

MINUTES

**Business Improvement Area Board Meeting
May 18, 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
K. Nickel, Vice Chair
G. Gordon, Treasurer
M. Gauthier
R. Purvis
C. Rushton
B. Kelley
C. Kelley, Director of Economic Development

Regrets: Councillor L. Giaschi-Pacini

Staff: T. Larkman

2) **DELEGATIONS AND PRESENTATIONS**

Nil

3) **CONFIRMATION OF PREVIOUS MINUTES**

Moved by: C. Rushton

Seconded by: C. Kelley, Director of Economic Development

That the minutes of the Board of Management meeting held on April 27, 2010 be confirmed.

CARRIED

4) **BEAUTIFICATION**

i) **Parking Lot Signage**

T. Larkman updates the Board of Management on the progress of the parking lot signs and indicates that they should be up within the next 2 weeks.

ii) **Street Banner's**

T. Larkman advises the Board of Management that Sublime Graphic's agreed to a 3 year warranty in writing on manufacturers defects against cracking and fading from when the banners are picked up. Final designs are being completed and once approved it will take a couple of days to print. Bruce Baker Pole and Electrical has been contacted and is standby.

iii) **Repainting of the Bracebridge Sign**

T. Larkman informs the Board of Management that the Town of Bracebridge has re-painted the Bracebridge Sign.

iv) **New Lampposts – Hangers for the flower baskets**

T. Larkman indicates that the Town of Bracebridge has agreed to pay for the hangers that are required for the lampposts. Bracebridge Mechanics and Machine is welding 22 hangers that I will deliver to Season's in the Country.

v) Chancery Lane/ Anderson Lane Archways

T. Larkman advises the Board of Management that she has been in discussion with the Town of Bracebridge, Public Works Department about getting the laneway signs repainted but to date they have not committed to the work. T. Larkman will keep the Board of Management updated.

vi) Winter Seasonal Baskets

T. Larkman reports to the Board of Management that all 88 winter basket displays have been removed from the Town of Bracebridge yard and have been ripped apart.

vii) Oak Barrels

M. Brazier informs the Board of Management that she has ordered 21 new oak barrels from Season's in the Country as the BIA was in need of replacing several barrels on the street and 9 new barrels in new locations were needed.

viii) Hanging Baskets issue in front of Mostly Muskoka

T. Larkman reports to the Board of Management that the member at Mostly Muskoka requested having one of the Hanging baskets removed from the post as it is hindering his window. Decision from the Board of Management was not to move the basket as it would set a precedent up the street and more members may request the same.

5) EVENTS

i) Father's Day Car Show

T. Larkman updates board on car show planning. Indicates that she had an issue with the sign variance form not getting in on time but it has since been corrected. She has several trophy sponsors but no sponsor at this time for the car plaques. All other items for the car show have been completed.

ii) Midnight Madness

T. Larkman updates the Board of Management on where we are at in the planning stages of Midnight Madness. Indicates that a Bon Jovi tribute band will be playing and the climbing wall and gyro ball will return for a second year. T. Larkman asks for direction from the Board of Management prior to booking the stage on whether they should book a stage with coverage or without incase of rain. Board indicates to keep the same format as previous years and book a stage with no coverage.

6) MARKETING

i) BIA Flyer

M. Brazier provides further information about the BIA flyer and indicates that after extensive research it would be best and most cost effective to do a "soft" launch of the flyer and have T. Larkman distribute the flyer throughout the BIA, hotels, and doctor's and dentist offices in the area versus inserting the flyer into the weekender.

Moved by: G. Gordon
Seconded by: K. Nickel

To proceed with creation of the BIA flyer and do a “soft” launch mid summer with a review to be scheduled after 3 editions of the flyer of done.

