

MINUTES

Business Improvement Area July 22, 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 6:35 pm and the following board members were recorded as being present.

Attendees: L. Alexander
C. Jordan
C. DeSanto
C. Wilson, Town of Bracebridge, Councillor
P. Burns

Absent S. Creed
A. Buie, Town of Bracebridge, Councillor
C. Rushton
K. Fish

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 June 25th meeting with the following question arose.

- a) **Downtown Billboard** – Lindsay indicates she has reached out to the owner of the property along HWY 118 where the BIA would like to put a billboard and they are open to further discussion. Based on this the BIA would like to pursue it further and would like L. Alexander to obtain more details about the costs associated with using the land. The board is aware that the Town of Bracebridge and District of Muskoka is currently reviewing their sign by-laws and will wait for the results before proceeding with any requests.

Motion: To approve the meeting minutes from the Board of Management from June 25, 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. No additional questions arise

Motion: To approve the financial report as presented.

Moved by: L. Alexander
Seconded by: P. Burns

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 the questions arise.

- a) **Snow Removal** – The board would like to know if there is a cap on the amount of money that can go into the Snow Clearing Reserve. Currently the reserve has \$21,333.19 and each year the BIA has been adding to it. Can this reserve be used to hire outside contractor to help with cut outs and keeping the area clear of snow. C. DeSanto indicates that the Orillia BIA owns their own snowblower and has a maintenance person on staff that keeps the area open for business. T. Larkman to follow up with the finance department about the reserve and will contact the Public works department to discuss the issues we are encountering with the snow removal.

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 Bracebridge BIA in partnership with 5 other municipalities has been awarded a \$60,000 grant to help launch the Main Street Digital campaign for downtown businesses. The Grant will allow the group to hire a staff person to travel to each community and go door to door to each business and help them with their digital footprint. The lead of the grant is Gravenhurst BIA and the Bracebridge BIA will just be required to have office space for the employee for the time that they are in the community.
- b) **Downtown On-Street Parking Concerns** – T Larkman indicates to the board that she has had further discussion with Chief By-law officer S. Stakiw about the ongoing on-parking concerns within the BIA area and in specific how to deal with those that move their vehicles within the area to avoid the tickets. As per S. Stakiw zoned parking is a good option and could be more efficient than how they currently log the vehicles. The board discusses the new details and determines it would like to pursue a request for the free parking to be done by zones. T. Larkman to follow up with the Town of Bracebridge.
- c) **Downtown Revitalization Grant** – R. Mattice indicates that the RFP was issued for the installation of gardens on the upper end of Manitoba Street and the contract was awarded to Absolute Landscaping. Gardens will be built in the fall. R. Mattice would like to also report that all the utility boxes have been covered in a graffiti proof wrap now.
- d) **Community Improvement Program (CIP)** – T. Larkman reports that she has 3 more businesses that will be putting up a blade sign. Pasta Shoppe, Annex and Tigg’s for Him and Her. Furthermore T. Larkman indicates that the second uptake of the CIP was on July 1st and almost all the funds have been used up with new projects. The CIP is available now in January and July of each year.

7) DOWNTOWN ACCESSIBILITY

T. Larkman indicates she is working with J. Harris from the Town of Bracebridge to secure the lumber for the new access ramps and to sign up members for the program.

8) HEALTH & SAFETY

T. Larkman reports not issues.

9) COUNCIL UPDATE

R. Mattice reports that owner of the 23 Dominion Street has now reached out to Town Council for consideration of being removed from the BIA all options have been exhausted and a letter has now been sent to town council.

10) NEW BUSINESS

a) Downtown events and the location of the street vendors

T. Larkman indicates she received an email and a phone call from business owner of Lilibird with regards to the set up of the street during the street events and specifically the location of the chip truck at the corner of Manitoba Street and Ontario Street, indicating it is causing issue with their traffic flow to their business and sales have dropped since this truck started to be set up at this location. T. Larkman indicates she has tried to find a different location for the truck but to date has not been successful. The board discusses the issue and suggests having it move to bird mills mew parking spaces or up on Rene Caisse moving forward. T. Larkman indicates as it is a District road and is outside the event area permission must be granted. She will follow up with the district and the by-law department. Furthermore, signs will be created for both ends of the street that will promote more shopping.

