

Minutes: The Thornbury Business Improvement Area Meeting



MEETING DATE: Wednesday, August 2, 2017
MEETING TIME: 8:00 a.m.
LOCATION: Town Hall Council Chamber
PREPARED BY: Donna Gorrie, Recording Secretary

A. Call to Order

- Chair George Matamoros welcomed everyone and called the meeting to order at 8:07 a.m. with Board of Management Directors: Casey Thomson, Leslie Lewis, Kathryn Brown, Tony Poole, Renee Desrochers, Melanie Johns and Councillor Seguin in attendance. Absent: Skot Beaumont. Also in attendance were Events Manager for the Thornbury Business Improvement Area (BIA), Sarah McNulty and Director of Community Services, Shawn Everitt, Josie Poole of Sincerely Yours Boutique. Communications and Economic Development Coordinator Elizabeth Cornish arrived at 8:40 a.m.
- **Approval of Agenda**
Moved by: Councillor Seguin Seconded by: Kathryn Brown
THAT the Agenda of August 2nd, 2017 be approved as amended with the addition of C.5 Jazz by the Bay support. Carried.
- **Declaration of Pecuniary Interest:** none
- **Previous Minutes**
Moved by: Leslie Lewis Seconded by: Casey Thomson
THAT the Minutes of the July 5, 2017 meeting be approved. Carried

B. Deputation: none

C. Meeting

C.1 Upcoming events review: Sarah McNulty
Sarah gave an overview of the events with the current main focus on the Street Dance to be held on August 25th from 5:00 p.m. to 9:00 p.m. Meetings are ongoing and there will be activities for the entire family, food on site, music by Little White Lies and the event will be much the same as in the past. There will not be a licensed area this year due to time restraints. Print material will be out by this weekend.

Discussion took place with suggestions that planning for this event should begin in October of the previous year. Sarah explained that they'd started later this year

because of requests for changes. Questions regarding the lateness of print material also. There will be posters, cards, Facebook promotion along with some radio promo before and during the event (on-site.) Suggestion of a mail drop and Sarah will look into this.

Casey would like a BIA group email encouraging them to stay open during this event and she feels there is an interest in this event having a lot of inquiries about it thus far.

Apple Harvest Festival: The committee has been meeting and there is a RTO7 request for funding specifically used to market the Thornbury area. Gail Ardiel has also been involved and is connecting with agricultural sector for this year's event.

One of the 2016 targeted, identified issues is to have the print material out earlier in 2017. Leslie emphasized the timeline for print materials is important with a Labour Day deadline in place.

C.2 Purchase of Tents: George Matamoros

Sarah suggested that 10 x 10 sized tents would be a good start adding to the current 2 that the BIA have. The cost is approximately \$450 each and meet the Fire and Safety regulations. If a logo is placed onto them, the price rises to approximately \$1200.

Tony questioned if renting versus buying had been researched.

Discussion ensued.

Casey suggested some pricing first before the BIA agrees and it was mentioned that it would be good to have some identifier ie. flag, or banner stating it is the BIA.

C.3 Review of Strengths and Weaknesses/way Board Functions: George Matamoros

George stated that he would like the Board, and the BIA members to become more involved with a sharing of ideas and planning. Since the BIA mandate is limited, he suggested that they reserve some time during Board meetings for strategic planning. It becomes difficult to make plans outside of Board meetings and the BIA is subject to the rules of Council and not more than 5 members can meet at any given time.

Renee relayed that she, and others felt that the 8:00 a.m. meeting time can be challenging for other members, and that after work hours would be preferable for some. Casey, and Kathryn felt that the need to have someone with strategic planning meeting experience to lead the meeting.

Leslie asked if there is anyone in the membership and Tony mentioned that he has, and could assist but that there is value of having an outsider to do this. George then asked those present if the BIA should spend money on this and they agreed. Tony will follow up with his suggestion.

C.4 Video update: Elizabeth Cornish

Elizabeth brought the Board up to date on the videos that will be produced highlighting the culinary destination, and the arts for Thornbury and Clarksburg areas. She mentioned that RTO7 has a videographer, and that this video will happen but in a different way but will have a shortfall on the digital marketing side. There is no cost for the BIA. Elizabeth would like a couple of people representing the BIA to offer suggestions and input and help to coordinate this.

Casey felt that the BIA should be involved in order to have access to the videos to share with members, and to post on websites etc. since partnership is a good idea.

As a side note, George asked Casey where the Board stood with regards to the banners. Casey, and George suggested that other board members might want to pick up this area since Casey's involvement has increased in other areas for the BIA. It was decided that Melanie and Renee would assist Leslie, and Casey.

C5. Jazz by the Bay.

Currently the Jazz by the Bay (which takes place at Bayview Park) is seeking financial support with sponsorships. It is something that is very well attended by the community, and visitors but it is not a BIA event and discussion centered on the issue of supporting an out of BIA area event. Shawn mentioned that the town does support the event. Leslie mentioned that she felt there were a lot of supportive community members that included businesses themselves that could support it. After a show of hands it was decided that the BIA would not offer sponsorship mainly because it is held outside of the realm of the BIA's mandate.

Shawn brought to the Board's attention that the County was planning a Shave and Pave which could be taking place in August. He is attending a meeting on August 9th regarding the county's scheduling. Shawn will send the BIA Directors the information once he receives it. Casey suggested that this Pave and Shave be after Labour Day, and before Thanksgiving mainly because of the very busy summer season for the BIA businesses. It was suggested that the BIA direct a letter to the County, and also to Council pushing back this since it might be occurring in August. George will draft a letter and asked Shawn to forward the individuals names that need to be notified.

D. Adjournment

Moved by: Leslie Lewis

THAT this Board does now adjourn at 9:10 a.m. to meet again Wednesday, September 6, 2017 at 8:00 a.m. Town Hall, Council Chamber or at the call of the Chair.