

MINUTES

Business Improvement Area September 17, 2019

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

1) CALL TO ORDER

Chair L. Alexander called the meeting to order at 6:30 pm and the following board members were recorded as being present.

Attendees: C. Rushton
C. Jordan
C. DeSanto
A. Buie, Town of Bracebridge, Councillor
P. Burns
K. Fish

Absent L. Alexander
S. Creed
C. Wilson, Town of Bracebridge, Councillor

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

2) DECLARATION(S) OF PECUNIARY INTEREST

NIL

3) CONFIRMATION OF PREVIOUS MINUTES

BIA Board reviews previous meeting minutes from July 22nd, 2019 meeting and no questions arose.

Motion: To approve the meeting minutes from the Board of Management from July 22nd, 2019

Moved by: P. Burns

Seconded by: C. Jordan

CARRIED

4) BIA FINANCIAL REPORT

T. Larkman provides the BIA board with an up to date financial report. See Appendix "A" for details.

Motion: To accept the financial report as presented.

Moved by: C. Jordan

Seconded by: C. Rushton

CARRIED

5) BIA ACTIVITY REPORT

T. Larkman provides the BIA Board with the monthly activity report. See attached appendix “B” for details. The Board discusses the report and requests that T. Larkman put together a membership survey and members meeting to discuss the events and other activities that are currently being done.

- 6) **OLD BUSINESS** – T. Larkman updates the board on old activities that she is working on.
- a) **Main Street Digital Grant** – T. Larkman indicates that the Gravenhurst BIA is no longer capable of taking the lead on the Main Street Digital Grant due to lack of staff and a board chair. Due to this the project is in jeopardy of being cancelled unless one of the other BIA’s in the Muskoka area take over the project. She indicates that the committee has asked that the Bracebridge BIA or the Huntsville BIA step in to save it. T. Larkman provides some background with regards to the timeframe of the project indicating the bulk of the work will need to be done December 2019 – March 2020. The Board determines they do not want to lose the program but does feel with Fire and ice in January it could not commit to such a large project and hopes that the Huntsville BIA will consider the project. As per the direction of the board T. Larkman will decline taking over the project lead.
 - b) **Snow Removal Reserve Account** – T. Larkman indicates that she has spoken to The Town of Bracebridge Director of Finance S. Rettie about the Snow Removal Reserve. She confirms that this reserve does not need to continue to build and that it can stay at \$20,000 for any back up removals as that would give 3 years of extra removals. All additional funds that remain at the end of the year can be filtered to the overall General Reserve. The board also asked if S. Rettie would allow them to use the general snow removal account to create cut-outs when the snow removal cannot be done. T. Larkman indicates she forgot to ask about the cut-outs but will follow up with S. Rettie to confirm.

Motion: To put a cap on the snow removal reserve account of \$20,000 and have all additional funds from the snow removal GL account that remain at an end of a calendar year be assigned to the overall General Reserve account to be used for other capitol expense projects.

Moved by: P. Burns
Seconded by: C. DeSanto

CARRIED

- 7) **DOWNTOWN ACCESSIBILITY**
- A. Buie indicates the accessible parking audit has been completed along Manitoba Street and the surrounding area and there were many deficiencies noted. The committee will be working on making improvements and providing recommendations for when constructions occurs in the Downtown. A. Buie also indicates that the committee is open to have the BIA provide some feedback on where they feel are the best location of these spaces as some of the spaces may not be in the best location anymore as certain businesses are no longer in those areas.
- 8) **HEALTH & SAFETY**
- T. Larkman reports she was off just after midnight madness for an illness and took the rest of August off for vacation to help recoup. She reports she is much better now and has no other health and safety concerns at this time.

9) COUNCIL UPDATE

Archie Buie advises the board that general committee has voted to sell the old fire hall and it should be finalized at the next council meeting.

10) NEW BUSINESS

a. Dirty Needles found in BIA

C. Rushton advises the board that she recently found some dirty needles at her back doorstep and had no idea how to handle and dispose the needles. She is concerned that this is going to be a regular occurrence and unsure how members should be dealing with it. The Board discusses and asked T. Larkman to follow up with the Simcoe Muskoka Health unit and get some direction from them on what to do. T. Larkman to follow up.

11) 2020 BUDGET DISCUSSIONS

The BIA board indicates that they would like to see the survey come back with regards to events prior to starting the budget process. T. Larkman will set it for the next meeting.

