



BIA Update

A Message from your President!

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With the new year upon us I would like to reflect on the many accomplishments that the BIA has made over the past year!

- Launch of BIA Webcam's
- Replacement of BIA Banner's
- Replacement of all Parking Lot Signs
- Purchase of 42 Seasonal Winter Light Displays
- Launch of new BIA Flyer
- Re-designed BIA Brochure

With that being said in November the BIA had its Annual General Members meeting and as part of this meeting a new Board of Management was elected. I would like to welcome our new members—Liz Mitchell-Duran of Pelican Bay, Christine Marshall—Your Home Interiors and our newly elected Town Councilor, Liam Cragg. I would also like to welcome back to the Board of Management, Cindy Rushton—CR Flowers, Beth Kelley—The Creative Cook, Mark Gauthier—The Hock Shop, Glenn Gordon- Gordon, Gingrich, Harris and Flemming and Cheryl Kelley—Director of Economic Development—Town of Bracebridge.

One of the first duties required of the new Board of Management was to elect the Executive Committee which comprises of the Chair (President), Vice Chair and Treasurer and also to elect all sub-committee chairs. The Board of Management had its first meeting in January and the following positions were recorded.

Executive Committee

Chair (President)	Mae Brazier,
Vice-Chair	Cindy Rushton
Treasurer	Glenn Gordon

Sub Committee's Chair

Marketing & Santa's Moonlight Shopping Party	Liz Mitchell-Duran
Beautification	Christine Marshall
Midnight Madness	Beth Kelley

Town Appointed Members

Cheryl Kelley	Director of Economic Development
Liam Cragg	Town Councilor

I would also like to announce that we will be holding the first members meeting of the year on Tuesday March 8th, 2011 at 6pm. At this meeting we will be discussing the upcoming closure of the Wellington Street Bridge and the effects it will have on our members within the BIA. Also on the agenda for the evening will be Kim Horrigan—Director of Development Services for the Town of Bracebridge. Throughout 2010 the Town of Bracebridge held several workshops within the community to review its Official Plan. Kim Horrigan will be on hand to discuss the review and answer questions that you may have. I would like to encourage all the members attend this meeting. To assist Tracy with planning please RSVP to the BIA office—646-5590 or info@downtownbracebridge.com.

At this meeting you will also have a chance to volunteer for one of the many sub-committee's which include; Father's Day Car Show, Midnight Madness, Colourfest, Santa's Moonlight Shopping Party, Marketing, Beautification.

On a personal note I would like to thank everyone who had volunteered their time and efforts for the betterment of the community. Your commitment and dedication has not gone unnoticed.

Sincerely

Mae Brazier

NOTICE

General Members Meeting

**Date: Tuesday
March 8th, 2011
Location: TBD
Starting @
6:15 pm**

**Please RSVP if
you are able to
attend.
705 646-5590**

BIA RAISES \$1650.00

during free parking
campaign!

The free parking campaign in the month of December successful again this year with members raising \$1600.50. Thank you to all the members for promoting **Out of the Cold** to its customer's.

If any member still has a red box please contact the BIA office at 646-5590.

CALENDAR OF EVENTS

BIA 2011 Events

February Blowout

Saturday February 19th
10am—5pm

Father's Day Car Show

Sunday, June 19th
10am—4pm

Midnight Madness

Friday July 29th
6pm—Midnight

Colourfest

Date to be determined

Santa's Moonlight Shopping Party featuring

Festival of the Lights

December 3rd (tentative)

Volunteers are needed to assist with the planning of the above events. If you are interested in volunteering please contact the BIA office. 646-5590 or info@downtownbracebridge.com

What's Happening around the BIA?

If you are hosting an event or have hired a new employee and wish to share the details with other BIA members please contact us and we will post it in our newsletter.

Fine Thymes Bistro is hosting a Romantic

Musical Evening with Steve Coker

Location: 95 Manitoba Street

Date: February 12—7:00pm-9pm

Community Calendar

If you are aware of any upcoming tournaments or events that are being held within Bracebridge please let us know.

Muskoka Limberettes Gymnastic Clubs

Muskoka Classic Invitational February 11—13

The Muskoka Limberettes are once again hosting our annual Muskoka Classic Gymnastics Competition in February. Gymnasts from all over Ontario will come to Bracebridge to compete at this meet. They will be expecting over 400 athletes along with their coaches, families and friends at this three-day event which will take place at our facility within the Bracebridge Sportsplex.