CARRIED

ii) MooseFM Radio Proposal – Table(A)

T. Larkman provides the Board of Management with MooseFM radio advertising proposal.

Motion:

To approve the Bracebridge advertising on Moose 99.5 as is however would like T. Larkman to look at having the Huntsville station 105.5 expanded into August if the station would consider additional discounts

Moved by: G. Gordon

Seconded by: K. Nickel

CARRIED

7) HEALTH AND SAFETY

NIL

8) COUNCIL UPDATE

i) C. Kelley, Director of Economic Development provides information about the G8 media tour that will take place on May 21st, 2010.

ii) C. Kelley, Director of Economic Development informs the BIA Board of Management that the town of Bracebridge has been given access of a billboard along HWY 11 and will be doing several different campaigns.

9) EXTRA BUSINESS

i) BIA Gift Card

T. Larkman presents information that she received from Store Financial about their pre-paid gift card program that can be used at multiple businesses and point of sale machines. Board of Management directs T. Larkman to take a poll to determine if this type of service is an asset to the members or not before they proceed any further. T. Larkman to report back.

10) SCHEDULING OF THE NEXT MEETING

The meeting was adjourned at 8:00 pm. The next meeting scheduled for June 22, 2010, 6:30 pm.

TABLE "A"

ANNUAL BRACEBRIDGE BIA EVENTS 2010

5 COMPONENTS:

1/ February Blowout – February 20, 2010 – LIVE ON LOCATION REMOTE

- Run 40 commercials from Saturday February 13 to Friday February 19, aired 6a to 12a
- 20 ads paid + 20 FREE from MOOSE FM'S 2 FOR 1 SALE.
- PLUS 8 X 60 second LIVE cut-ins on Saturday February 20, 2010 between 10am and 2pm.
- Investment for the Remote package = **\$950**

2/ Car Show – June 20, 2010

- Run 5 ads per day from Wednesday June 16 to Saturday June 19, aired 6a to 8p
- Run 4 ads on Sunday June 20, aired 6a to noon
- Total of 24 ads @ \$19 per 30 = **\$456**
- PLUS – 8 Bonus Overnight Ads at No Charge

3/ Midnight Madness – July 30, 2010

- Run 8 ads per day from Monday July 26 to Thursday July 29, aired 6a to 8p
- Run 10 ads on Friday July 30, aired 6a to 8p
- Total of 42 ads @ \$19 per 30 = **\$798**
- PLUS – 20 Bonus Overnight Ads at No Charge

4/ Colourfest – October 2, 2010

- Run 8 ads per day from Tuesday September 28 to Friday October 1, aired 6a to 8p
- Run 10 ads on Saturday October 2, aired 6a to 4p
- Total of 42 ads @ \$19 per 30 = **\$798**
- PLUS – 16 Bonus Overnight Ads at No Charge

5/ Santa's Moonlight Shopping Party – December 3, 2010

- Run 10 ads per day from Monday November 29 to Friday December 3, aired 6a to 8p
- Total of 50 ads @ \$16 per 30 = **\$800**
- PLUS – 20 Bonus Overnight Ads at No Charge

TOTAL BRACEBRIDGE BIA EVENTS INVESTMENT:

\$3,802

BRACEBRIDGE BIA GENERAL ADVERTISING 2010

4 COMPONENTS:

1/ DIG IT Campaign – May 2010

- Run 5 x 15 second ads per day from Monday May 3 to Friday May 14, 2010, aired 6a to 8p
- Total of 60 ads @ \$10 per 15 = **\$600**
- PLUS – 36 Bonus Overnight Ads at No Charge

2/ Victoria Day Weekend 2010

- Run 5 x 30 second ads per day from Wednesday May 19 to Sunday May 23, aired 6a to 8p
- Total of 25 ads @ \$19 per 30 = **\$475**
- PLUS – 20 Bonus Overnight Ads at No Charge

3/ Summer 2010 – 8 Weeks

- Wednesday June 30 to Saturday July 24 & Wednesday August 4 to Saturday August 28, 2010
- Run 5 ads per day, aired 6a to 8p – scheduled 3 days a week
- Week 1 - Tuesday/Thursday/Saturday
- Week 2 – Wednesday/Friday/Sunday

