

## MINUTES

### Business Improvement Area October 29, 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  
C. Wilson, Town of Bracebridge, Councillor  
A. Buie, Town of Bracebridge, Councillor  
P. Burns  
K. Fish

**Absent** S. Creed  
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 September 17, 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) 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. And the following comments and questions arise.

**a) Town of Bracebridge Tourism Grant** – R. Mattice indicates that T. Larkman does not need to complete the grant application that he will be doing a separate staff report for this event as it is the largest event in Bracebridge.

**b) BIA Member Update**– L. Alexander advises the board of the sudden passing of Mark O’Reilly of Millbank Trading Co indicates in lieu of flowers a donation to the OSPCA will be made and that currently his wife is liquidating the store and T. Larkman will be sending out details to the membership.

## 6) OLD BUSINESS – T. Larkman updates the board on old activities that she is working on.

- a) **Block Captains** – To become more engaged with the membership the BIA board has committed to visiting members to keep them informed of what is happening within the BIA. Based on this commitment the following members were assigned.
- **Block 1** – S. Creed - Along Manitoba Street from Ontario Street to Precision Music/Creative Cook – both sides of the Street.
  - **Block 2** – K Fish - East Side – Anderson Lane and Manitoba Street from RBC Bank to Muskoka Vapours
  - **Block 3** - C. Jordon – West Side – Chancery Lane and Manitoba Street from Millbank Trading Co to Camp Muskoka Coffee House
  - **Block 4** – C. Rushton – Both Sides of Manitoba Street from Dominion Street (Old Station) to Ann Street
  - **Block 5** – P. Burns – Both Sides of Manitoba Street from Ann Street to the end of the BIA Boundaries (Hoos Law, Knowles Plumbing) & Monck Road.
  - **Block 6** – C. DeSanto – Both Sides – Ontario Street, Taylor Road, Ecclestone Drive from the Silverbridge at the chamber of Commerce and Rona.
  - **Block 7** – L. Alexander – Dominion Street including Inn at the Falls.
- b) **Snow Removal GL Account** – T. Larkman confirms that the snow removal GL code can be used for snow removal as well as cut outs as it falls under the same activity. Furthermore, she has received a quote for \$20 per cut out from Absolute Landscaping who currently manages the ramps and accessible parking spaces. These cut outs will be done by a call by call basis and will be done once the Town has done its 2 passes in the downtown core so members will need to manage the cut outs immediately after a snow fall.
- c) **Main Street Digital** – T. Larkman indicates that Huntsville has taken over the project. An RFP has been sent out by the Huntsville BIA looking for a contractor who can fulfill the project. The partners will be meeting to discuss and hire contractor mid November and set up interviews. Training does not start until December 19<sup>th</sup> therefore the program will not roll out until the new year.

## 7) DOWNTOWN ACCESSIBILITY

A. Buie indicates the accessible committee has looked at the new permanent beds that were installed by the Town as part of the main street revitalization grant program and indicated that some adjustments are needed to make the space more accessible. The beds were built based on the design however consideration was not given to strollers and

wheelchairs. All but one issue is a simple fix and that the town is working on it. Also A. Buie reports that the committee has passed a resolution with regards to audible signals. Basically the audible signal will automatically come up when the light is green at a cross walk however it was agreed by the committee that the audible sound would only chirp when the cross walk button. A. Buie also states the town is working towards an creating an accessible path in Annie Williams Park that will take visitors to the waterfront. T. Larkman also informs the board that several of the lower steps that are at business entrances have been grinded down and are now accessible and that Rona has confirmed they will donate the building supplies to build the stop gap access ramps for the BIA. Work with the stop gap will be done in the spring.

## 8) HEALTH & SAFETY

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

## 9) COUNCIL UPDATE

- a) **Downtown Master Plan** – A. Buie indicates that the following councillors have been assigned to the Downtown Masterplan – A. Struthers, R Maloney, S. Clement and G. Smith. The Bracebridge BIA will need to select 2 board members for this working committee. T. Larkman indicates as not everyone is at this meeting so R. Mattice is going to send the terms of reference and the board can assign 2 individuals once they have reviewed it.
- b) **Off Leash Dog Area's** - A. Buie reports that council has past a motion to allow dogs to be off leash in certain parks and beaches as long as the dog is under control. Also \$30,000 has been set aside in the 2020 budget to make upgrades to Wilson trail so that it can become the towns first showcase trail, and this will also be an off-leash trail.
- c) **Barbs Benches Program** – A. Buie reports the Town will be sponsoring 3 benches that will be placed throughout the town to support violence against women. These benches will be purple and will be in memory of the 3 women who lost their lives in Bracebridge due to violence.

