

MINUTES

Business Improvement Area Board Meeting October 20, 2009

6:15 pm Town Office – 1000 Taylor Court, Council Chambers

1) **CALL TO ORDER**

President M. Brazier called the meeting to order at 6:20 p.m. and the following members were recorded as being present.

Attendees:

M. Brazier, President
S. Rueger
Councillor, L. Giaschi-Pacini
C. Kelley, Director of Economic Development
K. Nickel
R. Purvis
G. Gordon

Regrets:

M. DaPonte

Staff:

T. Larkman

2) **DELEGATIONS AND PRESENTATIONS**

Nil

3) **CONFIRMATION OF PREVIOUS MINUTES**

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

That the minutes of the Board of Management held on September 15, 2009 be confirmed.

CARRIED

4) **BEAUTIFICATION**

a) Way-finding Signage

T. Larkman advises board that the way-finding signs are being put up this week and that she is in the process of putting together a media release.

b) New Garbage Bins

M. Brazier informs the board that the Town of Bracebridge is going to be purchasing new garbage bins with the G8 Funding and she would like the board to put in a request to change the type of lid that will be on these garbage bins. A discussion occurs to determine the type of lid the board would like to see. Councillor, L. Giaschi-Pacini will approach Town of Bracebridge Municipal Engineer, R. Walton to discuss what options they have.

c) Detour Sign Located on Manitoba Street

Board requests that T. Larkman look into why there is still a detour sign located the corner of Manitoba Street and Taylor Road and if possible get it removed. Furthermore

have T. Larkman pick up the detour sign that was not picked up after Colourfest which is on the sidewalk near the clock tower.

5) EVENTS

a) Colourfest

T. Larkman provides the board a detailed review of the colourfest event.

b) Christmas Lights

T. Larkman reports that she has received confirmation from Town of Bracebridge Municipal Engineer, R. Walton that we will be aloud to use extension cords again this year. He further confirms that he will ensure the lights are in good working order when the Christmas lights go up. T. Larkman does indicate that B. Baker of Bruce Baker Electrical & Pole Construction has voiced his concern about the extension cords and indicates that the moisture will eventually get into the outlet and cords will blow the GFI's. R. Purvis supports B. Baker's concerns and indicates that even if the Town of Bracebridge has the lights in good working order at the start of the season that there is a high risk that the lights will stop working due to moisture getting into the outlet and cords in the winter months.

c) Seasonal Baskets

T. Larkman reports that the committee will be doing the seasonal baskets again this year but needs a storage solution for the winter months as the baskets cannot be disassembled until after the thaw. C. Kelley, Director of Economic Development suggests the BIA contact the Town of Bracebridge to see if they have an area in the yard that we could store them. Councillor, L. Giaschi-Pacini volunteers to approach Town of Bracebridge to discuss storage.

d) Free Parking for December

Board of Management discusses which local charity organization would be the group that BIA supports for its December Free parking Campaign.

Moved by: Councillor, L. Giaschi-Pacini

Seconded by: K. Nickel

Motion:

To approve the Bracebridge "Out of the Cold" organization as the recipient of the December free parking donation.

CARRIED

6) MARKETING

a) Santa's Moonlight Shopping Party Featuring Festival of the Lights

S. Rueger presents the draft poster to the Board and indicates once the event is over The committee has agreed to revert back to the old style advertising for the rest of the month.

b) Reusable Shopping Bag

T. Larkman indicates to the board that she has been approached again by a company that sells reusable shopping bags. S. Rueger suggests that the BIA give this type of bag out at one of its events as a promo and additional bags be sold by the members to recoup the costs of the bags. The board discusses the pros and cons on this green initiative but determines that in this case this type of promotion has already been done in the community by several businesses and is no longer innovative. The BIA would like to look at other green initiatives to promote to its members and the public.

7) **HEALTH AND SAFETY**

C. Kelley advises the board that the health and safety committee is doing “big picture” presentation to ensure that staff members are meeting the health and safety requirements.

8) **COUNCIL UPDATE**

Councillor, L. Giaschi-Pacini reports that she is currently awaiting a memo from Town of Bracebridge Public Works Engineering Technologist, A. Stacey outlining the work that will be completed with the \$800 000.00 in G8 Funding.

9) **EXTRA BUSINESS**

a) Reggae in Muskoka

C. Kelley reports she is in talks with R. Roe who is an individual that currently runs a Barrie event call Caribfest who would like to create a new event in Bracebridge called Reggae in Muskoka. The event would feature the sounds and tastes of the Caribbean. The event in Barrie has grown from 2000 visitors in its first year to over 35 000 last year. If the event was to occur it would be after the Barrie event in late August. C. Kelley will keep the board informed as more details are confirmed.

b) Snow Removal Pilot Project

M. Brazier reports that the BIA will be attending a meeting with the District of Muskoka and the Town of Bracebridge to discuss the upcoming snow removal project.

c) Window Decorating Course

M. Brazier reports to the board that the arrangements have been made with Georgian College to hold a 2 night Creative Window Display Course for BIA’s members. The cost of the course will be \$90 and will be held on November 2 and 9th from 6 pm until 9 pm. T. Larkman will work the Georgian to offer additional courses in the winter months.

d) Georgian College Bursary/Scholarship Fund

T. Larkman informs the board that she has been approached by Georgian College to have a scholarship or bursary fund put together. The board determines that this is not a BIA mandate and would not like to proceed with setting something like this up. T. Larkman will inform Georgian College of the board’s decision.

e) BIA Member Complaint

T. Larkman advises the board that she has recently been informed of a complaint received via the Town of Bracebridge regarding one of its members, The China Garden which is located at 29 Monck Road. The nature of the complaint is that the China Garden feels they have not received any benefits when it comes to being a BIA member and would like the Town and the BIA to review the boundaries. Upon a discussion the board determines that the restaurant does benefit and that to realign the boundaries would not be recommended. The board requests that T. Larkman outline the benefits and M. Brazier, Councillor L. Giaschi-Pacini and T. Larkman will go and visit with the owner L. Luc to discuss it. T. Larkman will set the meeting with the member and C. Kelley will confirm that the China Garden is in fact included in the boundaries for the Façade and signage improvement program.

f) Annual General Members Meeting

Board chooses December 1, 2009 as the date for the Annual General Members Meeting and determines that \$1000.00 would cover the costs to hold this meeting. T. Larkman will research locations and serve notice to the members of this upcoming meeting.

g) 2010 Olympic Torch Relay

C. Kelley provides an update about the upcoming Torch Relay and indicates that the festivities will occur in Memorial Park on December 30, 2009. The actual route of the torch has not been determined and she will report on that once confirmation has been received. A poster contest is being rolled out to the schools.

10) SCHEDULING OF THE NEXT MEETING

The meeting was adjourned at 8:20 p.m. The next meeting was the Annual General Members ("AGM") meeting **December 1, 2009 starting at 5:30 pm.** No board meeting scheduled prior to the AGM.