- Total of 24 days on the air x 5 ads per day = 120 ads @ \$19 per 30 = **\$2,280**
- PLUS – 80 Bonus Overnight Ads at No Charge

4/ Christmas 2010

- Friday November 19 to Thursday December 23 2010, aired 6a to 8p
- Run 5 ads per day on the following days:
 - November 19, 21, 23, 25, 27
 - December 5, 7, 9, 11, 13, 15, 17, 19, 20, 21, 22, 23
- Total of 17 days on the air x 5 ads per day = 85 ads @ \$16 per 30 = **\$1,360**
- PLUS – 50 Bonus Overnight Ads at No Charge

TOTAL BRACEBRIDGE BIA GENERAL ADVERTISING
INVESTMENT: \$4,715

BRACEBRIDGE BIA

THE MOOSE 99.5 RADIO CAMPAIGN 2010

	M	T	W	T	F	S	S	
January	28	29	30	31	1	2	3	
	4	5	6	7	8	9	10	
	11	12	13	14	15	16	17	
	18	19	20	21	22	23	24	
	25	26	27	28	29	30	31	
February	1	2	3	4	5	6	7	
	8	9	10	11	12	13	14	February Blowout
	15	16	17	18	19	20	21	Live on Location – Feb 20 th
	22	23	24	25	26	27	28	
March	1	2	3	4	5	6	7	
	8	9	10	11	12	13	14	
	15	16	17	18	19	20	21	
	22	23	24	25	26	27	28	
April	29	30	31	1	2	3	4	
	5	6	7	8	9	10	11	
	12	13	14	15	16	17	18	
	19	20	21	22	23	24	25	
May	26	27	28	29	30	1	2	
	3	4	5	6	7	8	9	Dig It Campaign – May 3-14 th
	10	11	12	13	14	15	16	
	17	18	19	20	21	22	23	Victoria Day
June	24	25	26	27	28	29	30	
	31	1	2	3	4	5	6	
	7	8	9	10	11	12	13	
	14	15	16	17	18	19	20	Car Show
July	21	22	23	24	25	26	27	
	28	29	30	1	2	3	4	Summer 2010
	5	6	7	8	9	10	11	
	12	13	14	15	16	17	18	
August	19	20	21	22	23	24	25	
	26	27	28	29	30	31	1	Midnight Madness
	2	3	4	5	6	7	8	
	9	10	11	12	13	14	15	
September	16	17	18	19	20	21	22	
	23	24	25	26	27	28	29	
	30	31	1	2	3	4	5	
	6	7	8	9	10	11	12	
October	13	14	15	16	17	18	19	
	20	21	22	23	24	25	26	
	27	28	29	30	1	2	3	Colourfest
	4	5	6	7	8	9	10	
November	11	12	13	14	15	16	17	
	18	19	20	21	22	23	24	
	25	26	27	28	29	30	31	
	1	2	3	4	5	6	7	
December	8	9	10	11	12	13	14	
	15	16	17	18	19	20	21	Christmas
	22	23	24	25	26	27	28	
	29	30	1	2	3	4	5	Santa's
December	6	7	8	9	10	11	12	
	13	14	15	16	17	18	19	
	20	21	22	23	24	25	26	

BRACEBRIDGE BIA GENERAL **ADVERTISING 2010**

4 COMPONENTS:

1/ Car Show – June 2010

- Run 5 ads per day from Friday June 18 to Sunday June 20, aired 6a to 8p
- Total of 15 ads @ \$19 per 30 = **\$285**
- PLUS – 12 Bonus Overnight Ads at No Charge

2/ Summer – July 2010 – 4 Weeks

- Wednesday June 30 to Saturday July 24
- Run 5 ads per day, aired 6a to 8p – scheduled 3 days a week
- Week 1 - Tuesday/Thursday/Saturday
- Week 2 – Wednesday/Friday/Sunday

- Total of 12 days on the air x 5 ads per day = 60 ads @ \$19 per 30 = **\$1,140**
- PLUS – 40 Bonus Overnight Ads at No Charge

