

MINUTES

**Business Improvement Area Board Meeting
July 28, 2009
6:15 pm, BIA Office – Council Chamber - 1000 Taylor Court**

1) CALL TO ORDER

President M. Brazier called the meeting to order at 6:15 pm and the following members were recorded as being present.

Attendees:

M. Brazier, President
S. Rueger
Councillor, L Giaschi-Pacini
C. Kelley, Director of Economic Development
K. Nickel

Regrets:

M. Daponte
K. Orchard
R. Purvis

Additional Attendees: M. Gillan – Metroland North Media

Staff:

T. Larkman

2) CONFIRMATION OF PREVIOUS MINUTES

Moved by: Councillor, L Giaschi-Pacini
Seconded by: K. Nickel

That the minutes of the BIA Board of Management held on June 30th be confirmed.

CARRIED

3) BEAUTIFICATION

a) Renewal of Seasonal Flower and Maintenance Tender

T. Larkman reports to the BIA Board of Management that Season's In the Country has not responded to the BIA's request to extend the contract for an additional 2 years based on the previous tenders price. The BIA Board of Management requests T. Larkman to send a second letter requesting that Season's in the Country respond by August 17th, 2009.

b) Way-finding Signage

T. Larkman reports that she has met with the District of Muskoka and discussed locations for the proposed way-finding signs. Based on this meeting both parties came up with 13 key locations. The District of Muskoka requests funding for this project and

quotes \$800 for the installation of new posts, hardware and manpower. This does not cover the cost of the signs which would be additional.

Moved by: Councillor, L Giaschi-Pacini
Seconded by: K. Nickel

To recommend that the signs have just the wording Downtown and Falls with a directional arrow and that M. Brazier and C. Kelley approve the final signs with the stipulation that the project does not exceed \$1500.00.

CARRIED

4) EVENTS

a) Midnight Madness

T. Larkman would like direction from the BIA Board of Management on what to do with the possible threat of rain during the Midnight Madness event as currently they are calling for it. Board is provided with 3 options.

- I. Do nothing and take the risk.
- II. Rent a 20x30 tent for the main stage to sit under at the cost of \$650.00.
- III. Rent stage and production company that is fully covered cost \$3500.00
Which works out to \$1000 more in the overall budget.

Moved by: K. Nickel
Seconded by: S. Rueger

To rent the 20x30 tent and allow M. Brazier and T. Larkman to make the decision on the day of the event by noon on whether to put the tent up or not.

5) MARKETING

S. Rueger reports to the BIA Board of Management that she has received information and pricing on available billboard space along several main traffic areas and would like the BIA to consider doing a billboard. Concerns brought up about the price of the billboards and how the BIA could afford one. S. Rueger suggests that the members be approached to fund the billboard. The BIA Board of Management determines it is a viable suggestion and would like to take it out to the members to determine if they would be interested in this initiative.

6) HEALTH AND SAFETY

C. Kelley reports that the Town of Bracebridge is continuing to inspect 35A Manitoba Street and that T. Larkman has completed her "New Hire" and "Sensitivity" Training.

7) COUNCIL UPDATE

Councillor L. Giaschi-Pacini advises the BIA Board of Management that the Town of Bracebridge has received two Muskoka Futures Grants for the Art in the Heart and Bracebridge Festival and Events Group initiatives. Cheques were presented to these groups at the last council meeting on Wednesday July 22nd. In addition government

funding has been approved to put new washrooms and an outdoor stage at Annie Williams Park. C. Kelley reports that the new student doctors from the Northern Ontario School of Medicine ("NOSM") will be having their official welcome from the Town of Bracebridge on September 1, 2009.

8) EXTRA BUSINESS

a) T. Larkman advises BIA Board of Management that her printer has broken and requires a new printer.

Moved by: K. Nickel
Seconded by: Councillor L. Giaschi-Pacini

To allow T. Larkman to obtain several quotes from BIA members and outside merchants for purchasing a new 4 in one printer/fax/copier/scanner and to spend no more than \$200.00.

b) T. Larkman reports that two businesses have approached her regarding the use of sandwich boards along Manitoba Street. T. Larkman indicates these businesses are not along Manitoba Street and would like to put one out there but have been advised that this is not possible. C. Kelly indicates she will look into their concern.

9) CLOSED SESSION

Moved by: Councillor L. Giaschi-Pacini
Seconded by: K. Nickel

That the BIA Board of Management adjourn to a closed meeting for the following:

- 1) Personal matters about an identifiable individual, including municipal or local board employees
- 2) Litigation or potential litigation, including matters before administrative tribunals, affecting the municipality or local board.

CARRIED

Moved by: Councillor L. Giaschi-Pacini
Seconded by: K. Nickel

That the BIA Board of Management rise from a closed meeting.

CARRIED

10) SCHEDULING OF THE NEXT MEETING

The meeting was adjourned at 8:50pm. The next meeting will be scheduled for **August 25, 2009 at 6:15pm.**