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Minutes: The Thornbury Business Improvement Area Meeting



MEETING DATE: Wednesday, October 4, 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 8:03 a.m. with Board of Management Directors present: Casey Thomson, Skot Beaumont, Kathryn Brown, Leslie Lewis, Tony Poole, and Renee Desrochers. Absent: Councillor Seguin, and Melanie Johns arrived at 8:25 a.m. Also in attendance were BIA Events Manager Sarah McNulty, Director of Community Services Shawn Everitt, Galen Ireland of Galen Ireland Dance Studios, Patti Di Florio from the Dam Pub, Nicole Craig of Cherchez la Femme, Josie Poole of Sincerely Yours, Heather Carroll of the Loft Gallery, Paul Stewart of The Artisan Gallery and Ted Sivell, Artist.

Approval of Agenda

Moved by: Tony Poole

Seconded by: Kathryn Brown

THAT the Agenda of October 4, 2017 be approved as amended with the addition of C.4 Women Entrepreneur Event. Carried.

- **Declaration of Pecuniary Interest:** none
- **Previous Minutes**

Moved by: Casey Thomson

Seconded by: Leslie Lewis

THAT the Minutes of the September 9, 2017 meeting be approved. Carried

B. Deputation: none

C. Meeting

C.1 Upcoming events review:

Sarah McNulty gave an update of the Apple Harvest Festival planning. Trying to ensure that signage and print materials are arriving on time, and decorating. This year there will be 2 additional support staff to assist with on site work. The Arts and crafts for the children will be held at Town Hall.

Gail Ardiel will be helping with the apple education on Saturday and hopefully Sunday during the Farmers' Market. New recipe cards will be handed out. Though the weather

isn't looking very favourable, we can hope for the best. Even with unfavourable weather in 2016, we saw significant traffic.

The Regional Tourism Organization 7 (RT07) promotion on Facebook and via digital media is getting good traction.

There will be a free shuttle bus between the Municipal office in Thornbury to Blue Mountain Village this weekend. It will run every half hour.

The apple education will be in the parkette and also at the Farmers Market on Sunday. Display banners will be used this year. Biggest challenge seems to be keeping the apples in the actual display since visitors think they're also free to take.

Fish Ladder: Ministry of Natural Resources (MNR) will be on site this year Sunday and Monday from approximately 10 a.m. to 2 p.m. There is a brochure rack on the building, and there is also one on the Riverwalk. It was suggested that they should be checked, and restocked throughout the weekend.

Casey suggested that a reminder be sent out to BIA members requesting them to remain open during this event for we are in a tourist destination.

Shawn also mentioned a sponsorship with Earth Power from Meaford to have Orchard equipment on site in Thornbury (on green space near Riverwalk) and in the Village.

Tony asked if there were special parking arrangements and there is nothing specific. The BIA may want to look into shuttles in the future.

There will be a Trail counter on the trestle bridge, and at the top of Riverwalk year-round. Hopefully another 3 will be placed in strategic locations. Approximately 6500 people walked over the trestle bridge last year during the Apple Harvest Festival. George asked if the gate at the fish ladder could be one of the locations since the space has been made more accessible. Shawn stated that he planned to have one at the fish ladder, and the Hester St. Parkette.

C.2 Strategic Plan Update: George Matamoros

George would like to make it inclusive and encourage the membership to participate so the current challenge is deciding days and times to try to include a larger participation from the membership. Tony opened it up to the directors and members present asking for their preferences of time slot, but there was no consensus. Tony and George will meet with the Consultant and they may begin early December or the start of the New Year. The committee will put together a preliminary set of questions and email them out to start the process.

C.3 Winter Banner update: Committee

Ted Sivell showed a grouping of original artwork that may be considered for banners. Discussion about the visual aspects of the banners and what they communicate took place. The design was referred back to the committee for further development. The committee of Casey, Renee, Leslie, Melanie and Keith will meet and move forward.

C.4 Women's Entrepreneur Event: Casey presented information on an upcoming event that the BIA members received in a group email. On Thursday, November 2nd, from 5:30 p.m. to 8:30 p.m. "A Learning & Networking Event for Women Entrepreneurs" will be taking place and held at SiSi, 27 Bruce St. S. Space is limited and registration is via online.

D. Adjournment

Moved by: Leslie Lewis

THAT this Board does now adjourn at 8:44 a.m. to meet again Wednesday, November 1, 2017 at 8:00 a.m. Town Hall, Council Chamber or at the call of the Chair.