

MINUTES

Business Improvement Area Board Meeting April 27, 2010 6:30 pm 1000 Taylor Court – Council Chambers

1) **CALL TO ORDER**

President M. Brazier called the meeting to order at 6:40 pm and the following members were recorded as being present.

Attendees: M. Brazier, Chair
R. Purvis
C. Rushton
B. Kelley
Councillor, L. Giaschi-Pacini
C. Kelley, Director of Economic Development

Regrets: K. Nickel, Vice Chair
G. Gordon, Treasurer
M. Gauthier

Staff: T. Larkman

2) **DELEGATIONS AND PRESENTATIONS**

Nil

3) **CONFIRMATION OF PREVIOUS MINUTES**

T. Larkman updates the Board of Management on the parking lot signage stating that Sublime Graphic's has confirmed in writing that they will complete and install the parking lot signage for \$5000.00 plus taxes. T. Larkman indicates that Sublime Graphics has requested that the BIA cover the cost of materials for the new sign posts that will be required. C Kelley informs the Board of Management that the Town of Bracebridge has installed the new flags on the buildings downtown.

Moved by: Councillor, L. Giaschi-Pacini
Seconded by: B. Kelley

That the minutes of the Board of Management meeting held on March 30, 2010 be confirmed.

CARRIED

4) **CLOSED SESSION**

Moved by: Councillor L. Giaschi-Pacini
Seconded by: M. Brazier

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

- Labour relations or employee negotiations.

RISE FROM CLOSED SESSION

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

MOTION

Provide authorization to the Director of Economic Development, C. Kelley to move forward and implement the motion that was approved in closed session.

Moved by: C. Kelley, Director of Economic Development

Seconded by: Councillor L. Giaschi-Pacini

CARRIED

5) BEAUTIFICATION

i) Parking Lot Signage

T. Larkman circulates a sample design of the parking lot signage for the Board of Management to review. The board requests the background to be white with a contrasting colour. They would like the green P as large as possible and requests the BIA website, logo and lot name be on each sign. T. Larkman will follow up with Sublime Graphics to make the changes to the design.

ii) STREET BANNER

T. Larkman circulates banner designs. The Board of Management requests some minor changes to the placement of the words. T. Larkman provides 3 Banner quotes.

- Sublime Graphics – 35.50 per banner
- Flag's Unlimited - \$50 per banner
- Dan Swanson – Banner - \$90 per banner

T. Larkman reports that Sublime Graphics is lowest in price however indicate that they have never done street banners before and she has concerns about the quality. Direction from the board is to have Sublime Graphics provide some samples of their work and/or provide a warranty. T. Larkman to follow up with Sublime Graphics.

iii) REPAINTING OF THE BRACEBRIDGE SIGN

T. Larkman informs the Board of Management that the Bracebridge sign at the corner of Taylor Road and Manitoba Street needs to be repainted as it is starting to peel. B. Kelley and Councillor L. Giaschi-Pacini volunteer to assist T. Larkman in repainting the sign.

6) EVENTS

T. Larkman updates board on car show planning. T. Larkman indicates that they are currently seeking businesses to donate the car plaques and the trophies for the event. C. Rushton indicates she may have an interested party and she will follow up and let T. Larkman know.

6) MARKETING

i) BIA FLYER

M. Brazier indicates that flyer concept has not been finalized and that the starting date would need to be pushed out. An update will be provided at next meeting. The Goal is to launch the flyer for June. C. Kelley does mention that the Town was approached to meet with the organizers of the Lucky Duck coupon book. M.

Brazier confirms she is running an ad in the Lucky Duck and will use that as a test to see if it is something that the BIA should be looking at.

ii) **BROCHURE**

T. Larkman circulates the brochure design. The Board of Management has no additional change other than to correct the spelling of the word Wharf under the Parks & Picnic Area section.

MOTION

Moved by: Councillor L. Giaschi-Pacini

Seconded by: R. Purvis

To approve the design of the brochure.

CARRIED

7) **HEALTH AND SAFETY**

C. Kelley reports that T. Larkman still requires accessibility training.

8) **COUNCIL UPDATE**

- i) Councillor, L. Giaschi-Pacini reports that the general committee has requested the staff of the Public Works Department to prepare a report on Urban Forestry Practices with recommendations for an urban forest strategy for municipal property including practices and strategies for tree preservation, replanting and other related matters.
- ii) C. Kelley, Director of Economic Development informs the BIA Board of Management that the construction on the new gateway signs has started.

9) **EXTRA BUSINESS**

i) **Construction within the BIA**

M. Brazier states that the Town of Bracebridge, BIA and Chamber of Commerce met on April 21, 2010 to discuss the work that is to be done on the crosswalks. M. Brazier indicates those that attended the meeting agreed that the least impact to the members would be to shut down the street in 2 phases. T. Larkman informs the Board of Management that she had received a memo today from Public Works indicating that work will commence this Sunday May 2nd.

ii) **Upcoming Election**

C. Kelley advises the Board of Management that they are required to form a nomination committee for the upcoming election that is to be held in conjunction with the municipal elections. C. Kelley further suggests that all current Board of Management members and future nominees receive a BIA handbook.

iii) **Art in the Heart Update**

C. Kelley reports that the Art in the Heart has put its call out for artists.

11) **SCHEDULING OF THE NEXT MEETING**

The meeting was adjourned at 8:10 pm. The next meeting scheduled for May 18, 2010, 6:30 pm.