

## MINUTES

**Business Improvement Area Board Meeting  
January 13<sup>th</sup>, 2011  
6:30 pm –1000 Taylor Court – Council Chambers**

**1) CALL TO ORDER**

President M. Brazier called the meeting to order at 6:35 pm and the following members were recorded as being present.

**Attendees:** M. Brazier  
C. Rushton  
G. Gordon  
C. Marshall  
B. Kelley  
L. Mitchell-Duran  
C. Kelley, Director of Economic Development  
L. Cragg, Town of Bracebridge – Councilor

**Regrets:** M. Gauthier

**Staff:** T. Larkman

**2) DELEGATIONS AND PRESENTATIONS**

Nil

**3) CONFIRMATION OF PREVIOUS MINUTES**

Nil

**4) BIA BOARD OF MANAGEMENT ORIENTATION**

- i) Round table introductions occur with each board member providing their name, business and why they joined the BIA Board of Management.
- ii) T. Larkman provides each member of the Board of Management an orientation package. Included within the package is; Bracebridge BIA Constitution, Business Improvement Area Handbook 2010, BIA Board of Director's Contact List, BIA Administrative Coordinator's job description plus a hard copy of the Bracebridge BIA - Board of Management Orientation power point presentation.
- iii) C. Kelley provides a general overview of the BIA boundaries, number of members, Provincial Legislation information, the BIA's purpose, mission and its primary objective.
- iv) C. Kelly informs the board of management that BIA has a representation on the following Town of Bracebridge Committee's
  - o Façade Improvement and Signage Advisory Committee
  - o Town of Bracebridge Economic Development Advisory Committee (EDAC)
- v) T. Larkman reviews the Roles & Responsibilities Board of Management and outlines what expected.
- vi) C. Kelley explains the Executive Roles which consists of the Chair, Vice-Chair and Treasurer and indicates that after the orientation the Board will need to elect these positions.

- vii) C. Kelley reviews the roles and responsibility of the BIA Administrative Coordinator.
- viii) C. Kelley goes over the protocol of meetings – Which included information on meeting procedures, number of meetings per year, rules and order, closed sessions, minutes and agenda's.
- ix) T. Larkman provides a current list of Sub-Committee's positions that will need to be filled.
  - o Marketing
  - o Beautification
  - o Events - Father's Day Car Show, Midnight Madness, Colourfest, Santa's Moonlight Shopping Party
- x) T. Larkman updates the new board of management on the other activities that it has currently been involved with.
  - o Christmas Season Free Parking Campaign
  - o Webcam Project
  - o BIA Directory
  - o Revitalization and Maintenance Programs
  - o Town of Bracebridge - Façade and Signage Improvement Program
  - o In Partnership with the Town of Bracebridge and District of Muskoka - Enhanced Snow Removal Agreement.
- xi) C. Kelley provides a brief review of the how the finances of the BIA work. She also briefly reviews how each member is assessed for their tax levy. Questions concerning the tax levy arise as the information provided was different than what it was back in 2006 when the last tax increase was done. C. Kelley will follow up with the BIA Administrative Coordinator to ensure the correct information is being distributed to the members and the board.
- xii) The board of management reviews the past goals and objectives and C. Kelley indicates the new board of management will need to set new goals and objectives. Membership feedback will be required.

## 5) BIA EXECUTIVE ELECTIONS/ ASSIGNMENT OF SUB-COMMITTEE CHAIRS/TOWN OF BRACEBRIDGE COMMITTEE REPRESENTATION

The floor is opened up to accept nominations for the BIA Executive positions.

### i) Chair

- G. Gordon nominates M. Brazier to stand as BIA Chair.
- No other nominations are received for Chair.
- M. Brazier accepts the nomination.

### ii) Vice Chair

- B. Kelley nominates L. Mitchell-Duran for Vice Chair
- L. Mitchell-Duran nominates C. Rushton for Vice Chair

Discussion occurs about the Vice-Chair position as many of the new members are not comfortable in taking on the role. C. Kelley suggests that if the new board members are not fully comfortable with taking on the vice-chair role that there is always an opportunity to change officers part way thru a term. L. Mitchell-Duran

likes that idea and suggests C. Rushton take the role first and if needed in the future she would step up.

- C. Rushton accepts the nomination.

**iii) Treasurer**

- Entire board of management nominates G. Gordon to return as treasurer.
- G. Gordon accepts the nomination.

**MOTION**

To accept the following slate of executive, sub-committee and Town of Bracebridge committee positions.

**Mover: C. Kelley**

**Seconded: L. Cragg**

**Executive Positions:**

- Chair – M. Brazier
- Vice Chair – C. Rushton
- Treasurer – G. Gordon

**Sub-Committee Positions:**

- Marketing – L. Mitchell-Duran
- Beautification – C. Marshall
- Father's Day Car Show – C. Rushton
- Midnight Madness – B. Kelley
- Santa's Moonlight Shopping Party – L. Mitchell-Duran

**Town of Bracebridge Representation:**

- EDAC Committee – G. Gordon
- Façade and Signage Improvement Committee – B. Kelley

**CARRIED**

**6) HEALTH AND SAFETY**

NIL

**7) COUNCIL UPDATE**

- C. Kelley informs the Board of Management that a letter has been sent to the District of Muskoka for consideration in helping pay for the video recorder out of a policing fund account.
- C. Kelley also informs the board that public works department approved a request for repairs to be done on the Wellington Street Bridge. Length of time for the project is approximately 3 months from March until June. Further information will follow on how the traffic will be routed.
- C. Kelley reports that she has just received approval to have Roger Brooks who is a leading specialist on community branding, development, marketing and tourism to come and do a community assessment of Bracebridge. Members will have an opportunity to see Roger Brooks speak.
- C. Kelley reports that the Convention Feasibility study is starting as well as Feasibility study for school of the arts.

**8) OTHER BUSINESS**

New board members would like to know if it is possible to extend the timeframe at the parking meters. C. Kelley suggests that this item be added to the next agenda to discuss further and if board wishes precede a resolution will be needed by the Board of Management and a recommendation sent to bylaw for a formal review. T. Larkman will add this item to the next Board of Management agenda.

**9) SCHEDULING OF THE NEXT MEETING**

The meeting was adjourned at 8:30 pm. The next Board of Management meeting scheduled for February 22<sup>nd</sup>, 2001 at 6:00 pm.