

MINUTES

**Business Improvement Area Board Meeting
June 1, 2009
6pm, BIA Office – Council Chamber - 1000 Taylor Court**

1) CALL TO ORDER

President M. Brazier called the meeting to order at 6:20pm 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
R. Purvis

Absent:

K. Orchard
M. DaPonte
K. Nickel

Staff:

T. Larkman

2) REVIEW OF MINUTES

Moved by: R. Purvis
Seconded by: S. Rueger

Motion:

To approve Board of Management meeting minutes from May 5, 2009 with the following amendments. Adjust meeting minutes to reflect correct spelling of M. DaPonte in section 2. Correct the spelling in section 7(a) from Choosen to chosen. Correct section 7(c) to remove Canada from the sentence.

CARRIED

3) MARKETING

Moved by: R. Purvis
Seconded by: C. Kelley

To approve the marketing and advertising proposal that Councillor L. Giaschi-Pacini provided the Board of Management as T. Larkman confirmed that the pricing provided in the proposal will be the pricing for 2009.

CARRIED

4) BUDGET REPORT

T. Larkman provides the Board of Management a copy of the current Trial Balance and Budget sheets, and indicates the Treasurer position is still available. C. Kelley mentions

that some shelving units are required for the storage locker that is located on Winhara Rd. The board requests T. Larkman to price out options at the Habitat for Humanity re-use it store and to price out the option of having Georgian College students make free standing shelving units.

5) **BEAUTIFICATION**

a) Renewal of Seasonal Flower and Tender Contract.

MOTION:

Moved by: R. Purvis
Seconded by: S. Rueger

Motion: To review the board of management decision from the May 5th 2009 meeting to extend the Season's in the Country tender contract from one (1) additional year to two (2) additional years with the stipulation that the same pricing terms and conditions as the original contract can be met and that K. Orchard will assist with the colour choices for the 2010 year.

CARRIED

b) Way-finding Signage

C. Kelley reports to the committee that the District of Muskoka has indicated they would be willing to allow the BIA to put up simple 30 inch way-finding signs to direct the public to the BIA area. The board of management requests T. Larkman to price out these signs and with the assistance of C. Kelley scout out the appropriate locations so that the District of Muskoka can review the locations and confirm the request.

c) Lampost Banners

The Board of Management discusses what options they have for lampost banners. As per the general members meeting on May 28, 2009 the member's thought that the youth and community could design these banners T. Larkman to research this further. C. Kelley asks the BIA for assistance for the upcoming events that will be coming to Bracebridge, Torch Run for the Olympics, Ontario Winter games and G8 summit. She would like banners within the BIA area to reflect these events.

6) **MARKETING**

a) Tent Card/ Brochure

The Board of Management discusses option of creating a rack card to advertise events. The Board of Management determines they would rather see a rack card versus a brochure. T. Larkman to price out the cost of having a rack card created and would like a printable version made for members. C. Kelley mentions that event co-op group which the BIA is apart of is in the process of creating a rack card that will list all the events within the month of July and August for Bracebridge.

b) Unified Marketing

The Board of Management discusses options on how to unify their advertisements. Board determines it is currently not in the budget to hire a graphic designer but can look at alternative solutions.

c) Store Hour Signage

The Board of Management discusses the option of creating a unified sign that can be placed in member's windows to post their hours. Feedback provided by the members who attended the General Members Meeting indicated they would be interested in having a unified sign. Not all members are agreeing on store hours but a unified sign may help the general public see the posted hours. T. Larkman to review further to determine what is available and what is the cost for such signs.

d) Parking Meters

MOTION:

Moved by: Councillor L. Giaschi-Pacini
Seconded by: C. Kelley

MOTION: To have Councillor L. Giaschi-Pacini request that parking meters be bagged for the month of December 2009.

CARRIED

The Board of Management also reviews the request from some of the general members to bag the meters in July and or get rid of the meters all together. Councillor L. Giaschi-Pacini reports that the Town of Bracebridge has reviewed this concern several times since taking office and based on the reports provided by the Town of Bracebridge has determined that they will continue with the meters and no additional reports will be created at this time. Councillor L. Giaschi-Pacini further indicates that if the meters were removed there would still be a cost associated with monitoring them as it cannot be policed by members. It is determined that if the BIA or its members would like to subsidise the meters then the town could review that request. The Board determines it does not want to subsidise the parking meters nor do they feel it is a benefit to have them removed.

e) Promote the BIA as Art Designation

Board of Management determines that the Town of Bracebridge is already working on this concept with Art in the Heart and the Bandshell Concert Series. C. Kelley indicates that they are in the process of coming up with some general ads that will market the art designation peice.

7) EVENTS

a) Muskoka Summerfest

Board of Management discusses what type of involvement that they would like to have in this event. S. Rueger suggests creating a festival flag that is small enough to be placed out on member's sandwich boards. To ad some colour to the street and that can be used for any of the event in Bracebridge. The Board of Management is interested and requests T. Larkman look into this idea further.

b) Window Decorating

T. Larkman reports that the Window Decorating contest has been confirmed. Theme will be Summer. Muskoka Arts and Craft group will do the judging on Friday June 26, 2009.

c) Survey for Visitors to events

To obtain a better idea of what type of person attends the events the board of management would like to create a survey that can be conducted at the events to determine how to improve the event and to market these events. Further discussion needed to determine how to proceed with such survey.

8) HEALTH AND SAFETY

C. Kelley reports that T. Larkman has completed her refresher course.

9) COUNCIL UPDATE

Councillor L. Giaschi-Pacini indicates nothing to report.

10) CLOSED SESSION

Moved by: Councillor L. Giaschi-Pacini

Seconded by: S. Rueger

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: S Rueger

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

CARRIED

11) SCHEDULING OF THE NEXT MEETING

The meeting was adjourned at 8:00pm. The next meeting will be scheduled for **June 30th, 2009 at 6:15pm.**