

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.