12) SCHEDULING NEXT MEETING

The meeting was adjourned at pm. 8:10pm. The next Board of Management meeting is confirmed for October 15th at 6:30pm and the tentative members meeting set for October 9th, 2019 to review the survey.

APPENDIX "A"

BIA FINANCIAL REVIEW

BIA Board Meeting – September 16, 2019

Comments below are based from the BIA budget reports that were run on September 13, 2019

GL ACCOUNT COMMENTS

REVENUE:

Midnight Madness – Revenue submitted \$1370
This included kids zone revenue and vendor fees.

EXPENSES:

BIA Mileage

Event mileage for road signs and other event activities.

BIA Office Phones – Monthly fees

BIA Office Expenses

Yearly post office box subscription

BIA Misc. Expenses

Cost to secure fake façade in Downtown

BIA Office Rent

Monthly Rental Fee

BIA Storage Rental Fee

Monthly Rental Fee for Storage lockers - #56,57

BIA Car Show

Expenses associated with the Father's Day Car show -
Festival Network membership fee, Radio ads,

BIA Office Phones

Regular monthly charge – 123.17

Car Show

Costs Associated with the Car Show
Cube Van Rental, Gas, Signs, Event supplies, etc.

Midnight Madness

Costs associated with Midnight Madness – Radio ads, posters, road signs,
\$14,301 plus outstanding invoices that are at the town but not processed of \$1938.00

Canada Day

Costs associated with the event – Garbage clean up, Signs, Cube Van Rentals, Facebook ads,
Decorations, Hotel rooms for Science North

BIA Planters and Seasonal Flowers

Purchase of the flowers and installation. \$16,950

Final payment for the 2019 flower contract. We have 1 more season on the contract.

BIA Webcam

Current Monthly charges

CORRECTIONS TO GL CODES

The below still need to be corrected the request has just been sent to the town.

BIA Memorial Park Winter Village – Correction needed as giant board game was taken out of this account needs to be moved to Canada day account. – 218.30

Bandshell Concert Series - Assigned to wrong account should be out of the General Advertising account currently showing out of Midnight Madness. -

OTHER COMMENTS

Current YTD Expenses - \$178,669.54

2019 Set Budget – \$255,190

Projected year end – \$261,138

I expect that we will be over budget this year by \$5948.00 based on the extras spend on events, Minor Capitol Expenses,

Please note the budget still shows we are going to spend \$15,000 on barrels and that will now remain within the General reserves until we do the project.

Current Reserves

BIA - \$31,661.46

Snow clearing - \$21,333.19

TOWN OF BRACEBRIDGE
Budget Variance Report



BRACEBRIDGE
The Heart of Muskoka

GL5070

Page : 1

Date : Sep 13,2019

Time : 12:46 pm

Fiscal Year : 2019 Period : 9
 Account Code : ??-?-820000-????? To ??-?-820000-?????

Budget Type : BUDGET VALUES

| Acct Code | Acct Desc | CC1 | CC2 | Current Month | Year to Date | Budget Amt | Variance | % Variance |
|----------------------|-----------------------------------|-----|-----|---------------|-------------------|-----------------|--------------------|--------------|
| REVENUE | | | | | | | | |
| 820000 BIA | | | | | | | | |
| 01-1-820000-19999 | BIA Tax Levy | | | 0.00 | 0.00 | -177,790 | -177,790.00 | 100.00 |
| 01-1-820000-29060 | BIA Municipal Grant | | | 0.00 | 0.00 | -5,000 | -5,000.00 | 100.00 |
| 01-1-820000-30000 | BIA Rev from District | | | 0.00 | -3,620.52 | -3,800 | -179.48 | 4.72 |
| 01-1-820000-45112 | BIA Father's Day Car Show Revenue | | | 0.00 | -3,125.00 | -3,000 | 125.00 | -4.17 |
| 01-1-820000-45113 | BIA Midnight Madness Revenue | | | 0.00 | -1,370.00 | -2,500 | -1,130.00 | 45.20 |
| 01-1-820000-45115 | BIA Canada Day Revenue | | | 0.00 | -1,725.00 | -2,400 | -675.00 | 28.13 |
| 01-1-820000-45118 | BIA Fire & Ice Revenue | | | 0.00 | -43,001.25 | -45,700 | -2,698.75 | 5.91 |
| 01-1-820000-86000 | BIA Trans from Reserve | | | 0.00 | 0.00 | -15,000 | -15,000.00 | 100.00 |
| Total BIA | | | | 0.00 | -52,841.77 | -255,190 | -202,348.23 | 79.29 |
| Total REVENUE | | | | 0.00 | -52,841.77 | -255,190 | -202,348.23 | 79.29 |

