

MINUTES

Business Improvement Area January 14th, 2020 6:30 pm – BIA Office – 35C Manitoba Street

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. Rushton
K. Fish
S. Creed
P. Burns
C. Jordon
A. Buie, Town of Bracebridge, Councillor

Absent C. Wilson, Town of Bracebridge, Councillor
C. DeSanto

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 November 12th, 2019 and no questions or arise.

Motion: To approve the meeting minutes from November 12th, 2019

Moved by: S. Creed

Seconded by: C. Rushton

CARRIED

4) BIA FINANCIAL REPORT

T. Larkman indicates that as it is the start of the year, she does not have an up to date report as minimal transactions have occurred.

5) BIA ACTIVITY REPORT

T. Larkman provides the BIA Board with the monthly activity report. See attached appendix "A" for details.

a) **Fire and Ice Festival** - The BIA Board discusses the upcoming Fire and Ice Festival.

Tracy reviews the logistics and details of the event. They would like to get more pre-ticket sales and for the future would like to see an incentive for purchasing the tickets early and look at creating a family pass. They would also look at ways that the membership can get more involved in the event and look at ways to promote shopping perhaps with a passport or other incentives for visitors. Concerns are raised about the current map that T. Larkman has indicated has already gone to print. The board would like to see all activities on the map. T. Larkman does indicate that all the activities are listed but not on the map. T. Larkman will see if she can make changes prior if not can work towards a change in the

map for 2021. Question arise about the Facebook campaign and its effectiveness. T. Larkman was unable to determine if pixels are being used or not but will follow up with explorer's edge to discuss how the campaign is being run.

- b) **Main Street Digital** - T. Larkman confirms that they have a hired Well Known for the main street digital program. They are currently booking appointments with businesses to complete the assessments. The Bracebridge BIA has provided them with our database and details have been sent out by email to the membership. Workshops are also going to be scheduled in the communities that the members can take advantage of.

6) HEALTH & SAFETY

T. Larkman reports that she has no issues or concerns.

7) COUNCIL UPDATE

A. Buie indicates that general committee has approved the BIA budget for 2020 and now just needs to be ratified by the town council in 2 weeks time. reports that she has no issues or concerns.

8) NEW BUSINESS

Members Concerns

P. Burns indicates that the lampposts located in the downtown parking lot is currently out as well as Hiram Street lot. Both parking lots are very dark at night and are a safety concern. T. Larkman to follow up with public works to advise them of this.

9) SCHEDULING NEXT MEETING

The meeting was adjourned at 8:00pm. The next Board of Management confirms the next meeting will be February 18th, 2020.

Appendix "A"



BIA STAFF MONTHLY REPORT Page: 1
January 2020

TO: BIA Board of Management

FROM: BIA Administrative Coordinator, T. Larkman

SUBJECT: BIA Administrative Coordinator Monthly Activity Report – December / January

The BIA office was closed over the holiday season from December 21 – January 2nd and the bulk of my workload has been managing the Fire and Ice Festival.

FIRE & ICE FESTIVAL –

Saturday January 25th, 9am – 6pm – Event has been reduced 1 hour as we continue to find it tough to hard to attract visitors after it gets dark. We have added a new section on the website that promotes extra activities by local businesses so that visitors can plan their trip.

SPONSORSHIP

Cash Sponsorship from local business - \$ 14,150.00 – This is 1500 less than what we raised in 2019 for sponsorship.

Norstar – Premiere - \$4000

JSW – Platinum - \$2500

Moose FM - \$2500 (in kind)

Bonnie Lake Resort - \$1000

Banff Ice Summit Vodka – Gold - \$1500

Mattamy Home – Gold - \$1500

Cavalcade Ford – Bronze - \$500 plus 6 vehicles to place at the end of each main entry point.

Ares Law - \$1000

Kubota North - \$500

Strong Fit Muskoka - \$1500

Little Black Bow - \$500 (In Kind)

Tudor Dr - \$150

Marketing Partner- Explorer's Edge – Is matching our advertising dollars BIA pays \$5000 (which was already in the event budget to cover advertising and Explorer's Edge pays \$5000. So far, we have reached approximately 233,596 thru our paid advertising and 31,629 organically thru Facebook, furthermore we have started an Instagram and have started to post as well. Radio ads in GTA have begun and will be running 2 weeks prior.

BUDGET:

See Attached for details

- Cost of Event - \$60,755 (including HST) With deductions event approximately – 53,755.00
- Sponsorship - \$14,150
- Amount needed to collect by Buttons - \$25,000
(Previous years – 2016 – 18,480, 2017 – 40,430, 2018 – 32,000, 2019 – 28,000)

SHUTTLE BUS

We are keeping with the 3 pick up locations, it worked well last year. Time of the shuttle will be from 9am – 6:30 pm.

Shuttle Bus #1

Dewey Institute / Georgian College: 111 Wellington Street

Habitat ReStore: 505 Muskoka Road 118 West

Parking for Shuttle Bus #2

Bracebridge Muskoka Lakes Secondary School – 100 Clearbrook Trail

Parking for Shuttle Bus #3



Home Depot: 10 Depot Drive
Muskoka Community Living – 15 Depot Drive

- **Parking** – The BIA is working with By-law and public works to manage the parking; we will have the Cadets on hand during the event who will assist us with each of the
- **Street Maintenance During event**– Will be looked after by Absolute Landscape. He will have 2 staff on the street the entire day to look after the sanding and maintenance of the street.

