

## MINUTES

**Business Improvement Area Board Meeting  
September 15, 2009  
5:15 p.m., The Dairy Bar- 9 Manitoba Street**

**1) CALL TO ORDER**

President M. Brazier called the meeting to order at 5:15 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

**Regrets:**

R. Purvis  
M. DaPonte

**Staff:**

T. Larkman

**2) DELEGATIONS AND PRESENTATIONS**

Nil

**3) CONFIRMATION OF PREVIOUS MINUTES**

Moved by: Councillor, L. Giaschi-Pacini  
Seconded by: K. Nickel

That the minutes of the Board of Management held on July 28, 2009 be confirmed.

**CARRIED**

**4) BEAUTIFICATION**

**a) Renewal of Seasonal Flower and Maintenance Tender**

M. Brazier reports Season's in the Country has indicated that they wish to accept the BIA's offer to extend the Seasonal Flowers and Maintenance tender for an additional two (2) years. M. Brazier indicates that Season's in the country has a concern about staffing levels and might have an issue with picking up and dropping off the barrels. M. Brazier indicates that JAC would assist Season's in the Country if an issue arises. T. Larkman is awaiting a letter from Season's in the Country confirming its intent.

**b) Way-finding Signage**

T. Larkman provided a sample of the way-finding signs. Board requests that the ampersand (&) sign is reduced in size. No other changes required signs can be printed.

**5) EVENTS**

**a) Colourfest**

T. Larkman provides an overview of what will be happening at the event.

- Walking Tour
- Bracebridge Idol

- Restaurant tour
- Pumpkin Baking Contest
- Empty Bowls Fundraiser for Manna Food Bank
- Art in the Heart Artists on Chancery Lane
- Fun Inflatable's for the Kids
- Face Painting

**b) Santa's Moonlight Shopping Party ("SMSP") featuring the Festival of the Lights ("FOL")**

S. Rueger informs the Board of Management the FOL committee and SMSP have started to meet to discuss the 2 events. S. Rueger also mentions that the SMSP committee expressed their interest to continue with the poster that was designed last year. The Board of Management confirms that they would support this request.

**c) February Blowout Event**

T. Larkman requires confirmation on the format and date of the February Blowout event. The Board of Management determines that the budget and more importantly the volunteer base would not support a winter carnival type event which was suggested at a past meeting therefore decides that the event will follow the same format as previous years with a similar budget.

Moved by: Councillor, L. Giaschi-Pacini

Seconded by: S. Rueger

MOTION:

That the date for February Blowout be set for Saturday February 20<sup>th</sup>, 2010

**CARRIED**

**6) MARKETING**

T. Larkman reports that the Burton Box poster will be expiring after Thanksgiving and that she will be replacing the poster just after that date.

**7) HEALTH AND SAFETY**

NIL

**8) COUNCIL UPDATE**

Councillor, L. Giaschi-Pacini reports that the General Committee has approved the BIA's request to bag the parking meters for the month of December with the stipulation that the Board of Management chooses a charity of their choice to support for the month and that the members collect these donations within each of their store locations. This decision has been approved by General Committee but still needs to be ratified by Town Council.

**9) EXTRA BUSINESS**

**a) BIA Members Concern regarding the Farmer's Market**

M. Brazier indicates she recently spoke to a BIA member who voiced a concern regarding the vendors at the farmer's market. Their concern was that in the past season they have noticed several non food vendors that are selling women's clothing and other items that you would not traditionally see at a "farmer's market". This member wanted to know if there are any stipulations on what type of vendor could participate. Councillor, L. Giaschi-Pacini indicates that there is a certain percentage that does not need to be designated. Also C. Kelley indicates that the market has recently hired a new manager/coordinator to manage the vendors.

**b) Street Banner's**

T. Larkman reports that she is currently researching new street banners for 2010.

**10) SCHEDULING OF THE NEXT MEETING**

The meeting was adjourned at 6:15 p.m. The next meeting is scheduled for **October 27, 2009 at 6:15 p.m.**