## 10) 2020 BUDGET DISCUSSIONS

Board reviews the first draft version of the draft budget. See Appendix “B” for details. The following items are discussed. Minor adjustment to be made to the budget and final version to be presented to the BIA board on November 12<sup>th</sup> for final approval.

- T. Larkman indicates that the revenue for 2019 was very aggressive and a few of the items the BIA did not make the event revenue which factored into the BIA overall budget. Furthermore, the cost of events also increased with having to pay staff versus volunteers for the summer months. T. Larkman indicates she adjusted the revenue for 2020 to a more realistic.
- Web camera – T. Larkman will look into the cost associated with moving the third web camera as per the boards request. This project will not include in 2020 budget but will review for future budget.
- Canada Day – The board discusses Canada and decides to reduce the event to a park and run activities throughout the day and reduce the budget amount to help offset other projects the BIA would like to do.

- Webpage – C . Jordan indicates that the website hosting fees are quite high considering the webpage sits dormant most of the year. Would like to research other options. Board determines to leave budget line the same but T. Larkman will work with C. Jordan to see what options are out there for website.
- Girls Night Out – R. Mattice indicates that new GL codes cannot be created that it does not follow the Town's best practices therefore the \$1000 assigned for girl's night out will go into the General Advertising budget.
- Seasonal Lights Repair – T. Larkman indicates that for 2019 she will be over budget as she only budgeted for 10 lights to be repaired and indicates there will be more than that this year. The average number of repairs needed has been 8 light's, so this was an above average year.
- R. Mattice would like the BIA to consider Graffiti removal. This would be a project that would give back to the entire membership and could be done every couple of years. T. Larkman to add to the budget.

## **12) SCHEDULING NEXT MEETING**

The meeting was adjourned at pm. 8:53pm. The next Board of Management meeting is confirmed for November 12th at 6:30pm and members annual general members meeting set for November 19th, 2019 at Bracebridge Hall – 17 Manitoba Street.

**APPENDIX "A"**  
**BIA FINANCIAL REVIEW**

**BIA Board Meeting – October 29, 2019**

Comments below are based from the BIA budget reports that were run on October 24, 2019.

---

**GL ACCOUNT COMMENTS**

**REVENUE:**

NIL Collected this past month.

---

**EXPENSES:**

**Fire and Ice –**

Ski Tag Design is done, and we have ordered 12,000 tags

**BIA Office Phones –** Monthly fees

**BIA Training / Conference**

Northern Downtown Summit where I meet other Northern BIA's – Burks Falls

**BIA Office**

Yearly Microsoft subscription

**BIA Office Rent**

Monthly Rental Fee

**BIA Storage Rental Fee**

Monthly Rental Fee for Storage lockers - #56,57

**BIA Misc Expense**

Ticket to the Retail Summit hosted by Muskoka small business center.

**BIA Office Phones / Internet / Webcam fees**

Regular monthly charge

**BIA Other Branding**

Support for the What's Cooking Bracebridge event.

**Midnight Madness.**

Radio Ads from 102 Country, Facebook Ads

**CORRECTIONS TO GL CODES**

NIL

**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 : Oct 24, 2019

Time : 12:43 pm

Fiscal Year : 2019 Period : 10  
 Account Code : ??-?-820000-????? To ??-?-820000-?????

Budget Type : BUDGET VALUES

Acct Code	Acct Desc	CC1	CC2	Current Month	Year to Date	Budget Amt	Variance	% Variance
<b>REVENUE</b>								
<b>820000 BIA</b>								
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
<b>Total BIA</b>				<b>0.00</b>	<b>-52,841.77</b>	<b>-255,190</b>	<b>-202,348.23</b>	<b>79.29</b>
<b>Total REVENUE</b>				<b>0.00</b>	<b>-52,841.77</b>	<b>-255,190</b>	<b>-202,348.23</b>	<b>79.29</b>