30th Annual Old-timers Hockey Tournament

February 18,19,20

A total of 32 teams played in 2010 tournament and the organizer's are expecting similar numbers again for this years tournament.

Are You Looking to hire this Summer ?

The 4th Annual Bracebridge Job Fair will be held on
February 23, 2011
at the Bracebridge Sportsplex.

Limited space—Cost \$50 per table.

Job board will be available if a booth is not required.

For more information.....contact
Wendy Bridle, Northern Lights Employment Resource
Centre

705-646-0475, extension 3105

OR

Sarah Patchett, District of Muskoka Employment Sup-
ports & Services

705-645-2412 ext; 1314

EVENTS

FEBRUARY BLOWOUT

Saturday February 19th
10 am—5 pm

On Saturday February 19, 2011 from 10 a.m. until 5 p.m. the BIA will be holding its annual February “Balloon” Blowout Street Wide Sale. Moose FM will be live on location from 10 a.m. to 2 p.m. to promote the day and as an incentive to shop downtown the BIA will also be holding its **5th annual Balloon Blowout**.

If you agree to participate the BIA will drop off balloons that will contain gift certificates inside them. We ask that when your customers make a purchase within your store that you have them pick a balloon and pop it. The value will vary from \$5, \$10, \$20, \$50, \$100 and can be used towards their current purchase or if the customer wishes they can go anywhere else in the BIA which includes professional services and restaurants. These gift certificates will be valid on February 19th only and the BIA will refund each member that cashes these gift certificates. There will be over \$2000 in gift certificates throughout the BIA. Each participating member will receive a limited amount of balloons so we are asking that each member also provide your own balloons with prizes and discounts in them. Please make every balloon a winner and make sure you have enough balloons to last the day. The more participation by the members the more successful the event will be. It is up to each store to come up with their own promotions.

In addition we are looking for members who wish to be apart of the live remote. If you are interested in the Moose visiting your location please contact the BIA it will be on a 1st come 1st serve basis. If you are not comfortable being on the radio let us know of any special sales for this day. I be compiling a list of details to provide to the Moose on the day of the event. Information must be received by Wednesday February 16th to ensure it is included.

This promotion is open to all members, if you wish to participate please contact the BIA office at 646-5590, email info@downtownbracebridge.com or advise Tracy when she is out visiting.

BIA SPONSORED GIFT CERTIFICATES

Here's how they work:

- BIA Gift Certificates may be redeemed within any BIA Business.
- Accept certificates as cash (do not give cash back-the customer must spend the full amount that is indicated on the certificate)
- They will be numbered, and printed on textured paper, and printed in colour.
- Verify expiry date located on the bottom right corner.
- Make sure Customer's Name and Phone # are on the Gift Certificate this is for tracking purposes.

When you receive a Gift Certificate:

- Write VOID across the front, and keep the original certificate for redemption
- Fill out the back of the certificate in the space provided.
- Contact the BIA office (705)646-5590 to redeem the gift certificate.
- Instruction will be located on the back of each gift certificate



UPCOMING MEETINGS

General Members Meetings

To ensure you are available, please keep the below dates open for our General BIA meetings. It is important that we all try to attend these meetings as it is a great opportunity to share ideas and/or concerns. Location and start times will be provided in upcoming newsletters. To assist with planning please RSVP if you are able to attend the meeting. You may do this by sending us an email at info@downtownbracebridge.com or by contacting the BIA office (705)646-5590.

Upcoming General Members Meeting

Date: March 8, 2011

Location: TBD

Start Time: 6:00 p.m.

If you wish to host a members meeting, please contact Tracy @ the BIA office (705)646-5590. Please check out the website for a complete listing of meetings.

BIA Board of Management Meetings

The Board of Management meets on the last Tuesday of every month. Meetings are held in the Council Chambers (1000 Taylor Court). All members are welcome to attend and share their input. If you have an issue you would like added to the agenda, please contact the BIA office in advance.

Next Board of Management meeting

February 22, 2011

6:30 p.m.

Contact List

Mae Brazier	President	645-3131
Cindy Rushton	Vice President	645-9990
Glenn Gordon	Treasurer	645-5255
Mark Gauthier		646-2274
Christine Marshall		645-8910
Beth Kelley		645-0027
Liz Mitchell-Duran		646-2142
Cheryl Kelley	Appointed by Town	645-5264
Liam Cragg	Appointed by Town	646-8122
Tracy Larkman	BIA Coordinator	646-5590

BIA Office

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