| | | | | | | | | |
|-------------------|----------------------------------|--|--|----------|-----------|--------|-----------|--------|
| EXPENSE | | | | | | | | |
| 820000 BIA | | | | | | | | |
| 01-2-820000-10001 | BIA Wages FT | | | 1,542.80 | 27,761.40 | 40,270 | 12,508.60 | 31.06 |
| 01-2-820000-10002 | BIA Wages PT/Contract | | | 0.00 | 2,230.44 | 5,590 | 3,359.56 | 60.10 |
| 01-2-820000-15000 | BIA EHT | | | 30.08 | 584.80 | 890 | 305.20 | 34.29 |
| 01-2-820000-15001 | BIA WSIB | | | 48.60 | 944.82 | 1,440 | 495.18 | 34.39 |
| 01-2-820000-15002 | BIA EI | | | 34.99 | 680.20 | 1,040 | 359.80 | 34.60 |
| 01-2-820000-15003 | BIA CPP | | | 71.82 | 1,385.37 | 2,110 | 724.63 | 34.34 |
| 01-2-820000-15004 | BIA OMERS | | | 138.85 | 2,415.99 | 3,620 | 1,204.01 | 33.26 |
| 01-2-820000-15006 | BIA Ext Health Benefits | | | 0.00 | 3,910.00 | 4,400 | 490.00 | 11.14 |
| 01-2-820000-30002 | BIA Office supplies | | | 0.00 | 487.40 | 1,200 | 712.60 | 59.38 |
| 01-2-820000-30005 | BIA Memberships | | | 0.00 | 450.99 | 440 | -10.99 | -2.50 |
| 01-2-820000-30006 | BIA Training/Conferences | | | 0.00 | 1,453.08 | 1,100 | -353.08 | -32.10 |
| 01-2-820000-30007 | BIA Mileage | | | 0.00 | 599.40 | 900 | 300.60 | 33.40 |
| 01-2-820000-30009 | BIA Office Phones | | | 0.00 | 1,517.63 | 2,000 | 482.37 | 24.12 |
| 01-2-820000-30012 | BIA Misc Expenses | | | 0.00 | 526.38 | 300 | -226.38 | -75.46 |
| 01-2-820000-30014 | BIA Minor Capital | | | 0.00 | 1,454.64 | 0 | -1,454.64 | 0.00 |
| 01-2-820000-30015 | BIA Member Meetings | | | 0.00 | 0.00 | 200 | 200.00 | 100.00 |
| 01-2-820000-30023 | BIA Sign Repair/Install | | | 0.00 | 0.00 | 1,000 | 1,000.00 | 100.00 |
| 01-2-820000-30024 | BIA Website | | | 0.00 | 915.84 | 1,140 | 224.16 | 19.66 |
| 01-2-820000-32900 | BIA Office rent/lease | | | 376.51 | 3,388.59 | 4,500 | 1,111.41 | 24.70 |
| 01-2-820000-32901 | BIA Storage rent/lease | | | 0.00 | 1,945.12 | 3,100 | 1,154.88 | 37.25 |
| 01-2-820000-39021 | BIA Fire and Ice Festival | | | 0.00 | 51,351.95 | 51,750 | 398.05 | 0.77 |
| 01-2-820000-39025 | BIA Classic Car Show | | | 0.00 | 7,769.37 | 7,500 | -269.37 | -3.59 |
| 01-2-820000-39026 | BIA Memorial Park Winter Village | | | 0.00 | 196.59 | 1,000 | 803.41 | 80.34 |
| 01-2-820000-39027 | BIA Santa Moonlight Shopping | | | 0.00 | 223.21 | 4,500 | 4,276.79 | 95.04 |
| 01-2-820000-39028 | BIA Midnight Madness | | | 0.00 | 14,801.32 | 14,500 | -301.32 | -2.08 |
| 01-2-820000-39029 | BIA General Advertising | | | 0.00 | 2,504.69 | 5,500 | 2,995.31 | 54.46 |
| 01-2-820000-39030 | BIA Other - Branding | | | 0.00 | 0.00 | 1,500 | 1,500.00 | 100.00 |
| 01-2-820000-39031 | BIA Planters & Flowers | | | 0.00 | 31,507.44 | 61,400 | 29,892.56 | 48.68 |

TOWN OF BRACEBRIDGE
Budget Variance Report



BRACEBRIDGE
The Heart of Muskoka

GL5070

Page : 2

Date : Sep 13,2019

Time : 12:46 pm

Fiscal Year : 2019 Period : 9
 Account Code : ??-?-820000-????? To ??-?-820000-?????

