

MINUTES

**Business Improvement Area Board Meeting
May 5, 2009
6pm, BIA Office – Granite Room - 1000 Taylor Court**

1) CALL TO ORDER

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

Attendees:

M. Brazier, President
S. Rueger
T. Hunter
K. Nickel
Councillor, L Giaschi-Pacini
M. DaPonte
C. Kelley, Director of Economic Development
R. Purvis
K. Orchard – (Arrived at 6:20pm)

Staff: T. Larkman

2) REVIEW OF MINUTES

Moved by: R. Purvis
Seconded by: Councillor L. Giaschi-Pacini

Motion:

To approve Board of Management meeting minutes from March 24, 2009 with the following amendment. Adjust meeting minutes to reflect M. DaPont and K.Orchard from section 1 - Call to Order as both members arrived late and was noted further within the minutes.

CARRIED

3) BOARD MEMBER RESIGNATION

President M. Brazier announces that T. Hunter is resigning as B.I.A Treasurer and presents letter of resignation to the board.

4) BUDGET REPORT

T. Hunter provides her final budget update. Requires BIA Administrator to review each invoice and have the Town of Bracebridge adjust items to have removed out of the correct GL code. Items in question:

- a) Infrastructure/Trolley – Account 40.52556 - \$226.80
- b) Infrastructure/Broadband – Account # 40.52345

5) **BEAUTIFICATION**

a) Sponsorship of the flower bed within Memorial Park

M. Brazier suggests BIA take over the sponsorship of the flower bed within Memorial Park that Dura had been sponsoring. M. Brazier indicates that J.A.C. Property Management will donate their time for the 2009 season but would like the BIA to take over the bed in the future as it is with the BIA boundaries. M. Brazier would also like to see the Town Signage updated within this bed to reflect the BIA as the sponsor and that the old Town logo to be updated.

Decision: Prior to a motion being passed the board of management would like to determine cost of maintaining this flowerbed prior to sponsoring it. C. Kelley will have signage updated to show new town logo.

b) Purchase of New Barrels for Bird Mills Mew Parkette

M. Brazier indicates that Bird Mills Mew has undergone some changes and request board consider purchasing 4 new oak barrels to complete the project. T. Larkman advises board that the cost is \$300 per barrel to purchase and maintain for the 2009 season.

Decision: Board determines park looks nice as is and decides not to purchase new barrels.

c) Renewal of Seasonal Flower and Tender Contract.

MOTION:

Moved by: Councillor L. Giaschi-Pacini
Seconded by: R. Purvis

To extend the Season's in the Country tender contract for one (1) additional year with the stipulation that the same pricing terms and conditions as the original contract can be met and that K. Orchard will assist with the colour choices for the 2010 year.

CARRIED

d) Street Beautification Umbrella Proposal

K. Orchard advises the board of management that the umbrella proposal that he originally suggested is not feasible based on insurance height restrictions.

e) G8 Summit Funding Update

C. Kelley provides the board with an itemized list of projects that the Town of Bracebridge has requested thru the G8 summit funding and indicates that these requests have been submitted but not approved.

6) **MARKETING**

a) Marketing/Advertising Proposal

Councillor L. Giaschi-Pacini provides the board of management a marketing proposal based on the previous 3 years marketing. Prices within proposal are based on 2008 pricing and includes GST. See BIA Advertising 2009 attachment for details.

MOTION

Moved by: S. Rueger
Seconded by: M. DaPonte

To approve the marketing proposal submitted by Councillor L. Giaschi-Pacini with the stipulation that the pricing and extra's provide by the MooseFM and Metroland North Media remain the same as 2008.

Not Carried

R. Purvis advises board that he is not in favour of proposal until 2009 pricing is confirmed. T. Larkman will confirm pricing prior to motion being approved.

b) BIA Brochure

Board of Management advises T. Larkman to hold off on making new BIA Brochure.

7) EVENTS

a) Septemberfest

T. Larkman advises board that the date that they have originally chosen for Septemberfest is the same date as the fall fair. Board determines a new date is required.

Motion

Moved by: M. DaPonte

Seconded by: S. Rueger

Change the date of Septemberfest from September 19th to October 3rd and change the event name to Colourfest.

CARRIED

b) Board determines committee Event/Marketing Chairs for 2009

Father's Day Car Show – M. Brazier

Midnight Madness- M. Brazier

Colourfest – K. Orchard

Christmas Season – S. Rueger

Marketing/Advertising– M. Brazier, S. Rueger, Co-Chairs

c) Window Decorating

Board determines that they wish to continue with the window decorating contest for Canada, T. Larkman will organize and confirm the sponsorship.

d) Spring Open House Advertising

Board advises Tracy to remove the mother's day advertising from the marketing piece and replace it with a Kick off to summer ad based on feedback given by BIA general members.

8) HEALTH AND SAFETY

C. Kelley reports that T. Larkman will be attending training to refresh her with the Town of Bracebridge Policies and procedures.

9) COUNCIL UPDATE

a) Councillor L. Giaschi-Pacini updated the board on the complaints she received from some BIA members regarding the zoning for 63 Manitoba Street and informs the board that Development Services had reviewed the project and it meets all the requirements.

b) C. Kelley reports that council has voted to remove the fee for patios however will still require individuals to apply and show insurance for all proposed patios.

c) C. Kelley reports that Art in the Heart has not received enough Visual artists for the program and will be issuing a second call for artists. No application from musicians have been received as of yet and will be revisited.

10) CLOSED SESSION

Moved by: Councillor L. Giaschi-Pacini
Seconded by: R. Purvis

That the BIA Board of Management adjourn to a closed meeting for the following:

- 1) Personal matters about an identifiable individual, including municipal or local board employees
- 2) Litigation or potential litigation, including matters before administrative tribunals, affecting the municipality or local board.

CARRIED

Moved By: R. Purvis
Seconded by: Councillor L. Giaschi-Pacini

That the BIA Board of Management rise from a closed meeting.

CARRIED

11) SCHEDULING OF THE NEXT MEETING

The meeting was adjourned at 8:40pm. The next meeting will be scheduled for **June 1, 2009 at 6:15pm in Council Chambers.**