<b>EXPENSE</b>								
<b>820000 BIA</b>								
01-2-820000-10001	BIA Wages FT			3,085.60	32,389.80	40,270	7,880.20	19.57
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			60.16	675.04	890	214.96	24.15
01-2-820000-15001	BIA WSIB			97.20	1,090.62	1,440	349.38	24.26
01-2-820000-15002	BIA EI			69.98	785.17	1,040	254.83	24.50
01-2-820000-15003	BIA CPP			143.64	1,600.83	2,110	509.17	24.13
01-2-820000-15004	BIA OMERS			277.70	2,832.54	3,620	787.46	21.75
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	770.20	1,200	429.80	35.82
01-2-820000-30005	BIA Memberships			0.00	450.99	440	-10.99	-2.50
01-2-820000-30006	BIA Training/Conferences			0.00	1,565.02	1,100	-465.02	-42.27
01-2-820000-30007	BIA Mileage			0.00	599.40	900	300.60	33.40
01-2-820000-30009	BIA Office Phones			110.92	1,850.39	2,000	149.61	7.48
01-2-820000-30012	BIA Misc Expenses			0.00	587.44	300	-287.44	-95.81
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			385.92	3,774.51	4,500	725.49	16.12
01-2-820000-32901	BIA Storage rent/lease			243.14	2,431.40	3,100	668.60	21.57
01-2-820000-39021	BIA Fire and Ice Festival			16.54	51,482.97	51,750	267.03	0.52
01-2-820000-39025	BIA Classic Car Show			0.00	7,983.85	7,500	-483.85	-6.45
01-2-820000-39026	BIA Memorial Park Winter Village			0.00	1,000.00	1,000	0.00	0.00
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	16,242.48	14,500	-1,742.48	-12.02
01-2-820000-39029	BIA General Advertising			0.00	3,004.69	5,500	2,495.31	45.37
01-2-820000-39030	BIA Other - Branding			0.00	1,500.00	1,500	0.00	0.00
01-2-820000-39031	BIA Planters & Flowers			0.00	46,771.44	61,400	14,628.56	23.83

**TOWN OF BRACEBRIDGE**  
**Budget Variance Report**



**BRACEBRIDGE**  
*The Heart of Muskoka*

GL5070

Page : 2

Date : Oct 24,2019

Time : 12:43 pm

Fiscal Year : 2019    Period : 10  
 Account Code : ??-?-820000-?????    To ??-?-820000-?????

Budget Type : BUDGET VALUES

Acct Code	Acct Desc	CC1	CC2	Current Month	Year to Date	Budget Amt	Variance	% Variance
<b>EXPENSE</b>								
01-2-820000-39031	BIA Planters & Flowers			0.00	46,771.44	61,400	14,628.56	23.83
01-2-820000-39032	BIA Christmas Decorations			0.00	101.76	1,000	898.24	89.82
01-2-820000-39034	BIA Webcam Project			271.70	2,989.37	3,800	810.63	21.33
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	8,253.01	6,000	-2,253.01	-37.55
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			340.38	1,612.89	2,500	887.11	35.48
01-2-820000-76000	BIA Trans to Reserves			0.00	0.00	5,000	5,000.00	100.00
<b>Total BIA</b>				<b>5,102.88</b>	<b>207,252.34</b>	<b>255,190</b>	<b>47,937.66</b>	<b>18.79</b>
<b>Total EXPENSE</b>				<b>5,102.88</b>	<b>207,252.34</b>	<b>255,190</b>	<b>47,937.66</b>	<b>18.79</b>
<b>Report Total</b>				<b>5,102.88</b>	<b>154,410.57</b>	<b>0</b>	<b>-154,410.57</b>	<b>0.00</b>



## APPENDIX " B"

BIA MONTHLY ACTIVITY REPORT Page: 1  
October 2019

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

---

November was an extremely busy month with several project being completed.

### **CURRENT PROJECTS**

#### **1) BIA Survey**

- Worked on putting together the BIA survey and collecting results. Members meeting to review results.

#### **2) Girl Night Out**

Thursday November 14<sup>th</sup> – 5pm – 9pm

Working on getting items for the goodie bags and putting together the program details for the event. Advertising via social media and radio ads to start in November.

#### **3) Santa's Festival of Lights**

**Friday November 29, 2019 6pm – 10pm.**

- Currently working on finalizing the details of the event. Town of Bracebridge is managing all the activities that will be happening at Bird Mills Mews.