11) 2020 BUDGET DISCUSSIONS

T. Larkman indicates that starting in September the board will need to start to discuss the BIA budget as it will need to be approved by November. The board would like to see a survey be put out to the membership and a member's meeting to determine which direction the board should be taking with regards to its current events and programs. T. Larkman to organize a survey and members meeting set for September 12th.

12) SCHEDULING NEXT MEETING

The meeting was adjourned at pm. 8:20pm. The next Board of Management meeting is confirmed for September 17, 2019.

TOWN OF BRACEBRIDGE
Budget Variance Report



BRACEBRIDGE
The Heart of Muskoka

GL5070

Date : Jun 19,2019

Page : 1

Time : 3:19 pm

Fiscal Year : 2019 Period : 6
 Account Code : ??-?-820000-????? To ??-?-820000-?????

Budget Type : BUDGET VALUES

Acct Code	Acct Desc	CC1	Current Month	Year to Date	Budget Amt	Variance	% Var
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		0.00	0.00	-3,000	-3,000.00	100.00
01-1-820000-45113	BIA Midnight Madness Reve		0.00	0.00	-2,500	-2,500.00	100.00
01-1-820000-45115	BIA Canada Day Revenue		0.00	0.00	-2,400	-2,400.00	100.00
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	-46,621.77	-255,190	-208,568.23	81.73
Total REVENUE			0.00	-46,621.77	-255,190	-208,568.23	81.73
EXPENSE							
820000 BIA							
01-2-820000-10001	BIA Wages FT		1,527.80	18,333.60	40,270	21,936.40	54.47
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		29.79	400.97	890	489.03	54.95
01-2-820000-15001	BIA WSIB		48.13	647.83	1,440	792.17	55.01
01-2-820000-15002	BIA EI		34.65	466.38	1,040	573.62	55.16
01-2-820000-15003	BIA CPP		71.05	945.75	2,110	1,164.25	55.18
01-2-820000-15004	BIA OMERS		137.50	1,567.50	3,620	2,052.50	56.70
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	423.35	1,200	776.65	64.72
01-2-820000-30005	BIA Memberships		0.00	450.99	440	-10.99	-2.50
01-2-820000-30006	BIA Training/Conferences		0.00	1,690.48	1,100	-590.48	-53.68
01-2-820000-30007	BIA Mileage		0.00	414.90	900	485.10	53.90
01-2-820000-30009	BIA Office Phones		0.00	1,073.68	2,000	926.32	46.32
01-2-820000-30012	BIA Misc Expenses		0.00	144.09	300	155.91	51.97
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	2,259.06	4,500	2,240.94	49.80
01-2-820000-32901	BIA Storage rent/lease		243.14	1,458.84	3,100	1,641.16	52.94
01-2-820000-39021	BIA Fire and Ice Festival		1,432.72	51,022.77	51,750	727.23	1.41
01-2-820000-39025	BIA Classic Car Show		0.00	2,892.03	7,500	4,607.97	61.44
01-2-820000-39026	BIA Memorial Park Winter V		0.00	0.00	1,000	1,000.00	100.00
01-2-820000-39027	BIA Santa Moonlight Shoppi		0.00	26.62	4,500	4,473.38	99.41
01-2-820000-39028	BIA Midnight Madness		0.00	0.00	14,500	14,500.00	100.00
01-2-820000-39029	BIA General Advertising		0.00	2,329.69	5,500	3,170.31	57.64
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	0.00	61,400	61,400.00	100.00
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	1,086.80	3,800	2,713.20	71.40
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		1,300.00	4,980.49	6,000	1,019.51	16.99
01-2-820000-39037	BIA Downtown Snowremova		0.00	4,880.05	8,000	3,119.95	39.00
01-2-820000-39130	BIA Seasonal Lights Repair/		0.00	0.00	4,500	4,500.00	100.00
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			5,201.29	107,381.06	255,190	147,808.94	57.92
Total EXPENSE			5,201.29	107,381.06	255,190	147,808.94	57.92
Report Total			5,201.29	60,759.29	0	-60,759.29	0.00

BIA FINANCIAL REVIEW

BIA Board Meeting – June 25, 2019

Comments Regarding GL Report run on June 19th, 2019 and includes all expenses to date.
See attached Budget Variance Report

GL ACCOUNT COMMENTS

REVENUE

BIA Father's Day Car Show – Currently show 0.00 but I have cheques that I just submitted and still collecting from the sponsors. Total revenue \$3300 once it is all received.