Budget Type : BUDGET VALUES

| Acct Code | Acct Desc | CC1 | CC2 | Current Month | Year to Date | Budget Amt | Variance | % Variance |
|----------------------|------------------------------------|-----|-----|-----------------|-------------------|----------------|--------------------|--------------|
| EXPENSE | | | | | | | | |
| 01-2-820000-39031 | BIA Planters & Flowers | | | 0.00 | 31,507.44 | 61,400 | 29,892.56 | 48.68 |
| 01-2-820000-39032 | BIA Christmas Decorations | | | 0.00 | 101.76 | 1,000 | 898.24 | 89.82 |
| 01-2-820000-39034 | BIA Webcam Project | | | 0.00 | 2,174.27 | 3,800 | 1,625.73 | 42.78 |
| 01-2-820000-39035 | BIA Other Beautification | | | 0.00 | 0.00 | 1,500 | 1,500.00 | 100.00 |
| 01-2-820000-39036 | BIA Canada Day | | | 0.00 | 7,941.94 | 6,000 | -1,941.94 | -32.37 |
| 01-2-820000-39037 | BIA Downtown Snowremoval | | | 0.00 | 4,880.05 | 8,000 | 3,119.95 | 39.00 |
| 01-2-820000-39130 | BIA Seasonal Lights Repair/Install | | | 0.00 | 1,292.35 | 4,500 | 3,207.65 | 71.28 |
| 01-2-820000-50003 | BIA Tax Write-Offs | | | 0.00 | 1,272.51 | 2,500 | 1,227.49 | 49.10 |
| 01-2-820000-76000 | BIA Trans to Reserves | | | 0.00 | 0.00 | 5,000 | 5,000.00 | 100.00 |
| Total BIA | | | | 2,243.65 | 178,669.54 | 255,190 | 76,520.46 | 29.99 |
| Total EXPENSE | | | | 2,243.65 | 178,669.54 | 255,190 | 76,520.46 | 29.99 |
| Report Total | | | | 2,243.65 | 125,827.77 | 0 | -125,827.77 | 0.00 |

APPENDIX "B"

BIA STAFF MONTHLY REPORT Page: 1
August / September 2019



TO: BIA Board of Management
FROM: BIA Administrative Coordinator, T. Larkman
SUBJECT: BIA Administrative Coordinator Monthly Activity Report –August / September

Below is a list of BIA activities that I have working on since the last board meeting. Please note that was out of the office all of August except for 4 days so just getting back into the swing of all the projects and activities.

PROJECTS

FALL FLOWERS

- Summer flowers were removed from the street on Monday September 12th and fall mums were placed in the barrels at this time. All the hanging baskets have been removed.

DOWNTOWN ACCESIBILITY

- Have been working with J Harris from the Town of Bracebridge in securing a sponsor for the access ramps so that ramps do not cost members to put out. We have scouted out the locations that could take a ramp and below is a list of members to date that have said. We have both St. Dominic's and BML doing the builds.

- **Confirmed businesses**

- Corner Cabinet
- CR Flowers
- Bliss Boutique
- Minds Alive
- Edward Jones
- Renaissance Hair
- Engle Volker's
- Salvation Army
- Martin's Art Gallery
- Shine Restaurant
- The Silver Daisy
- Chancery Lane Art Gallery

Still to confirm:

- Kala House of Colour
- Studio K
- Ice Cream Shoppe
- Ah Naturel

EVENTS & PROMOTIONS

Midnight Madness

Weather: This year's event had amazing weather. No rain and temperature was very comfortable.

Prior to the Event:



Planning for the event went extremely smooth.

Event Timeline:

Set up: Set up went smoothly with the help of the Town of Bracebridge staff was able to be set up with minor issues. We did have 2 vehicles that we almost had to tag and tow but, in the end, they showed up just in time.

