

MINUTES

**Business Improvement Area Board Meeting
March 15, 2011
6:30 pm –1000 Taylor Court – Granite Room**

1) CALL TO ORDER

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

Attendees: M. Brazier
C. Rushton
G. Gordon
C. Marshall
M. Gauthier
C. Kelley, Director of Economic Development
L. Cragg, Town of Bracebridge – Councillor

Regrets: L. Mitchell-Duran
B. Kelly

Staff: T. Larkman

2) DELEGATIONS AND PRESENTATIONS

Nil

3) CONFIRMATION OF PREVIOUS MINUTES

Moved by: L. Cragg
Seconded by: G. Gordon

That the minutes of the Board of Management meeting held on February 22, 2011 be confirmed.

CARRIED

**4) BUDGET
Appendix "A"**

G. Gordon provides Board of Management a copy of the 2011 Municipal Draft Budget that was approved by the membership. G. Gordon indicates that the budget is currently at the break even point but recommends adjustments be made as the tax write offs were higher than what was budgeted last year which will leave less in the reserves than originally reported. Board of Management discusses where funds can be trimmed however no decision made at this time.

5) STORAGE UNIT

Board of Management discusses the current issue with lack of storage. T. Larkman presents the Board of Management two storage unit options.

- i. 10x20 (200sq ft) unit located on Winharra Rd - \$125.00+HST
- ii. Approx 400 sq ft office at 35 Manitoba Street that would be shared with The Creative Cook - \$225+HST.

MOTION:

Moved by: L. Cragg
Seconded by: M. Gauthier

Proceed with option 2 only if landlord is willing to drop the price from \$225.00 + HST to \$150.00 + HST.

CARRIED

6) **BEAUTIFICATION**

M. Brazier reports that she has spoken with Season's in the Country with regards to the summer flowers as some concerns were raised last fall about the colour choices. M. Brazier indicates Season's in the Country will be making a few minor changes in hopes of having more colour within the baskets this year.

7) **EVENTS**

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

C. Rushton reports to the Board of Management that the Car show committee has started to meet to discuss the upcoming car show. The format is to stay the same as the previous year.

ii) **Event Sponsorship and Fee's for Vendors**

T. Larkman speaks to the Board of Management about the option of having street vendors pay for their space and look for sponsors to help pay for some of the activities on the street during the events. With budgets being stretched T. Larkman indicates it would offset the cost of running the event. T. Larkman to provide a break down to the Board of Management of the events and what is spent in each category for the next meeting. Board determines Vendors groups should pay \$75 per space and Not for Profit should pay \$50.

8) **MARKETING**

T. Larkman reports that she is in the process of setting a date for Facebook & Twitter introductory training as well as setting a date for a BIA walkabout for the members to familiarize themselves with the other businesses within the BIA.

9) **WELLINGTON STREET BRIDGE CLOSURE**

M. Brazier reports that after the information gathered from the BIA members at the members meeting she met with the Town of Bracebridge and District of Muskoka to discuss the option of creating an unloading zone on the lower end of Manitoba Street. The Board of Management needs to determine where the unloading zone should be placed. Concerns from Saunders and Associates – 19 Manitoba Street was discussed and noted.

MOTION:

Moved by: C. Rushton

Seconded by: C. Marshall

To obtain approval from the Town of Bracebridge and the District of Muskoka to designate 4 parking spaces within the lower end of Manitoba Street in order to create 2 temporary unloading zones for commercial vehicles to make deliveries during the closure of the Wellington Street Bridge. The following locations are being requested.

- One space at 19A Manitoba Street - Majestic's Hair
- One space at 17 Manitoba Street - Jacquie's Boutique
- The laneways located between 19A and 17 Manitoba Street is to be utilized for the proposed unloading zone.
- Two spaces at 28 Manitoba Street – In front of the old location of Chameleon.

CARRIED

9) **HEALTH AND SAFETY**

Nil

9) **OTHER BUSINESS**

Removal of Seasonal Lights

C. Kelley mentions that Lakeland Energy recently removed the Town of Huntsville seasonal lights and suggests that the BIA look into seeing if they would be willing to remove ours. T. Larkman will follow up with Lakeland Energy.

10) COUNCIL UPDATE

C. Kelley reports that they have renewed the lease for the Muskoka Small Business Center (“MSBC”) office space for one more year. Also MSBC has recently received funding for a new business incubator program so they are currently looking for space for May 1st for the program. Art in the Heart call for artists has just gone out and they have already received one application.

11) SCHEDULING OF THE NEXT MEETING

The meeting was adjourned at 8:25 pm. The next Board of Management meeting scheduled for April 19, 2011 at 6:30 pm.