BIA Canada Day

Revenue – 2500.00 (\$1000 RBC Spring Clean-up, \$1500 – Heritage Canada Grant) Amount has not been received but is expected.

EXPENSES:

BIA Office Rent / Lease

- June Rent – 376.51

BIA Storage & Rent

- Monthly Rental Fees -243.14 2 storage 10x20 storage lockers)

Fire and Ice – Expenses

- Explorer's Edge agreement

General Advertising Expenses

- Bandshell Concert Series in Memorial Park partnership funds - \$500
- Gift Certificate Reimbursement - \$225.00

Father's Day Car Show

- Expensed paid out for event - \$2892 – however still have quite a few invoices.
- Expected expenses - \$7959.00 minus HST Rebate

Canada Day Car Show

- All entertainment has been expensed - \$1300
 - Still have items that will be invoiced after the event.
-

OTHER COMMENTS

- Giant board games – purchased 3 giant board games to use out on the street and during events. Will be splitting this cost between all 5 events - \$1091.00 = \$218 per event.



TO: BIA Board of Management
FROM: BIA Administrative Coordinator, T. Larkman
SUBJECT: BIA Administrative Coordinator Monthly Activity Report –July 2019

Below is a list of BIA activities that I have working on since the last board meeting. This is for informational purposes.

PROJECTS

Main Street Digital Grant – We have been approved with 5 other communities for the Main Street Digital Grant. Cost to the BIA is \$500. Gravenhurst BIA is taking the lead however we are working on getting the service agreement signed and staff person hired. They will be housed out the BIA office for 7 weeks while the work with the BIA members. More information to follow as we firm the details up.

EVENTS & PROMOTIONS

CANADA DAY REVIEW

July 1 - Street closed at 9am for set up.

Timing of the Event - Noon – 8 pm.

This year's event was very sunny and was 26 degrees. Perfect weather for an event.

BIA Members: Retail members indicate that their sales were similar to last years event indicating that it was not a retail sales day. Restaurants indicate better sales

Volunteers – 2nd year in a row where finding a service group was extremely difficult. In the end I was able to get Pinegrove Baptist Church to help set up and clean up. They could not provide help during the event therefore had to hire staff again from the fun inflatable company.

Kids Art Activity- This year I hired “Giggle and Glue” a local business to run the Kids Art Activity. They indicated they were very steady and saw approximately 300 kids thru their tent throughout the day. The Art Annex was not available for the day.

Science North – Feel the adrenaline – This year we changed it from an animal exhibit to Science north due to the heat last year we thought it best to avoid using animal. It was busy throughout the day with families taking part in the interactive games.

Downtown Stage- Stage was moved this year and was located in front of CR flowers this was because we needed the space in front of Saunders and Welsh for Science North. It was a great space to host the stage, we did choose not to build the stage up to 18 inches. This made set up easier and would recommend this moving forward.

FOOD - The 60 ft long picnic tables and was used by many visitors for eating as well as just for sitting. I kept the food vendors to a minimal with just BIA members except the Lions Club.

Food vendors: Signature's Eatery, The Burger Shop, Lions club and Lemonade Stand. Overall, they were happy with their sales for the day indicated better sales than previous years.

Budget:

This year's event was just over our set budget however we did not expect to get any funds from the heritage grant this year, so we were able to collect \$2400 in revenue.

BIA Contribution 6000 + \$1000 from RBC + \$1500 from Heritage Canada Grant via the Chamber of Commerce

Actual Cost of Canada Day - **\$8004.00**



BIA Members

Overall most members stayed open until around 6pm but then many of them closed up for the day. I had several merchants that set up booths on the street that also left the street at this time. The event started strong however noticed from 3pm – 5:30pm traffic was very light on the street. It started to pick up again at 5:30pm as visitors made their way down for fireworks.

