

MINUTES

Business Improvement Area Board Meeting

June 16, 2015

6:30 pm –1000 Taylor Court – Town of Bracebridge, Granite Room

1) CALL TO ORDER

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

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

Absent: C. Rushton
S. McLellan
R. Mattice, Town of Bracebridge – Manager of Economic Development

Staff: T. Larkman, BIA Administrative Coordinator

Guest NIL

2) Declaration(s) of Pecuniary Interest

L. Giaschi-Pacini was absent at last meeting but declares a direct pecuniary interest on item # 10 – Office Move from May 19th, 2015 meeting.

3) CONFIRMATION OF PREVIOUS MINUTE

MOTION

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

Motion: To approve the meeting minutes from the Board of Management meeting held on May 19th, 2015.

CARRIED

4) FINANCIAL/BUDGET REPORT

G. Gordon presents the current 2015 financial report and indicates not much has changed since his last report.

MOTION

Moved by: C. Wilson
Seconded by: B. Kelley

Motion: To approve the current financial report as presented.

5) **EVENTS**

a) **Father's Day Car Show Update:**

T. Larkman provides an update on the Father's Day Car Show which will be happening on June 21st, 2015. Report indicates they currently have a surplus within the budget as they have received a terrific response in sponsorship this year.

b) **Canada Day Update**

T. Larkman also provides details on the upcoming Canada Day Event. Indicating the committee is currently over budget by approximately \$300 as the committee has decided to purchase Canada Day Hats to sell during the event. The hats were purchased for \$ 4 for the jester hat and \$6 per sequin hat and they purchased 50 of each hat. The plan is to sell the hats for \$10.00 per hat. It is the hope of the committee that it will create a surplus for the event.

c) **Corporate Credit Card for BIA**

T Larkman talks to the BIA board about event expenses and indicates that over the past year she has required to use her personal credit card on several occasions to make purchases for the BIA. T. Larkman indicates she has spoken with the Town of Bracebridge Director of Finance/Treasurer – S. Rettie about the use of a corporate credit card and he has indicated that he did not see a reason why the BIA could not apply for a corporate credit card. Upon this discussion the Board was fully supportive of looking into getting a corporate credit card for T. Larkman to use for work purposes. T. Larkman to follow up with R. Mattice.

6) **BEAUTIFICATION**

a) **Seasonal Flowers and Maintenance** – T. Larkman reports that the hanging baskets were installed by Absolute Landscape the week of June 8th – 12th.

b) **Blade Signs** – T. Larkman reports that the first two of eight blade signs have been installed at the Creative Cook and Worth Repeating. Several more are scheduled to be installed in the coming weeks.

7) **PARKING METER UPDATE**

T. Larkman indicates that the Town of Bracebridge – General Committee Meeting has just reviewed the Terms of Reference for the parking meter working group and as part of the working group the BIA will have 2 spots to fill. The BIA Board discusses how they should proceed with picking these committee members and determines it should be filled with one BIA Board member and one general BIA member. Once formal request is received the BIA would like T. Larkman to send a request out to the general membership.

8) **SANTA STATUE UPDATE**

L. Alexander provides an update on the Santa Statue working committee is going. She indicates the selection committee has narrowed it down to three artists/concepts that range in price and Designs include;

Option 1 – Santa Sitting - \$32,000.00

Option 2 – Santa Standing - \$67,000.00

Option 3 - Santa sleigh with flying reindeer - \$72,000.00

L. Alexander indicates that the committee is looking to see what type of support would be out in the community prior to choosing the concept. L. Alexander will keep the board informed as the committee works thru the funding process.

