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Minutes: The Thornbury Business Improvement Area Meeting



MEETING DATE: Wednesday, May 3, 2017
MEETING TIME: 8:30 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 8:31 a.m. with the Board of Management in attendance except for Skot Beaumont and Casey Thomson. Also in attendance were Events Manager for the Thornbury Business Improvement Area (BIA) Sarah McNulty and Director of Community Services, Shawn Everitt, Communications & Economic Development Coordinator Elizabeth Cornish, Tony and Josie Poole of Sincerely Yours Boutique, Melanie Johns of King's Court, and Renee DesRochers of Adorn II.

- **Approval of Agenda**

Moved by: Leslie Lewis

Seconded by: Kathryn Brown

THAT the Agenda of May 3, 2017 be approved as circulated. Carried.

- **Declaration of Pecuniary Interest:** none

- **Previous Minutes**

Moved by: Councillor Seguin

Seconded by: Leslie Lewis

THAT the Minutes of April 5, 2017 be approved as circulated. Carried.

Annual General Meeting 2017 Minutes

Moved by: Kathryn Brown

Seconded by: Councillor Seguin

THAT the Thornbury BIA AGM Minutes of March 29, 2017 be approved as circulated. Carried.

B. Deputation: none

C. Meeting

C.1 Events update: Sarah McNulty

Sarah mentioned that things are moving along with the upcoming events and there are no major changes since last month. Continuing to attend upcoming meetings.

George mentioned the Meaford Big Red Chair Tour initiative with Shawn giving a brief explanation and the fact that it is a regional approach with Grey Sauble, and the Village of Blue taking part. If Thornbury takes part, it will be located somewhere near the fish ladder/town hall area and the chairs are being made by the Georgian Bay Community School students.

Leslie mentioned that she sees a lot posts for the Big Red Chair Tour on social media and thought it a great idea. George asked if the board was in favour and the minutes now reflect that the BIA supports placing a Red Chair in the BIA area.

Tony Poole asked if there was any liability exposure and Shawn indicated that there would be an agreement with the Municipality of Meaford and they will be responsible for this.

C.2 Apple Harvest Festival (AHF): Elizabeth Cornish

The Blue Mountain Village Association (BMVA) has expressed concern that the BIA's involvement in the AHF is too spread out and tired, too carnival like, needs more music, and apple farmer involvement. Elizabeth presented that RTO7 offers money and support to improve events, and that the Town is prepared to provide financial support to implement new ideas for this festival. The AHF committee currently meets monthly, chaired by Shawn Everitt, and the committee includes Deputy Mayor Ardiel, Sarah, Leslie and a representative from The Thornbury Cidery. Deputy Mayor Ardiel has agreed to reach out to area Apple growers for more involvement this year. Part of RTO7's support includes a digital marketing campaign. Councillor Seguin clarified that the festival committee is a sub-committee and that the Town's involvement is not to lead the committee, but to assist in some additional funding for one year. Elizabeth added that the support would be up to \$2000 for one year only and that if the idea was successful, the BIA would then have to carry on out of their budget. George noted that the initiative supports the improvements that the festival wants to achieve, and asked whether there was any objection to Elizabeth's proposal. All the directors supported the initiative.

C.3 Intercept Survey in Thornbury/Clarksburg: Elizabeth Cornish

The BIA has at times identified Intercept Surveys as a "want to do" but the cost has kept them out of reach. for the BIA funding was not there. Since there is no actual data of where visitors are coming from, this is an idea that might be needed.

George felt that since the data is not currently known, it could help with future promotions and marketing.

Depending upon how detailed it could cost \$5,000 to \$10,000 and Elizabeth is willing to go after some funding and matching Town funds.

George questioned the full need though he would like to know the numbers, and wondered how we might be able to put results into action.

Elizabeth stated that it would be the town putting the money along with RTO7, and the province. It would also assist Grey County with stats needed.

George welcomed the idea. No funding would be coming from the BIA and as long as someone uses or could use the information found.

Discussion ensued and Elizabeth will approach RTO7

George felt that the Olde Fashioned Christmas would be a better event for the BIA and would be in favour of any intercept survey.

Tony Price stated that he felt it would be valuable to do it, and to obtain the information. Elizabeth will follow up on this.

Also Elizabeth mentioned the idea to create a video of Clarksburg and Thornobury areas and the concept behind this would be that we create the storyline and that they would produce the short 60 second video focusing on specifics with no cost to the BIA and it would then be used in a digital marketing campaign.

A small committee of 3 or 4 people deciding the storyline and then applying for funds.

Leslie stated that she fully supports any initiative like this having had the experience.

Elizabeth can access the money up to the end of the year.

George stated that the BIA supports this endeavour.

Elizabeth discussed On the Bay magazine doing a large local food, as a culinary destination and asked if the BIA wished to be involved. Approximately \$200 with matching funds from the Town.

George mentioned that during the BIA budget discussions it was agreed that they would not fund specifics, but would focus solely on events

D. Adjournment

Moved by: Kathryn Brown

THAT this Board does now adjourn at 9:21 a.m. to meet again Wednesday, June 7, 2017 at 8:00 a.m., Town Hall, Council Chamber, or at the call of the Chair.