

## MINUTES

### Business Improvement Area Board Meeting February 22, 2011 6:30 pm –1000 Taylor Court – Council Chambers

#### 1) CALL TO ORDER

President M. Brazier called the meeting to order at 6:10 pm and the following members were recorded as being present.

**Attendees:** M. Brazier  
C. Rushton  
G. Gordon – left at 7:15pm  
C. Marshall  
B. Kelley  
C. Kelley, Director of Economic Development  
L. Cragg, Town of Bracebridge – Councillor

**Regrets:** L. Mitchell-Duran

**Staff:** T. Larkman

#### 2) DELEGATIONS AND PRESENTATIONS

Nil

#### 3) CONFIRMATION OF PREVIOUS MINUTES

##### MOTION:

Moved by: G. Gordon

Seconded by: L. Cragg

That the minutes of the Board of Management meeting held on January 13, 2011 be confirmed.

**CARRIED**

#### 4) BUDGET

G. Gordon provides 2010 non-audited year end results. \$206,869.70 was the final amount spent in 2010. G. Gordon reports that the final year end numbers are higher than originally predicted due to tax write-offs. G. Gordon recommends the BIA take a realistic look at the 2011 working budget to see if further savings can be made. C. Kelley indicates the tax write-offs are a combination of the 2009/2010 season. Further to this conversation a concern is raised by G. Gordon about a business that is located on Town of Bracebridge property that is not currently paying a BIA tax. M. Brazier requests T. Larkman review other BIA's tax levies to see where the Bracebridge BIA stands. Further more M. Brazier would like to review the past marketing and events strategy to assess if this is something that the BIA needs to continue with in the future.

##### MOTION:

Mover – G. Gordon

Second – B. Kelly

To accept the 2010 year end results as presented.

**CARRIED**

5) **BEAUTIFICATION**

i) **Christmas Boughs**

T. Larkman reports that the boughs are going to be taken down tonight. JAC property management has been hired to complete the job as T. Larkman was unable to get enough volunteers for the job. Board would like to look at alternative ways to get the boughs up and down for the future. Board suggests the committee look for a service group or high school students to do the job and in return the BIA donate towards the service group. T. Larkman to follow-up.

ii) **Seasonal Flowers and Baskets**

M. Brazier indicates she has spoken to Season's in the Country and they are currently planning the flowers for this summer and indicates more contrasting colours will be used this year. T. Larkman also indicates that this year is the last year with the current tender and she will start to gather what is needed for a new tender.

6) **EVENTS**

i) **February Blowout**

T. Larkman reports that the February Blowout went okay. Businesses that did their own advertising did better than those that did no advertising at all. The weather played a factor this year as it is cold and wind warnings were issues for the area so not many walking the street. Suggestion for next year is to get the Banks and professional offices involved prior to the event in order to generate more traffic on the day of the event. T. Larkman will follow up prior to next year's event.

ii) **Father's Day Car Show**

C. Kelley reports that the BIA car show permit was reviewed by Town of Bracebridge general committee and was passed. It will now be reviewed by Town Council. If supported by council a report will be sent to the District of Muskoka for final approval. C. Kelley does indicate that in order for the BIA to be approved the BIA will be required to complete a checklist and the Wellington Street Bridge must be open to traffic. C. Rushton indicates that based on the size of the closure many volunteers are needed.

7) **PARKING METERS**

**See Appendix "A"**

Board of Management discusses the option of increasing the amount of time that a visitor can park at the parking meters from 2 hours to 3 hours. An email received from Chief By-Law officer – S. Stakiw indicates the cost to transition the parking meters would be approximately \$5000.00 plus there would be a dramatic impact on the number of cars that can be turned over in the spaces. In addition issues already occur with BIA members, their staff and tenants parking on the street adding more time at the meter will not be a benefit the visitors. Currently there are 500 free parking spaces available from 2 hour to all day parking. Board determines to push the free lots through its advertising and not push for extra hours at the parking meter.

**MOTION:**

Mover – G. Gordon

Second – B. Kelly

To accept the email (appendix "A") provided by Chief By-Law office S. Stakiw and to look at other ways to promote the parking that the BIA already has.

