

MINUTES

**Business Improvement Area Board Meeting
June 30, 2009
6:15 pm, BIA Office – Council Chamber - 1000 Taylor Court**

1) CALL TO ORDER

President M. Brazier called the meeting to order at 6:25 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
R. Purvis
M. DaPonte
K. Nickel – Arrived @ 6:40pm

Regrets:

K. Orchard

Staff:

T. Larkman

2) DELEGATIONS AND PRESENTATIONS

June Redmon chair of the Bracebridge Idling Committee attended to provide an overview of the Vehicle Idling Bylaw that was passed by town council in 2005 and to look at a possible partnership with the BIA to assist with educating the public on the bylaw and to improve air quality.

The Board of Management has committed to post details within the webpage and provide details to members via its newsletter. Further discussions needed to determine other options that the BIA can do to promote this initiative.

3) CONFIRMATION OF PREVIOUS MINUTES

Moved by: R. Purvis
Seconded by: Councillor, L Giaschi-Pacini

That the minutes of the Board of Management held on June 1, 2009 be confirmed with the following addition to Section 4. Have T. Larkman also price out the option of having Georgian College students make shelving units for the storage locker on Winhara Road.

CARRIED

4) BEAUTIFICATION

a) Renewal of Seasonal Flower and Maintenance Tender

T. Larkman reports to the board that a letter has been presented to Season's in the Country to extend their Seasonal Flower and Maintenance contract however no response has been provided to date. T. Larkman will obtain a response before next scheduled board meeting.

b) Way-finding Signage

T Larkman reports that she has received 2 quotes on way-finding signs to direct visitors to downtown both quotes were based on the following criteria; 30inch x 30inch aluminum sign. Sublime Graphics – Single Colour Text - \$47 per sign, Full Colour - \$ 79 per sign. Graphic Encounters – full colour - \$90 per sign.

C Kelley informs the BIA that the Town is currently working on signage to direct visitors to the falls and suggests combining both signs

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

To work along side the Town of Bracebridge and combine the downtown and falls way-finding signs together to direct visitors.

CARRIED

5) MARKETING

a) 2009 General Ad for Newspaper

T Larkman provides a draft of the upcoming general ad for summer months. Suggested changes are as follows;

Option 1

Change “Rediscover the heart of Muskoka” to “Rediscover Muskoka’s Downtown” and move the BIA logo.

Option 2

No changes to the wording within the ad or moving the logo just change the font colour of “Rediscover the Heart of Muskoka” to red.

Option 3

Change “Rediscover the heart of Muskoka” to “Rediscover Downtown Bracebridge”

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

To go with option 2 and make no other changes to the wording of the ad but change the font colour for “Rediscover the Heart of Muskoka” to red and have the banner on the left side of the ad be solid and moved to the corner.

CARRIED

b) Events Co-Op Group Update

C. Kelley advises the BIA that the grant application that was submitted at Muskoka Futures and has been approved. The events co-op group will be hiring a professional photographer to visit each event for 3 hours to obtain stock photos for future marketing campaigns.

c) Map

The Town of Bracebridge has now completed its map of the BIA and surrounding area and C. Kelley would like to get a direction on how the BIA intends to use the map. The board indicates they are definitely in favour in paying for the printing of the map and will research the options.

6) EVENTS

a) Father's Day Car Show

T. Larkman reports that the car show was a success. Members in general were pleased with the event however having indicated that it was not a sales day. However most agreed it was great exposure for the BIA. Board indicates it would be in favour of doing the show again next year on Father's Day.

b) Art in the Heart

Art in the Heart to be launched July 11, 12 and will run for 7 weeks. Over 20 artists have committed to the program.

7) COUNCIL UPDATE

Councillor L. Giaschi-Pacini provides an update from the Town of Bracebridge General Committee Meeting with regards to the development fees. Councillor L. Giaschi-Pacini advises the board that the recommendation from this meeting was that that the BIA would be exempt from the fees. All recommendations will be ratified on July 2.

Old BMLSS site has been sold and the building will be used for an old age home.

8) HEALTH AND SAFETY

NIL

9) CLOSED SESSION

Moved by: R. Purvis

Seconded by: Councillor L. Giaschi-Pacini

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: R. Purvis

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

CARRIED

10) SCHEDULING OF THE NEXT MEETING

The meeting was adjourned at 8:40pm. The next meeting will be scheduled for **July 28th 2009 at 6:15pm.**