Main Stage –

Went extremely well this year brought in 2 amazing local bands – Wendy Wheelan and the rubber band, Tobin Springs Band. Received many compliments.

Neema's Children Choir

Received a lot of positive comments about their performance and had many watching them. Placed them in the same location as the street buskers which worked well and I scheduled them into their rotation, only issue came when they wanted to do more than one performance which they did at 10:30pm and it did interfere with the main stage performance.

Street Buskers: We had 2 street buskers that did a 30 min show every hour. Lots of crowds around the show again street space is a bit of an issue during these events and having a proper location for a busker pitch would be nice. The buskers were located outside 22 Manitoba Street which was not open for the evening.

Kids Zone:

Very busy kid zone this year and had hired the company that brings the inflatables in to staff it which made it much easier to enforce the age and height limits making it safer for kids to play. Furthermore had 1 adult I brought in to oversee the entire park and 2 helpers that sold the wrist bands.

Vendors:

Outside

Lions Club, Muskoka 411, Rotary Club, The Burger Shoppe, Lemonade Stand, The Golf Ball Guy, Save the Turtles.

BIA member

Muskoka Bear Wear, Millbank Trading Co, Shine, Foot Prints of Muskoka, Rende, Veda Yoga, Moose FM, Paul & Lea Kane, Becker Shoes, Signatures Eatery, Muskoka Small Business and their summer students, CR Flowers, Little Black Bow, Unique Muskoka, Silver Daisy, Dr. Comics, Tigg's, Studio K, PD Murphy,

Overall this we had mostly members out on the street. Members reported that they were quite steady from 6pm onwards however say there were not run off their feet. Their sales were comparable to last year's event which was rained out at 10pm. Location of Lion's club was an issue as we put them in front of Worth Repeating which was closed but the smoke filtered into Chancery Lane. Finding spaces for food vendors is difficult and most merchants do not want them near them.



Business Not Open – Veda Yoga, Veda Fitness, Veranda Outlet, Veranda, Worth Repeating, Saunder's and Associates, Fashion Closet (closed at 10:30).

BIA Budget

Expenses

\$14,500 Actual Expenses - \$14,801 + 1938 (outstanding) – Expected Total: 16,739.00

Revenue: \$ 1370.00 however expected \$2500 so short in revenue.

Way over budget this year due to the extra costs associated with bringing in staff and generators.

Overall Comments

This event continues to be our most expensive event as we have not been able to secure sponsors for the event. Additional costs this year included – Staff to run the fun inflatables, Rental of the large generator for the main stage, staffing fees to run memorial park. The event still attracts around 8000 visitors to the downtown core and is still a revenue generator for the members that are open for the event. We have reduced the costs by bringing in local bands however the cost of the inflatables and staging continue to rise. This is a free event for the community and should remain free. Overall the membership is satisfied with the event however is a very costly event that we have built up in the past 15 years. Also did notice this year we did not encounter the crazy teenagers after 11pm. It was very relaxed with no issues. Clean up is always a challenge as I was by myself very hard to attract BIA members and volunteers at midnight on a long weekend. Was by myself for the entire clean up.

OTHER ACTIVITIES

a) Fire and Ice

I have started reaching out to business for sponsorships and working on putting together the activities.

b) Girls Night Out – I am working on securing the 2nd annual Girls Night out. Just trying to secure a date at the start of November.

c) Santa's Festival of the Lights – Friday November 29th.

d) What's Cooking Bracebridge

This year I am assisting with the What's Cooking Festival. The festival will be on September 27 – 29. I have been helping the town with the festival piece of the events and the restaurant specials.

Activities to include:

Friday September 27

- Noon – 1pm Lunch & Learn – Creative Cook
- Noon – 3pm – Rodney's Oyster House at Muskoka Brewery

Saturday September 28 – Fee for festival is \$15

Live music, demos, food and beverage vendors and interactive activities.

- 11am – 5pm Food & Drink Festival on the Bridge
- Noon – 3pm Cookbook signing with Pam Rocca – Kala House of Colour

Sunday September 29

- 9am – 11am – Foraging Hike
- 10am – 12:00pm – Baking Fresh Breads – Emily Richards at Creative Cook
- 11am – 1pm – Sunday Brunch with the Firehouse Chef at Pasta Shoppe



- 11am – 1pm – Fired up about Sourdough with Chef David Friesen at the Oven
- 2pm – 4pm – Culinary Walking Tour with Big Bros Big Sisters of Muskoka