Comments from members

1. Lilibird requested that the Burger Shop chip truck not be parked at the end of the street. Stating that loss of business because of this truck that visitors do not go past the closed off section and that the truck is the cause of it. T. Larkman did attempt to relocate the truck but it was determined it was not possible based on how the serving window is set. In lieu of this a A frame sign was put up at the end of the street letting visitors know that there was more shopping around the corner. Furthermore, the Burger Shoppe had offered to do some cross promoting with Lilibird which they refused to do.
2. Veranda – During event veranda approached BIA staff to voice her disappointment in the event and would like to see the event moved to a park. That it was too family oriented and that no family events should be on the street and only in parks because of kids and their safety.
3. Nail Care – Staff received a complaint from nail car regarding the placement of the obstacle course that was located by their store.
4. Minds Alive – Concern regarding a competing vendor on the street. Did acknowledge that they did not sign up with the BIA however did feel it effected their business as they were selling similar products.

Overall:

Overall the weather was perfect, I felt the event ran smoothly and those that attended had a great time. I did find that many retails stores indicated it was a light day sales wise for them. Furthermore I had mixed reviews on whether the BIA should be hosting a Canada event in the downtown core with the road closed. When we first launched this event, we ran it from 4pm – 8pm and might be something that could be considered again if we continue with this event. This event had started as the membership felt that the BIA should be participating in Canada Day activities as many visitors were looking for daytime fun before the fireworks. It started 6 years ago as a late afternoon event and morphed to all day for the Canada 150 celebrations. The ease of closing the street in the morning vs part way thru a business day was the reason for doing it from noon – 8pm. It is strongly recommended that the BIA review this event and determine if it is still an event the membership supports and wants.

Midnight Madness

This year's event will be on Friday August 2nd. I have firmed up the event and just need to work on the street locations of the businesses and vendors. Below is a schedule of events.

ENTERTAINMENT

Located at Taylor Road and Manitoba Street

7:00pm—9:00pm – Wendy Whelan and The Rubber Band

9:30pm - 11:45pm—Tobin Springs Band

Plus, Neema Children's Choir from Uganda —8pm near Ontario Street.

BUSKERS - 6pm—11pm

- Hoop You Fire Show
- Tex Rexman Canada Comedy Cowboy



- Stasia Fantasia strolling oddities

FUN FOR THE KIDS IN MEMORIAL PARK

6pm - 11pm— All night Play

\$5 Per person (Kids 5 and under Free)

- Bumper Balls
- Ferris Wheel Bouncer (kids 6 and under)
- Toxic Meltdown Obstacle Course
- Cannon Air Blasters
- Climbing Slide

BIA Budget - \$14,500

Expected Expenses - \$15,700

Expected Revenue - \$2500

- \$1200 Kids Zone
- \$500 for vendors

Currently we are over budget by \$1200 due to the following factors.

- 1) Service group backed out in July and had to hire staff through the fun inflatables company to run the kid's area. Cost of staff \$1350, normal service group cost is \$700
- 2) Unable to secure the large generator for the main stage – Music company is now supplying the generator. Was able to get a reduced rental rate to \$450 however this played into the factor of more expenses.

OTHER ACTIVITIES

CIP Program – Currently working with Jill Harris to secure several Blade Signs within the Downtown Core. We are expecting 3 new blade signs to be installed by end of summer.

- Tigg's For Him and Her
- Art Annex
- Pasta Shoppe

As part of the Blade Signs program the BIA had 20 manufactured and was providing these to members as part of the program. The BIA ordered 20 brackets and after these are installed will have 4 remaining. Also note a new intake of CIP grant funding became available July 1st and we can report that that it almost maxed out with approved projects.

Stop Gap Access Ramps – Currently working with Jill Harris and the accessibility committee to implement stop gaps in the downtown. We have approached the high schools and they are interested in helping with the project and will be approaching Rona to see if they would be willing to donate the supplies to build the ramps. If not, we are looking to get it at cost for members to pay. We identified 14 spots to date that could use a stop gap access ramp.

Main Street Revitalization Grant

- As per the Town of Bracebridge they have awarded the project to Absolute Landscape. Unsure when the project will commence.
- Utility box wrap has arrived and will be installed July 20 / 21 weekend