VOLUNTEERS

- **Volunteer Headquarters**- Will be located at the Bracebridge Active Living Center – Top of the Tube run at 54 Dominion Street.
- **Volunteer training** is occurring this Thursday January 16th at the Bracebridge Arena and the following will be covered.
 - Roles & Responsibilities
 - Event details
 - Emergency Plan for missing kids etc.
 - Event Site plan so they can be familiar with the street.
- To date we have secured over 100 volunteers and have all, but a few shifts covered. We are looking for a few button sellers and button sellers that can walk the area and look for visitors that have not bought tickets. The tube run and other activities have been filled.

LOGISTICS

- **Set Up** – We have 8 volunteers plus the planning committee that will be doing the Friday night set up – I have put a call out to get help for the overnight shift. This will be a paid position and we will be hiring 2 individuals to be on the street from 10pm – 6am to keep the ice sculptures, tube run and event area secure overnight.
- **Absolute Landscape** – Will be on site for set up and during the event. They will be assisting with the Tube run set up and maintenance on the street before, during and after the event.
- **Cooper Rental** – Will be providing the generators and we will be picking up the day of to avoid frozen generators. We are also working on securing a side by side utility vehicle to ride around in to move generators etc.

TICKETS SALES

- Cost of Tickets - \$5 per person ages 6 and up – We started selling tickets at the start of December 2019. To date not many, pre-ticket Sales have been done to date, but we plan on setting up a table at the sports plex in the evenings in the next 2 weeks to help get tickets out there.
- This year we will be doing 3 ticket booths – At the main entrances – if we have a few more volunteers sign up we will have ticket sellers at the laneways and through out the event to ensure tickets are being purchased.
- We are also planning to have tickets sales on each of the buses to help alleviate the line ups at the booths. We currently need more volunteers to fill the last set of shifts on the bus.
- Cash Headquarters – Will be located at Moose FM. The Town is assisting with organizing how the cash will be received and deposited. Money collected will be taken directly to the bank several times in the day.

PROGRAM

A new app has been created for the Town of Bracebridge Tourism and Fire and Ice Festival will be the first to use the App. We will also have paper copies with map on it for those that do not want to have an app. See below for the event details.

Memorial Park I Area Activities

All Day Skate at Memorial Park Winter Village

All Day Crokicurl = Curling + Crokinole



All Day Polar Rush Obstacle Course
All Day Axe Throwing with AXED
All Day Roast Marshmallows and Drink Hot Chocolate with Bonnie Lake Resort
10:00 am - 3:00 pm Rhythmicity Interactive Drum Circle
2:00 pm - 4:30 pm Ice Sculpting Demonstration

MIDTOWN ACTIVITIES

All Day Tube Run
All Day Mini Tube Run with Snow Valley
All Day Make and Take Craft at Studio K
All Day RE/MAX Warming Centre: Complimentary Snacks, Coffee, and Entertainment at St. Thomas Anglican Church
All Day Campfire Hosted by Muskoka Conservancy
All Day Live Music at Camp Muskoka Coffee House
10:00 am - 11:00 am Armchair Travel Presentation to El Camino, Spain at the Bracebridge Public Library
10:00am – 3:30pm Make and Take Craft with Bracebridge United Church at the Bracebridge Public Library
10:00am – 6:00 pm – Maple Taffy with Sweetwater Maple Syrup Supplies Co.
11:00 am - 3:00 pm Chili Lunch at the Bracebridge Active Living Centre
11:00 am - 5:00 pm Child Identification Sign Up Program Hosted by Santa's Village and **Bracebridge OPP Auxiliary at Bracebridge United Church.**

TAYLOR RD ACTIVITIES

All Day Entertainment Schedule
10:00 am, 1:00 pm & 4:00 pm - Cobbler Jay
11:00 am, 2:00 pm & 5:00 pm: The Fire Guy
12:00 pm & 3:00 pm White Pine Indigenous Dancers
11:00 am - 3:00 pm Open Studio Warming Station with Complimentary Apple Cider and "Weather Kids" Segments at the Moose FM

DOWNTOWN ACTIVITIES

All Day Special Appearances from Elsa
All Day Kids' Carnival Zone Hosted by Ares Law
All Day Mini Putt Hosted by Tutor Doctor
All Day Roast Marshmallows with Paul and Lea Kane of Royal LePage
All Day Play Plinko and Win! Hosted by Muskoka Elite Cheer and Tumbling
All Day Outdoor Bowling with Big Brothers, Big Sisters of Muskoka
All Day Cook Bannock on a Campfire with Muskoka Indigenous Friendship Group
All Day Let the Cat Go Maker's Space at the Annex
All Day Games Area Hosted by Katalyst Brewing Co.
All Day Cupcake Decorating at The Creative Cook (By Donation to OSPCA)
All Day Nerf Gun Poker at Bracebridge Hall (19+)
All Day Kids Snowboard Pull with Hidden Valley and Muskoka Ski Club **All Day** Interact with an Ojibway Storyteller in an Authentic Teepee
10:00 am - 12:30 pm Ice Sculpting Demonstration in front of RBC
12:00 pm, 2:00 pm & 4:00 pm The Great Canadian Lumberjack Show
6:00 pm - 6:10 pm – Fireworks Show by the Rotary Club of Bracebridge



9:00 am - 3:00 pm Pancake Breakfast, and Peameal on a Bun and Chili Lunch by Knight of Columbus – at St. Joseph's Church.

7:00 pm - 1:00 am After the fireworks head to The Griffin Gastropub for an after party with entertainment, craft beer and local food!

8:00 pm - 2:00 am

80's Revival at Bracebridge Hall, the fun continues after the festival with an evening full of music, drinks, and fun!