

# MINUTES

## Business Improvement Area Board Meeting January 20, 2015 6:30 pm –1000 Taylor Court – Council Chambers

### 1) CALL TO ORDER

Past Chair M. Campbell called the meeting to order at 6:40 pm and the following members were recorded as being present.

**Attendees:** B. Kelly  
G. Gordon  
L. Alexander  
E. Daponte  
E. Walker  
C. Rushton  
L. Giaschi-Pacini – District of Muskoka Councillor  
C. Wilson, Town of Bracebridge, Councillor

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

**Guest** M. Campbell

### 2) CONFIRMATION OF PREVIOUS MINUTES MOTION

Moved by: G. Gordon  
Seconded by: B. Kelly

**Motion:** That the minutes from the Board of Management meeting held on November 20<sup>th</sup>, 2014 be approved with the following amendments being made.

- Section 6 – Beautification –Sub Section 2 - Trees along Manitoba Street Should read as follows;  
M. Campbell indicates that there are several trees along Manitoba Street that have died and are in need of replacing. Locations include; CIBC/BDO Dunwoody, R&L Bistro, Ice Cream Shop. The BIA will need to meet with public works to discuss what can be done.
- **Section – 3 – Economic Development Update** – Spelling error found document current reads as Fendor and it needs to be corrected to say Fednor.
- **Section 4 – BIA Election Process.** Spelling error found. Correction needed the word meetings should be singular and read as meeting.

**CARRIED**

### 3) BOARD OF MANAGEMENT ORIENTATION

Each Board member introduces themselves and provided a brief overview of why they joined the BIA Board and what they would like to accomplish during their term.

- i) **Lindsay Alexander -Little Black Bow.** Has sat on the board for two years now, joined to be involved and to get a better understanding. Would like to create a stimulus package to help fill vacancies with the right mix of businesses. Help in the planning events and to team up with other

- organizations like the chamber of commerce. Would like to see WIFI brought to downtown and finally make a decision on parking metres.
- ii) **Glenn Gordon – Gordon and Fleming** – Was approached by the BIA Board of Management 4 years ago. Was interested to see how the improvements are done on the street. Would like to see more harmony between the upper and lower end of Manitoba Street.
  - iii) **Chris Wilson – Town of Bracebridge Councillor** – Has been a part of many BIA initiatives over the years. Would like to fill downtown vacancies, and try to get the message out to the local population to “Try Downtown First”.
  - iv) **Ed Daponte – Signature’s Eatery** – Is a proud to be a member. Would like to see the town grow and feels that Downtown Bracebridge has huge potential.
  - v) **Beth Kelly – The Creative Cook** – Was recruited years ago and continues to enjoy being a part the BIA. Would like to see more locals in Downtown and would like to see a way for us to win them back. The Brand initiative had a slow start but believes that in time it will grow and be successful.
  - vi) **Elizabeth Walker – Bliss Boutique** – Has taken part in several event committees and felt it was time to get more involved. Loves Bracebridge and feels it has a lot to offer. Would like to help move it in the right direction.
  - vii) **Randy Mattice – Town of Bracebridge Economic Development Manager** – Staff resource.
  - viii) **Steve McLellan – Muskoka Bean Café** – Has been on the street for 12 years now and has sat on the BIA Board in the past. Would like to be more involved again and would like to see an provincial campaign where all Ontario BIA`s can join forces to promote shopping in downtowns.
  - ix) **Lori-Lynn Giaschi-Pacini – District Councillor** – Grew up in Downtown. Was part of the BIA board prior to becoming a councillor. Is looking forward to being on the Board again reporting to council.
  - x) **Cindy Rushton – CR Flowers** – Joined the BIA Board 5 years ago. Has been vice chair for the past 4 years. Would like to see the Downtown fill the vacancies, have more cross marketing between stores, and getting service clubs and organizations like the chamber to work together.
  - xi) **Past Chair - Mae Campbell – Campbells, The Ice Cream Shoppe, and The Dairy Bar** – Has been involved in the BIA for the past 14 years. She believes in the Downtown. Has dealt with many issues over the years from parking metres and lack of communication. Many of the ideas are not new we all want a better community. All the ideas are achievable the new board is the driver of this and will depend on how fast your work together, how aggressive you are and more involved you are.

