

## MINUTES

**Business Improvement Area Board Meeting  
March 30, 2010  
6:15pm 1000 Taylor Court – Council Chambers**

1) **CALL TO ORDER**

President M. Brazier called the meeting to order at 6:30pm and the following members were recorded as being present.

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

**Regrets:** K. Nickel, Vice Chair

**Staff:** T. Larkman

2) **DELEGATIONS AND PRESENTATIONS**

Nil

3) **CONFIRMATION OF PREVIOUS MINUTES**

Deferred until end of the meeting

4) **BEAUTIFICATION**

i) **Street Banner**

T. Larkman presents three banner designs to the BIA Board of Management. The Board of Management narrow's it down to two options.

- Option 1 – Rotate the 2 different style banner's up the street using the red colour only for the clock tower and all four colours of the words.
- Option 2 - Use the Clock tower in the red colour only at the entrances/side streets and use the more urban banner with the words along Manitoba Street.

Moved by: Councillor, L. Giaschi-Pacini

Seconded by: G. Gordon

To proceed with option 2 and use the Clock tower banner in the red colour only at the entrances/side streets and use the more urban banner with the words along Manitoba Street.

**CARRIED**

ii) **Parking Lot Signage**

T. Larkman presents the Board of Management with the quotes that she received from the signage companies that responded to her Request for Quote.

- Sublime Graphic
- Muskoka Signs
- Graphic Encounters Signs & Designs

Sign Material - Alupanel				Sublime		Graphic Encounters		Muskoka Signs
Description	Size							
Double Sided Sign	4ftx8ft	1	6mm	\$475.00	6mm	\$900.00	6mm	\$1,088.00
Single Sided Sign	4ftx8ft	7	6mm	\$525.00	6mm	\$510.00	6mm	\$640.00
Single Sided Sign	4x4	1	6mm	\$275.00	6mm	\$256.00	6mm	\$320.00
Street Level Directional Sign	24x36 inch	4	6mm	\$125.00	6mm	\$95.00	6mm	\$120.00
Prior to installation				\$4,925.00		\$4,986.00		\$6,368.00

Moved by: R. Purvis  
 Seconded by: M. Gauthier

Contact Sublime Graphics and see if they would be willing to print and install the signage for \$5000.00. If they can do everything for that price then proceed with acquiring sublime graphics to complete the signage.

**CARRIED**

**iii) Flower Baskets Barrels**

M. Brazier indicates to the Board of Management that the flower planter located near the church and the Thirsty Judge was damaged this winter and had to be removed. M. Brazier asks the board to consider replacing the planter with barrels. T. Larkman also indicates that the China Garden should also have barrels. Board agrees and requests T. Larkman to look into how many barrels are needed to be ordered.

**iv) Signage on Chancery Lane**

T. Larkman reports to the Board of Management that she has received several complaints about the current state of the Chancery Lane, Anderson Lane and Shier Lane archway signs. Councillor, L. Giaschi-Pacini indicates she will speak with public works about getting these signs spruced up.

**v) Downtown Building Flags**

M. Brazier would like to determine who is responsible for the flags that line Manitoba Street buildings downtown. There are several that need to be replaced and the Town of Bracebridge – Public Works Department indicated that it was the BIA's responsibility. Councillor, L. Giaschi-Pacini will follow up with Public Works as this was the town's responsibility in the past.

**vi) Seasonal Light Displays**

T. Larkman reports to the Board of Management that she has received a quote from Blanchere Illuminations to purchase 20 – 25 more light displays to complete the rest of the street decorations. Quote received was \$1390.00 + PST & GST = \$1570.70 per light, brackets are included in this price plus there would be a 10% discount for returning customers. Banding would be extra. T. Larkman further reports that in 2005 light displays were \$1030.00+txs = \$1184.00 but did not include brackets in the price and the type of light was incandescent versus the new quote which is for LED lights. Company can offer a 2 year payment plan with a 1% interest charge. Decision has been deferred.

**5) EVENTS**

T. Larkman reports to the Board of Management that the Midnight Madness committee has just met to start planning for this year's event. The committee would like the Board of Management to consider allowing them to close off a larger section of the street to a) assist in the congestion that occurs within the closed off section of the street throughout the evening and b) to allow more BIA members to become involved in the event. The Board of Management discusses the requests and thinks that closing off more of the street is not the best option. Decision by the Board of Management is to keep the road closure area the same as previous years for Midnight Madness.

**6) MARKETING**

M. Brazier indicates to the Board of Management that the marketing sub-committee has met to discuss what they as members would like to see done with the \$18 000.00 in general marketing dollars. Based on these meetings it was determined that the committee would like to look at alternative marketing options which included the creation of a BIA Flyer versus focusing on newsprint ads. The flyer would include a consistent BIA ad and each member would have an opportunity to buy into the flyer at a reduced rate. R. Purvis indicates that this type of concept was done in the past and went quite well. Concerns were raised on how the project would be managed and who would be responsible for proofing etc. M. Brazier indicates that the details still need to be worked out on pricing, design and how it will be rolled out but felt it would something that could be worked thru.

Moved by: R. Purvis

Seconded by: C. Rushton

To proceed with developing a BIA flyer that can be rolled out to the BIA members.

**CARRIED**

**7) HEALTH AND SAFETY**

NIL

**8) COUNCIL UPDATE**

- i) Councillor, L. Giaschi-Pacini reports that she has requested that all parties meet in May to discuss the snow removal project as the pilot project is now completed and a decision will need to be made to make the project permanent.
- ii) Councillor, L. Giaschi-Pacini reports Development Services has approved Muskoka Brewery to put a small addition on to their building. It is expected to be ratified at the next meeting.
- iii) C. Kelley, Director of Economic Development reports that the new gateway signs are currently being done and should be completed soon.
- iv) C. Kelley, Director of Economic Development informs the BIA Board of Management that "Art in the Heart" has put a call out to entries. Partners will be doing an open house in Huntsville, Gravenhurst in a couple of weeks and Bracebridge has already done one.

**9) EXTRA BUSINESS**

- i) **Bandshell Concert Series Donation**

Moved by: G. Gordon

Seconded by: R. Purvis

To donate \$500.00 to the Bandshell Concert Series.

**CARRIED**

**ii) Downtown Ambassador**

T. Larkman asks the Board of Management to consider the possibility of bringing on a summer student as a BIA Ambassador to work the BIA area for the summer months. T. Larkman indicated running the program from July 1 or earlier to Labour Day from Friday to Sunday. Responsibility would include greeting visitors, report safety concerns or issues, remove litter, provide directions to stores, tourist attractions or local landmarks, provide promotional materials for the community, maps, festival network cards, brochures etc. Assist with the set up of any BIA related festivals, assist the BIA.

Direction from the board of Management is to look into funding options to see if it is something that can be subsidized.

**10) CONFIRMATION OF PREVIOUS MINUTES**

Moved by: G. Gordon  
Seconded by: R. Purvis

That the minutes of the Board of Management meeting held on January 19, 2010 be confirmed

**CARRIED**

Moved by: G. Gordon  
Seconded by: R. Purvis

That the minutes of the Board of Management meeting held on February 22, 2010 be confirmed

**CARRIED**

**11) SCHEDULING OF THE NEXT MEETING**

The meeting was adjourned at 9:00pm. The next meeting scheduled for April 27, 2010, 6:15pm.