9) **MUSKOKA LIFESTYLE CENTRE (“MLC”) FUNDING REQUEST MOTION**

Moved by: G. Gordon
Seconded by: E. Walker

T. Larkman presents the MLC letter (appendix "A") that the BIA received from the group requesting

- a) Monetary contribution to the MLC – What's Cooking event for \$2500.00.
- b) Support the MLC contingency plan in the event that the anticipated revenues are not realized and a deficit occurs. MLC is requesting the Town of Bracebridge cover 50%, BIA cover 25% and the Bracebridge Chamber of Commerce cover 25% if a financial loss happens at this event.

MOTION: The BIA will provided MLC \$2500 contribution to the What's Cooking Bracebridge 2015 Event and the BIA Board of Management agrees to fund 25% of any potential loss up to \$4000.00 cap. All funds shall be paid out of the reserve.

CARRIED

10) **HEALTH AND SAFETY**
NIL

11) **COUNCIL UPDATE**
NIL

12) **EXTRA BUSINESS**
a) **Patio Policy**

L. Alexander indicates that she was approached by S. McLellan about a letter that he recently received from the Town of Bracebridge with regards to his tables outside is business. Letter indicates he needs to file the appropriate paperwork for a patio as currently his tables are not in compliance with the patio policy. C. Wilson to follow up with S. McLellan to discuss the letter further.

13) **SCHEDULING OF THE NEXT MEETING**

The meeting was adjourned at 8:15pm. The next Board of Management confirms the next meeting will be on Tuesday June 21st, 2015.

June 9, 2015

Bracebridge BIA Board of Directors
35 A Manitoba St.
Bracebridge, ON P1L 2A9

Dear President Lindsay Alexander and Members of the BIA Board of Directors,

The Muskoka Lifestyle Centre (MLC) Board of Directors is pleased to be overseeing the planning of this year's **What's Cooking Bracebridge** event, set to take place October 2 – 4, 2015. The coordination of this event is being undertaken by a Culinary Sub-Committee of the MLC, co-chaired by myself and Beth Kelley.

Initiatives of the MLC have always been fundamentally supported by the 3 partners in the Tourism Brand; the Town of Bracebridge, Bracebridge Chamber of Commerce and Bracebridge BIA. All 3 partners have put forth significant financial and in-kind staff support to date. The Town of Bracebridge has also been successful in garnering additional financial support through FedNor and more recently through Celebrate Ontario.

At this time, the MLC would like to ask the Bracebridge BIA for a monetary contribution to the MLC to advance the Economic Tourism Brand of Bracebridge. The \$2,500.00 contribution we are asking for will be specifically directed to the What's Cooking Bracebridge 2015 event. This same request is being made to the Bracebridge Chamber of Commerce. The Town of Bracebridge has allocated approximately \$14,500.00 to the MLC specifically toward the 2015 event as well.

Other revenue sources to offset the costs associated to the event include ticket sales, sponsorship (both monetary and in-kind), vendor fees and cookbook sales.

The MLC is a fairly new incorporated body and does not currently have a surplus of funding in its bank account. The budget set and approved by the MLC for What's Cooking Bracebridge 2015 shows a modest net revenue of approximately \$2500.00.

It is known that tourism events take a minimum of 3 – 5 years to become sustainable and to have solid partnership and sponsorship commitments in place in the inaugural years is important. The What's Cooking Bracebridge event in 2014 saw an Economic Impact in the community of over \$70,000, based on the standard Provincial model for assessing tourism event impacts.

The MLC has discussed a contingency plan for the event in the case that anticipated revenues are not realized. The plan includes a financial commitment from the MLC partners, wherein a possible deficit would be subsidized by the Town (50%), Chamber (25%) and BIA (25%). At this time, the MLC is asking the BIA to support this contingency plan.

As planning for What's Cooking Bracebridge 2015 continues, I would be happy to provide regular updates to the BIA for information purposes. It is anticipated that the "Get Involved Guide" for this year's event will be available to your members in the coming days.

Sincerely,



Larry Stroud, Chair
Muskoka Lifestyle Centre



Bracebridge
MUSKOKA
The Art of Muskoka Living

canadascottagecountry.ca