

mentioned he'd collected donations from the dunk tank which have been given to the Beaver Valley Outreach. He enjoyed the experience and felt many others did also. Mr. Halos mentioned he personally didn't like the band that much. Keith Turner suggested that a one page event summary and a post event analysis be drafted and applied in planning the event next year.

Apple Harvest Festival: We are once again frustrated by the BMVA's delay in providing marketing materials for AHF. Posters are expected next week and there are only six weeks until the event.

Shawn mentioned that new this year will be a public transit system from the village to Thornbury running hourly from approximately 10 a.m. to 4:00 p.m. on Saturday, Sunday and Monday Also, staff from the Ministry of Natural Resources (MNR) will be at the Fish Ladder for portions of each day to answer questions. In spite of the frustration about timelines and deliverables Shawn mentioned that there's been a lot of good work that has taken place with new plans for 2017 but felt that communication was getting bogged down in details. He suggested getting the information out earlier on social media, adding details as they become available, and that posters and brochures can come later.

C.2 Website update: Skot Beaumont mentioned that the website is live and looks great for the most part. It has been a challenge to get members to view their posts and provide the correct logos. Casey expressed concern about the quality of some of the business logos and how bad some of them look. For now the bad logos will be replaced with a no photo available message and Donna will contact a few of them each day to try and get a proper logo. George suggested that BIA members undervalue the BIA website and do not realize the sizeable number of hits that it is getting.

C.3 Strategic Plan Update: George Matamoros

Tony Poole and George met with Mike Pickering who will help the BIA through this process. Ideally as many members as possible should be involved in the process as well as the Board. The mandate, vision, and the mission are all on the table to be discussed and amended as necessary. The initial plan is to have a series of meetings at different times to give as many members as possible the opportunity to speak about what they would like the BIA to be. Meetings will likely be held beginning in November. The directors were encouraged to spark interest within the membership and to encourage members to participate.

C.4 Winter Banner update: Committee

Casey mentioned that the Canada Day flags are to be left up until spring when a new campaign will be needed. The committee seems to have come to a dead end and a new strategy is needed.

C.5 Economic Development Advisory Committee (EDAC): Casey gave an overview and as Chair explained that there's one more year to the group. They appear in front of council three times a year in order that council will be reminded of the transportation issues for this region.

Also of concern is the Day Care issue with 50 children currently on a waiting list. There is also a shortage of after school care spaces. This issue affects all of those who work and live within the area. She's met with the Beaver Valley Outreach (BVO) and along with Shawn, who is currently the Acting CAO for the Town of The Blue Mountains, and Elizabeth Cornish, county reps and more and they have organized a town hall meeting on this issue, slated for Wednesday, September 20th at 7:00 p.m. in Clarksburg with round table discussions. Casey also discussed the struggles within the Clarksburg business community and the EDAC members are meeting with businesses in that area. George mentioned that there were a lot of young families present at the summer dance, which highlights the importance of this issue in attracting and retaining a younger demographic in Thornbury. Casey stated that statistics show that Thornbury could double its population within 10 years. Within her shop she is finding that younger families are moving here, not just the baby boomers but their children and their grandkids and that this could be the beginning of something. George mentioned Elizabeth Cornish's request for participation to help with the promotional video and Keith Turner will help in this area. Shawn stated that the August Shave and Pave has been postponed to the end of September or beginning of October. Skot asked about the Ontario BIA Association conference which will be held in Collingwood in April 2018. A tour of Thornbury will likely be a part of this conference and George will reach out to Sue Nicholson to see what their needs are and our BIA will form a committee.

D. Adjournment

Moved by: Melanie Johns

THAT this Board does now adjourn at 8:52 a.m. to meet again Wednesday, October 4, 2017 at 8:00 a.m. Town Hall, Council Chamber or at the call of the Chair.