##### **Activities for the events include**

- Hot Chocolate, visit with Santa, Drop off your letters to Santa in his special mailbox
- Face Painting, Illuminated Fire Truck courtesy of the Bracebridge Fire Department
- Holiday music provided by Jam Sandwich, Camp fire with smore's and fireworks.
- Wagon rides – 2 wagons have been confirmed
- Salvation Army band will play, working on getting Hub productions to do some caroling and BPS band.
- Living Windows to return need to finalize by November 15<sup>th</sup>.

#### **4) SEASONAL LIGHTS**

- Lights to go up mid November by Raynor tree service after Remembrance Day.
- Tested the lights and the non-working lights are being taken to Toronto on October 30<sup>th</sup>
- Have contacted the public works about getting these GFI's fixed prior to Xmas

#### **5) SEASONAL DECORATIONS & OTHER CHRISTMAS ACTIVITIES**

- Priced out Christmas Trees - \$40 per tree through the rotary club of Bracebridge arrival of these trees are not until November 23<sup>rd</sup>. Need to find sturdy reliable tree stands and get a list of interested members.
- Decorations to go on laneways and Bracebridge Sign.

#### **6) TOWN OF BRACEBRIDGE TOURISM GRANT**





- Currenting working on the final report and the new application.
- Request was for \$5000 towards this year 2020 event.

## 7) **2018 FIRE AND ICE FESTIVAL**

Event planning is well underway we have finalized all the paid activities

### **Programing Updates**

- Minute to Win It games – Lea still trying to get Cheer Muskoka to firm up their activity. No commitment yet.
- Hidden Valley learn to snowboard activity for kids – Lea to follow up
- Mini Tube Run – Snow Valley – confirmed
- Mascots – Do we see about getting some mascots out to the event.
- White Pine Dancers – Tracy to get pricing
- Polar Rush – Tracy to confirm
- Viking Games – Tracy to follow up with Fyonna to firm up further details on how it will work and involve visitors?
- Muskoka Indigenous Friendship Group – confirmed will be making Bannock at a fire pit will need a 10x10 tent.
- Drum Circle – Tracy to Book
- Axe throwing – Tracy to follow up
- Kids Carnival Games – 4 tents – Aires law to run they would like a warming tent committee suggests contacting Groovy Yurts or perhaps a fishing hut? Lea will speak to Aires and they can decide.
- Movie Warming Station – Lea confirm Theater is doing their own activity – Anglican Church has been booked. Looking to use the Towns projection screen.
- Smore's Fire Pit – Paul and Lea Kane to still do
- Big Bros, Big Sister of Muskoka – Popcorn Fundraiser in front of church need to see if power can be pulled from the church or not.
- Food Fundraiser idea – Baked Potatoes? Tracy to see if her group wants to do if not look for a group
- Fish Hut Displays – perhaps as warming Centers
- Crokicurl – Confirmed to do just need to make sure it is looked after
- Hockey Tournament?? Yes or no Tracy has reached out to the Griffin.
- Muskoka Brewery wanting to get involved as well as Lake of Bays Brewery
- Nerf Gun darts – Bracebridge Hall?
- Arena – Tracy to talk to Kalleen to see what is in that arena that day
- Lumberjacks – Are they coming back?
- Great Escape Mini Putt – See if they want to be involved?
- Library – Lea to reach out



- Muskoka Field Naturalist – Have not reached out to them yet.
- Create an Accessible Activity
- Pancake Breakfast – Tracy to follow up with Hockey
- Ice Sculptures & Demonstrations – Tracy Pick and book
- 

**Tube run logistics** – Fowlers has been scheduled, and sno-bombers have been cued up but there is an

**Admission** – A large discussion on doing the tickets online came up at the last meeting the decision was to continue with doing the pre-ticket sales in the stores. The cost to do online sales for a \$5 ticket and to mail the pass or have an area where they must wait in line to get the ski tag was not worth doing online. Tickets will be available for Dec 1<sup>st</sup> and will look at ways to get them in other communities.

**Community Events**

- Creating a flyer to invite business to create activities for the Friday, Saturday Night and Sunday to make it more of a weekend event.
- Trying to come up with ideas to attract the mid age demographic that is either single or couples with no kids.

**Shuttle / Parking** – BIA has secured – and the lots have been secured.

**9) 2019 DRAFT BUDGET**

Met with Clair to prepare draft budget.