3/ July 2010 – Midnight Madness

- Run 5 ads per day from Wednesday July 28 to Friday July 30, aired 6a to 8p
- Total of 15 ads @ \$19 per 30 = **\$285**
- PLUS – 12 Bonus Overnight Ads at No Charge

TOTAL BRACEBRIDGE BIA GENERAL ADVERTISING
INVESTMENT: \$1,710

BRACEBRIDGE BIA

THE NEW FM 105.5 RADIO CAMPAIGN 2010

	M	T	W	T	F	S	S	
January	28	29	30	31	1	2	3	
	4	5	6	7	8	9	10	
	11	12	13	14	15	16	17	
	18	19	20	21	22	23	24	
	25	26	27	28	29	30	31	
February	1	2	3	4	5	6	7	
	8	9	10	11	12	13	14	
	15	16	17	18	19	20	21	
	22	23	24	25	26	27	28	
March	1	2	3	4	5	6	7	
	8	9	10	11	12	13	14	
	15	16	17	18	19	20	21	
	22	23	24	25	26	27	28	
April	29	30	31	1	2	3	4	
	5	6	7	8	9	10	11	
	12	13	14	15	16	17	18	
	19	20	21	22	23	24	25	
May	26	27	28	29	30	1	2	
	3	4	5	6	7	8	9	
	10	11	12	13	14	15	16	
	17	18	19	20	21	22	23	
	24	25	26	27	28	29	30	
June	31	1	2	3	4	5	6	
	7	8	9	10	11	12	13	
	14	15	16	17	18	19	20	Car Show
	21	22	23	24	25	26	27	
July	28	29	30	1	2	3	4	Summer 2010
	5	6	7	8	9	10	11	
	12	13	14	15	16	17	18	
	19	20	21	22	23	24	25	
August	26	27	28	29	30	31	1	Midnight Madness
	2	3	4	5	6	7	8	
	9	10	11	12	13	14	15	
	16	17	18	19	20	21	22	
	23	24	25	26	27	28	29	
September	30	31	1	2	3	4	5	
	6	7	8	9	10	11	12	
	13	14	15	16	17	18	19	
	20	21	22	23	24	25	26	
October	27	28	29	30	1	2	3	
	4	5	6	7	8	9	10	
	11	12	13	14	15	16	17	
	18	19	20	21	22	23	24	
	25	26	27	28	29	30	31	
November	1	2	3	4	5	6	7	
	8	9	10	11	12	13	14	
	15	16	17	18	19	20	21	
	22	23	24	25	26	27	28	
December	29	30	1	2	3	4	5	
	6	7	8	9	10	11	12	
	13	14	15	16	17	18	19	
	20	21	22	23	24	25	26	

BRACEBRIDGE BIA

MOOSE FM & THE NEW 105.5 FM

2010 INVESTMENT SUMMARY

MOOSE 99.5 – BRACEBRIDGE BIA – EVENTS

1. February Blowout	\$950
2. Car Show	\$456
3. Midnight Madness	\$798
4. Colourfest	\$798
5. Santa's Moonlight Shopping Party	<u>\$800</u>

TOTAL MOOSE 99.5 EVENTS INVESTMENT:
\$3,802

MOOSE 99.5 – BRACEBRIDGE BIA – GENERAL ADVERTISING

1. Dig It Campaign – May 2010	\$600
2. Victoria Day Weekend	\$475
3. Summer 2010 (July & August)	\$2,280
4. Christmas 2010	<u>\$1,360</u>

TOTAL MOOSE 99.5 GENERAL ADVERTISING INVESTMENT: **\$4,715**

THE NEW FM 105.5 – BRACEBRIDGE BIA – GENERAL ADVERTISING

5. Car Show	\$285
6. Summer 2010 (July)	\$1,140
7. Midnight Madness	<u>\$285</u>

TOTAL THE NEW FM 105.5 GENERAL ADVERTISING INVESTMENT:
\$1,710