte  
L. Giaschi-Pacini – District of Muskoka Councillor

**Absent:** C. Wilson, Town of Bracebridge, Councillor

**Staff:** T. Larkman, BIA Administrative Coordinator  
R. Mattice, Town of Bracebridge – Manager of Economic Development

**Guest** NIL

#### 2) ADJUSTMENT TO AGENDA MOTION

Moved by: L. Giaschi-Pacini

Seconded by: S. McLellan

**Motion:** To adjust the order of the BIA Agenda and move Item# 9 – Office Move and item 11 – Move to closed Session to the top of the agenda.

**CARRIED**

#### 3) Declaration(s) of Pecuniary Interest

L. Giaschi-Pacini is declares a direct and indirect pecuniary interest on item #9 – Office move and B. Kelly declares a direct pecuniary interest on item # 9 – Office Move.

#### 4) CONFIRMATION OF PREVIOUS MINUTES

L. Giaschi-Pacini indicates that the BIA board has not moved forward with creating the BIA snow removal reserve which was requested to be done November 2014. T. Larkman indicates that she had spoken to the Town of Bracebridge Director of Finance/Treasurer, S. Rettie who indicated that this reserve was not needed therefore no new reserve was created. L. Giaschi-Pacini indicates that since that conversation S. Rettie has been brought up to speed on the agreement that was made between the BIA, Town of Bracebridge and District Municipality of Muskoka for snow removal and the BIA needs to create the account. L. Giaschi-Pacini asks that a motion be made to create the reserve and move the allotted funds. BIA Treasurer G. Gordon

indicates prior to any funds being moved a financial report from the Town of Bracebridge will be needed. Until a report is received the BIA will leave the funds in its overall reserve. R. Mattice will follow up with the Director of Finance – S. Rettie.

**MOTION**

Moved by: C. Rushton

Seconded by: B. Kelly

**Motion:** To approve the meeting minutes from the Board of Management meeting held on March 31<sup>st</sup>, 2015.

**CARRIED**

**5) FINANCIAL/BUDGET REPORT**

G. Gordon presents the current 2015 financial report and indicates that currently the BIA saved on seasonal light installation and seasonal light removal as it is now using a tree cutting company to complete the work. He also indicates that to date we have received \$1307.94 in tax write-offs from charitable organizations within the BIA boundaries. L. Giaschi-Pacini would like to know why February Blowout is still showing on the budget if the BIA is no longer holding the event. G. Gordon indicates that GL Account is going to be used for the new Fire and Ice Festival and it had not been changed as the board was waiting to hear about the grants. R. Mattice will follow up and get the GL code updated to show as the new event.

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**MOTION**

Moved by: G. Gordon

Seconded by: C. Rushton

**Motion:** To approve the current financial report as presented.

**CARRIED**

**6) BIA OFFICE MOVE**

B. Kelly and L. Giaschi-Pacini leave the room prior to the BIA office move discussion. R. Mattice provides some background history on Muskoka Small Business Center and indicates that they will be moving by the end of the summer to locate into a new Business hub from Bracebridge. They will be moving in with the Business Enterprise Resource Network, Muskoka Futures and YWCA and will be offering a one stop business resource center for Bracebridge. Due to this the Bracebridge BIA will need to find new office space for T. Larkman. Currently T. Larkman has 2 locations that she is looking at. First location located at 35 Manitoba Street. The space is approximately 400 sq. ft. of space and is located at the back of the building. Rental rate is 8.40 per square foot which works out to \$4200 per year. The other space that T. Larkman has looked at is located at 27 Manitoba Street and is approximately 300 square feet located on the second floor and includes a small storage area, has elevator and common kitchen area. Rental rate is \$20 per square foot and is approximately \$6000 per year. Both are all inclusive for heat and hydro and they both include a parking space and an area for a sign. The BIA has some safety concerns with the unit located at 35 Manitoba Street as it is a back unit with only one entrance. The BIA would like to follow up and investigate both spaces further and attempt to negotiate a lower rate prior to making a final decision. R. Mattice to follow up and report back to the BIA Board.

**MOTION**

Moved by: S. McLellan

Seconded by: G. Gordon

**Motion**

The BIA understands that the BIA coordinator will need to move from its current office space by the end of the summer and that the BIA will need to pursue a 5 year lease with a suitable landlord.

**CARRIED**

**7) ADJOURN TO CLOSED MEETING**

Moved by: C. Rushton

Seconded by: L. Giaschi-Pacini

Motion: To adjourn to a closed meeting for the following to discuss labour relations or employee negotiations.

**CARRIED**

**8) RISE FROM CLOSED MEETING**

Rise from closed meeting that discussed labour relations and employee negotiations.

**9) EVENTS**

T Larkman provides an update on the current planning of events. She also indicates that the BIA has received 2 grants to date which include Celebrate Ontario for \$5544.00 and OTMPC – Tourism and Marketing TEMP grant for \$2490.00 for the Fire and Ice Festival. T. Larkman indicates she is still waiting to hear from the federal government about the Canada Day Grant.

**10) PARKING METER SURVEY UPDATE**

T. Larkman indicates that she had sent the letter as per the BIA's Board direction asking that the Town consider "bagging" the parking meters for a one year trial. L. Giaschi-Pacini follows up and indicates that the request was received by Town Council and based on this request Town Council has referred it back to town staff so it can complete a comprehensive report prior to a decision being made.

**11) COUNCIL UPDATE**

L. Giaschi-Pacini indicates that Town council has met with a community group looking to create skating paths within memorial park. Town Council has referred it back to Public Works staff to complete a comprehensive report as there are concerns about the infrastructure in the park.

**12) OBIAA CONFERENCE UPDATE**

BIA Board discusses the BIA Conference. L. Alexander would like to provide a formal report to the BIA Board which outlines the 3 day conference. T. Larkman mentions that she attended a course to learn more about Strategic Plans and the importance of them. R. Mattice indicates that the Town is also in the process of doing a Downtown Strategic Plan but is based on the municipally owned lands in the area and it might be a good way to tie in the BIA's plan with the Town's plan. Further discussion is needed.

**13) SCHEDULING OF THE NEXT MEETING**

The meeting was adjourned at 8:30pm. The next Board of Management confirms the next