

MINUTES

Business Improvement Area November 12, 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 6:38 pm and the following board members were recorded as being present.

Attendees: L. Alexander
C. Rushton
C. Jordan
A. Buie, Town of Bracebridge, Councillor
P. Burns
S. Creed
C. DeSanto

Absent C. Wilson, Town of Bracebridge, Councillor
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 October 29, 2019 meeting and no questions arose.

Motion: To approve the meeting minutes from the Board of Management from September 17, 2019

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

CARRIED

4) 2020 BUDGET DISCUSSIONS

BIA Board starts to discuss the 2020 budget. See Appendix "A" for details. Questions with wage come up and R. Mattice instructs to move into closed session and T. Larkman leaves the meeting.

Motion: Board adjourns to a closed meeting to discuss labour relations and employee.

Moved by: S. Creed
Seconded by: P. Burns

CARRIED

Board rises from closed meeting at 6:54 pm and employee T. Larkman returns to the meeting after employee negotiations discussions were complete. The 2020 budget discussion resumes and C. Jordon continues with the review of the 2020 draft budget. She indicates that the BIA has build in 2.0% budget increase to the membership levee to keep up with inflation and that all current programs have had a budget increase to reflect inflation. Furthermore, adjustment s have been made to the BIA revenue to reflect changes. She indicates that Father’s Day Car show anticipates it can bring in additional revenue by increasing some of its sponsorship levels so had increased more than the rate of inflation. And have based on what the BIA collected in revenue in 2019 she has decreased revenue for Midnight Madness and Canada Day events. New programs for 2020 will include \$15,000 to be used towards new hanging baskets and barrels, this amount was carried over from 2019 budget as it was not used, \$4000 to be put towards graffiti removal, \$4500 to put towards and art installation within the downtown and \$2000 for the creation of pop up activities within the downtown core. BIA Board reviews the entire budget and what is currently in the General reserves and snow removal reserves and no additional question arise. R. Mattice indicates that he will need to enter budget into the Town database and based on this he will need to adjust the budget slightly for rounding up and down.

Motion: To approve the 2020 budget with the adjustments proposed by R. Mattice and to circulate the budget to the BIA Membership prior to the Annual General Members Meeting.

Moved by: S. Creed

Seconded by: C. Rushton

CARRIED

5) HEALTH & SAFETY

T. Larkman indicates no issues with health and safety at this time.

6) COUNCIL UPDATE

NIL

7) SCHEDULING OF NEXT MEETING

The meeting was adjourned at pm. 7:35 pm. The next Board of Management meeting is confirmed for January 14th at 6:30pm. Annual General Members meeting to be held on November 19th, 2019 at Bracebridge Hall – 17 Manitoba Street.

APPENDIX "A"

2020 BIA DRAFT BUDGET

	2019 Expected Year End	2019 BUDGET	2020 DRAFT BUDGET DISCUSSION	\$ CHANGE 2020 VS 2019 BUDGET	% CHANGE 2019 VS 2018 BUDGET	2019 Notes	2020 Draft Budget Notes	Description of the GL
Account Name								
BIA Tax Levy	(177,790.00)	(177,790.00)	(181,400.00)		2.0		Proposed increase of the tax levy is 2%	This is the amount that each business/landlord pays to be part of the BIA
BIA Municipal Grant	(5,000.00)	(5,000.00)	(5,000.00)		-			Fire and Ice Grant from the Town of Bracebridge
BIA Partner Contributions	-	-	-		-			
BIA Celebrate Ontario Grant	-	-	-		-			
BIA Rev from District	(3,620.00)	(3,800.00)	(3,620.00)		(4.7)			Grant money received from the District of Muskoka to cover on street security camera's
BIA Father's Day Car Show Revenue	(3,125.00)	(3,000.00)	(3,600.00)		20.0			Revenue from Car show - Trophy Sponsors, Main Sponsors, Registration Fee etc.
BIA Midnight Madness Revenue	(1,370.00)	(2,500.00)	(1,500.00)		(40.0)		Need to find some sponsorship for this event	Revenue from Midnight Madness - Kidz Zone activities.
BIA Canada Day Revenue	(2,725.00)	(2,400.00)	(1,200.00)		(50.0)	Awaiting chq from RBC.	Reduced revenue if we are reducing the event.	Revenue for Canada day and includes Heritage Canada Grant, RBC spring clean up funds
BIA Fire & Ice Revenue	(43,001.25)	(45,700.00)	(45,000.00)		(1.5)		Revenue needs to increase	Revenue for Fire and Ice - Sponsorship & Ticket Sales
BIA Donations received	-	-	-		-			Donations collected by the BIA for organizations
Misc Revenue	-	-	-		-			Any other Misc Revenue
BIA Trans from Reserve	(10,379.00)	(15,000.00)	(19,500.00)		-		Amount transferred to cover capitol expenses - New hanging baskets, Downtown Art	Amount of funts transferred from the Reserve account.
Revenue Total	(247,010)	(255,190)	(260,820)		2.2			
BIA Wages FT	40,270	40,270	40,955		1.7			
BIA Wages PT/Contract	5,590	5,590	5,685		1.7		Need to either hire a person for the possiton or look for a contractor that can manage the social media.	
BIA EHT	890	890	905		1.7			
BIA WSIB	1,440	1,440	1,464		1.7			

