

MINUTES

**Business Improvement Area Board Meeting
January 19, 2010
6:30 pm Town Office – 1000 Taylor Court, Council Chambers**

1) **CALL TO ORDER**

President M. Brazier called the meeting to order at 6:35 p.m. and the following members were recorded as being present.

Attendees: M. Brazier, President
Councillor, L. Giaschi-Pacini
K. Nickel
R. Purvis
G. Gordon

Regrets: C. Kelley, Director of Economic Development
M. DaPonte
S. Rueger

Staff: T. Larkman

2) **DELEGATIONS AND PRESENTATIONS**

Nil

3) **CONFIRMATION OF PREVIOUS MINUTES**

Moved by: K. Nickel
Seconded by: R. Purvis

That the minutes of the Board of Management meeting held on November 23, 2009 be confirmed.

CARRIED

4) **BUDGET**

M. Brazier informs the Board that she approved a purchase of a new office chair for T. Larkman. She also updates the board that the 2009 snow removal cost is approximately \$8400.00 for the year as the major snowstorm in December put the BIA over budget. T. Larkman also informs the board that there was more rebates from members in 2009. Board would like to see if Tracy can obtain that information from the Town.

5) **WEBCAM UPDATE**

T. Larkman updates the board on the progress of the webcam. Indicates the camera is now up on the BIA website. Media release has been completed and is being reviewed by the Town of Bracebridge – Clerk.

6) **BEAUTIFICATION**

i. **Parking Lot Signage**

T. Larkman receives direction from the Board of Management to create a Request for quote to have the parking lot signage replaced.

ii. **Seasonal Lights**

T. Larkman reports that currently there are 7 seasonal light displays not working.

Direction from the Board of Management is to obtain a quote from Bruce Baker on how much it would cost to reset the Ground Fault Interrupter (“GFI”) and what type of timeframe it would be. If it costs more than \$300 or \$400 to fix then to leave the lights for the season and just have them taken down in March.

Board of Management also requests that T. Larkman research the cost of additional seasonal lights for the other lamp posts.

iii. Street Banner’s

T. Larkman advises the board of management that she has been approached by a local arts group to look at a banner initiative where they would get local artist to create the street banners for Manitoba Street. The project proposed would incorporate the art from local artists and would be funded by sponsor’s not the BIA. The local arts group had indicated that this project would launch in spring 2010 and indicated they would be able to complete all the banners. The Board of Management was interested in the concept however felt that there was not enough time to properly execute it. Direction from the Board of Management is to create a stock banner with the BIA Logo and webpage and look at this concept in the future.

7) EVENTS

T. Larkman reports that February blowout is planned. There will be \$2500 in Gift Certificates to be given out to the members and MooseFM will be doing a live remote.

8) MARKETING

i. BIA Flyer

M. Brazier suggests the BIA look into creating a BIA Flyer that would go into the Weekender on a regular basis. The BIA would pay for a portion of the flyer and the other portion would be paid by the members who are interested in advertising. T. Larkman to obtain pricing for flyer and will work with M. Brazier on creating a package that will be offered to the members.

ii. Ontario Winter Games

T. Larkman asks the board what type of involvement they would like to take with the games fast approaching. T. Larkman indicates that spaces are still available within the souvenir program. Board of Management discusses several options which included welcome signs for each of the members to flyers in hotel rooms. Board does request that T. Larkman remind the members of the upcoming event.

9) HEALTH AND SAFETY

T. Larkman informs the Board of Management that she has completed the Canadian Red Cross Recertification course on Jan 6, 2010.

10) COUNCIL UPDATE

Councillor, L. Giaschi-Pacini provides an update to the Board of Management regarding staff report – PW028-09 – BIA Use of the Electrical Outlets – Decorative Light Standards. As per the staff report Public Works agrees to ensure that all power outlets are in good working order and that if a breaker trips the Town of Bracebridge will fix the issue with the stipulation that the BIA does not use the extension cords. If extension cords are used the BIA will be responsible for resetting any GFI’s. Councillor, L. Giaschi-Pacini indicates that this agreement still needs to be ratified by Town Council the following week.

11) EXTRA BUSINESS

i. Maple Lane Farms – Downtown Wagon Rides

T. Larkman presents the board of management a letter from Maple Lane Farms asking for a letter of support to set up carriage rides along Manitoba Street. The Board of Management discusses the matter and determines more information is needed with regards to routes, location of temporary structures, drop off locations, watering holes and how he would manage the animal waste. T. Larkman to obtain more information prior to the board signing a letter of support.

ii. Recruiting New Members

The Board of Management advises T. Larkman to send out a call to the members via the newsletter and email to its members to fill the 3 open positions on the Board of Management.

12) SCHEDULING OF THE NEXT MEETING

The meeting was adjourned at 8:40 p.m. The next meeting scheduled is for Tuesday **February 23, 2010 at 5:30 p.m.**