**CARRIED**

**8) NEW STORAGE UNIT**

T. Larkman indicates she has received 2 quotes for new storage space which will be needed to store the new Christmas lights. 1<sup>st</sup> location is directly behind the BIA office, it is approximately 400 sq ft and costs – 225 + HST. 2<sup>nd</sup> location is at the current storage location on Winhara Road. It would be 10 x20 – 200 sq ft locker for 125+ HST. M. Brazier would like to see the storage unit in a more accessible location. C. Kelley indicates if it is not a locker type space it will be subjected to health and safety inspections. M. Gauthier has concerns regarding the price of the larger location indicating that at this present time the extra space may not offset the cost. Board holds off on making a decision until T. Larkman can discuss the budget with G. Gordon who left the meeting at 7:15 pm. Decision to hold off until the next board meeting.

**9) WELLINGTON STREET BRIDGE CLOSURE**

Board of Management discusses the upcoming Wellington Street Bridge closure and the issues that will occur with deliveries. M. Brazier suggests the closure of 2 parking spaces along Manitoba Street to manage the trucks and their deliveries. M. Brazier suggests the 2 spaces in front of Majestic Hair Design and Saunders and Associates. Concerns raised by L. Cragg as this is the busiest time of year for Saunders and Associates. Board recommends that the members be notified prior to any decision being made to determine if any other options.

**10) HEALTH AND SAFETY**

C. Kelley reports that T. Larkman has completed her Bill 168 training.

**11) COUNCIL UPDATE**

Councillor, L. Cragg follows up with additional information about car show permit. C. Kelley reports that Friday February 25<sup>th</sup> Bracebridge will be the only stop in Muskoka for the Henderson Hockey Jersey Tour. I

**12) SCHEDULING OF THE NEXT MEETING**

The meeting was adjourned at 8:05 pm. The next Board of Management meeting scheduled March 15, 2011 at 6:30pm.

## APPENDIX "A"

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**From:** Scott Stakiw  
**Sent:** Thursday, February 17, 2011 9:23 AM  
**To:** Cheryl Kelley  
**Subject:** RE: Reminder: Board of Management Meeting - Next Tuesday February 22nd

Cheryl,

Any increase in the amount of time a vehicle is permitted to park at a parking meter directly reduces the number of vehicles that can park at the meter on any given day. For example, if a 2 hour meter can accommodate up to 4 vehicles per day, a 3 hour meter can accommodate 3 vehicles and a 4 hour meter can only accommodate 2 vehicles per day. Given that the purpose of the parking meters is to encourage vehicular turnover, in order to permit other motorists to find convenient parking, increasing the amount of time is counter-productive.

We presently have 282 on-street parking meters, so any changes to the amount of time at a meter will have a dramatic impact on the number of vehicles that are physically able to be accommodated at the parking meters on a daily basis. Using a very basic example, we can presently accommodate 1096 vehicles per day with our present set up. If all of the meters were set to a 3 hour limit, we could only accommodate 846 vehicles per day. If all of the meters were programmed for a 4 hour limit, only 564 vehicles could be accommodated. If people are unable to find a parking spot to make a quick stop downtown, they may not bother going downtown.

Presently, we have two streets (Kimberley Ave. and Rene Caisse Lane) that permit 3 hour parking at the parking meters. That was implemented several years ago at the request of the movie theatre owners, in order to allow movie theatre patrons to park and attend longer running movies. However, the vast majority of the parking meters are presently set for a 2 hour limit.

If Council directs that the parking meters be increased to either a 3 or 4 hour limit, the cost to make the changes (reprogramming the meters, changing the meter rate plates, signage) will be approximately \$5,000.00 and would take several days of staff time. I don't know whether there would be any impact on revenue, but it is unlikely to impact the revenue generated.

As we previously discussed, increasing all of the parking meters to a 3 hour limit would be far preferable to a 4 hour limit. Rather than converting the on-street parking spaces into "parking lots", a better alternative would be to provide additional mechanisms to direct visitors to our 500 free parking spaces in the downtown parking lots. All of these lots are located within a 1 block walk from the main street and they are all free. Motorists seeking a parking space providing a longer time limit than 2 or 3 hours should be parking in one of these available lots. From my observations, both the Hiram Street Lot (train station) and Woodchester Lot are rarely used, even in the busier summer months. Both of these lots provide free, all day parking, something that any tourist or visitor to our Town would take full advantage of if they knew about them.

Scott

**Scott Stakiw**  
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