2019 BIA DRAFT BUDGET

BIA EI	1,040	1,040	1,058		1.7			
BIA CPP	2,110	2,110	2,146		1.7			
BIA OMERS	3,620	3,620	3,680		1.7		New - OHMERS Contribution	
BIA Ext Health Benefits	3,910	4,400	4,475		1.7		Same coverage but takes in account additional admin fees.	
BIA Office supplies	900	1,200	900		(25.0)			
BIA Memberships	451	440	460		4.5			Fees to the Ontario Business Improvement Association
BIA Training/Conferences	1,553	1,100	1,200		9.1	Higher expense due to Ottawa conference	Reduced the conference price as it is in Toronto	Fees to attend the Ontario BIA conference and the Northern Ontario Downtown Summitt
BIA Mileage	900	900	700		(22.2)			Milage - Any milage for meetings out of town and events
BIA Office Phones	2,000	2,000	2,000		-	Includes the Technology Credit for Cell phone - \$630 per year.		Includes - Office phones and Office Internet and the Technology credit to staff to cover sell phone usage.
BIA Misc Expenses	600	300	500		66.7			
BIA Minor Capital	1,454	-	-		-	Over budget as we purchased art & a new printer	2020 - no plan upgrades needed	Includes, computer, printer and office purchases
BIA Member Meetings	200	200	200		-			
BIA Sign Repair/Install	-	1,000	1,000		-	Replament of directional signs.	New signage needed on street at parking lot, did not end up doing them in 2019	All parking lot signs and allyway directional signs.
BIA Website	915	1,140	920		(19.3)		Website upgrades needed. Database, social media accounts to be attached etc.	
BIA Office rent/lease	4,500	4,500	4,612		2.5		Increase based on lease is 2.5%	
BIA Storage rent/lease	3,000	3,100	3,000		(3.2)		No expected rent increase	We pay for 2 10x20 storage units
BIA Guidebook/Brochure (resign for BIA gift certificates)	-	-	-		-		Do we want to look at doing a map for members again?	Was the old "Out & About " Guide with Map - Create a new GL for Gift Certificates and see what we can do to sell them.
BIA Fire and Ice Festival	52,500	51,750	52,800		2.0		2% Increase	Event
BIA Paper/Copies	-	-	-		-			Pre-Purchase of Black and White copies at Smellies (have not purchased in 3 years still working thru the prints)
BIA Colourfest(NEW - Downtown Activation	-	-	2,000		-		create more activities in the downtown and in the parks	(Old event) Use GL to create new activities in the downtown.

2019 BIA DRAFT BUDGET

BIA Classic Car Show	7,769	7,500	6,800		(9.3)		Need to adjust the admission price to get more revenue	
BIA Memorial Park Winter Village	1,000	1,000	1,000		-			
BIA Santa Moonlight Shopping	4,500	4,500	4,000		(11.1)			
BIA Midnight Madness	16,280	14,500	15,200		4.8		Increase of cost as we need to hire staff now to run the kids zone. Need to decide if this event can be revamped to reduce costs.	
BIA General Advertising	4,000	5,500	5,500		-		Includeds \$1000 for Ladies Night	
BIA Other - Branding	1,500	1,500	1,500		-		Need to disucss - What's Cooking	
BIA Planters & Flowers	46,400	61,400	61,400		-	Set aside \$15,000 to purchase new barrels a decision was made to get the high school to build new barrels and we will be replacing 25 of the 50 barrels in 2020. barells.	\$15000(transfer from reserves) now to go to the haning baskets vs the barrels. A small amount for product will be neede for barrels.	
BIA Christmas Decorations	1,000	1,000	1,000		-		Add Christmas decorations to the downtown	
BIA New Banners	733	-	-		-		****Would we like to add banners again	
BIA Webcam Project	3,620	3,800	3,600		(5.3)		Include a camera clean in spring 2019 - checked and not needed n 2018 as per clerk.	
Other Beautification	1,500	1,500	8,500		466.7		\$4000 to create murals and other art in the Downtown / \$4500 for Graffiti Removal of the entire BIA /	
BIA Canada Day	8,253	6,000	2,500		(58.3)	Costs increased due to staffing.	Change event and do a small activation in Bird Mills Park keep road open / Small activities on the sidewalk	
BIA Downtown Snowremoval	8,000	8,000	8,000		-			
BIA Seasonal Lights Repair/Install	8,000	4,500	4,500		-	had to have 19 lights re-roped the average has been 8 a year.		
BIA Tax Write-Offs	1,612	2,500	1,660		(33.6)			Write offs by members that qualify

2019 BIA DRAFT BUDGET

BIA Community Support	-	-	-				
BIA Trans to Reserves	5,000	5,000	5,000		-		\$5000 years to be transferred to reserve for the planning of future capitol projects.
Expense Total	247,010	255,190	260,820	-	2.2		

2019 BIA DRAFT BUDGET

2018 Current BIA Reserves

General - \$32,309.23	\$0	0
Snow Clearing - \$16,218.51		

2019 - Proposed Capitol Expense Project

Replacement of Downtown Oak Barrels - Replacement cost - \$15,000 - Did not get completed going to have high school build new barrels

2019 Current Reserves

BIA - \$31,661.46
Snowclearing - \$21,333.19

Year end expected Reserves

\$21,930.00 plus any snow removal extra will go to the general reserves.

2020 Proposed Capitol Expenses

Replacement of Hanging flower baskets and Oak Barrels - 15,000
Graffiti Removal in BIA - \$4500

TOTAL CAPITOL PROJECTS \$19,500