T Larkman provides an overview of the Resource Materials that each board member received. Included in the materials was a copy of the Ontario BIA Handbook.

#### 4) **SNOW REMOVAL**

Board discusses the snow removal within the Downtown. L. Giaschi-Pacini provides some history on the agreement that the BIA has made with the Town of Bracebridge and the District Municipality of Muskoka. S. McLellan would like to see cut outs done in the snow banks every three to four parking spaces to allow visitors to get out of their vehicles and walk safely to the sidewalk. S. McLellan feels currently after a snowfall it is not safe but does understand that it takes time to get all the snow removed and thinks cut outs would be a

perfect solution. T. Larkman to follow up and get some pricing and to speak with the Town to see if this is something that could be done or not.

**5) SANTA STATUE COMMITTEE UPDATE**

R. Mattice indicates that the Town is currently working with a community working group to have a statue of Santa erected in the Downtown Core. R. Mattice indicates the location proposed by the working group is at Bird Mills Mew Parkette. A Request for Proposal has been completed and posted. Funding has not been determined the Town has committed to providing the sight and assist in the selection process but the committee will need to raise funds to make the statue a reality.

**6) BIA EXECUTIVE ELECTION**

BIA Board nominates and elects Executive Board of Directors

**i) BIA CHAIR**

Moved by: S. McLellan

Seconded by: G. Gordon

Nominates L. Alexander for the position of BIA Chair.

L. Alexander accepts nominations, no additional nominations received.

**Motion:** To acclaim L. Alexander as Chair of the Bracebridge BIA.

**CARRIED**

**ii) BIA VICE CHAIR**

Moved by: G. Gordon

Seconded by: L. Giaschi-Pacini

Nominates C. Rushton for position of BIA Vice-Chair.

C. Rushton accepts nominations, no additional nominations received.

**Motion:** To acclaim C. Rushton as Vice Chair of the Bracebridge BIA.

**CARRIED**

**iii) TREASURER**

Moved by: L. Giaschi-Pacini

Seconded by: B. Kelly

Nominates G. Gordon for position of BIA Treasurer

G. Gordon accepts nominations, no additional nominations received.

**Motion:** To acclaim G. Gordon as Treasurer of the Bracebridge BIA.

**CARRIED**

**7) BIA SUB COMMITTEE CHAIRS**

T. Larkman assigns directors to the current BIA committees.

**i) New Fire and Ice Festival** – S. McLellan

**ii) Marketing** – L. Alexander

**iii) Beautification** – C. Rushton

**iv) Father`s Day Car Show** – C. Rushton

**v) Canada Day Celebrations** – B. Kelly

**vi) Midnight Madness** – E. Walker

**vii) Colourfeste** – E. Daponte

**viii) Community working committee – Santa Statue** – L. Alexander

**ix) Community working Committee – Brand Leadership Team** – B Kelly

**8) SANTAFEST EVENT**

T. Larkman informs that Board that she was approached by Santa`s Village and a local committee to be a part of a new event that will be happening on July 25<sup>th</sup>, 26<sup>th</sup> 2015. The working group is seeking permission by the BIA to close Manitoba Street from Taylor Road to Ontario Street for a street festival and parade. The BIA Board discusses and agrees that

any group that would like to create an event for downtown is welcome and that they would support a road closure if the group requests it however is unable to financially contribute to the event.

**9) COUNCIL UPDATE**

NIL

**10) HEALTH AND SAFETY**

NIL

**11) SCHEDULING OF THE NEXT MEETING**

The meeting was adjourned at 8:40pm. The next Board of Management confirms the next set of meetings – Tuesday February 17<sup>th</sup>, March 31<sup>st</sup>, and April 28<sup>th</sup>.