



Minutes

Thornbury Business Improvement Area

Meeting Date: January 9, 2019
Meeting Time: 8:00 a.m.
Location: Town Hall, Council Chambers
Prepared by Donna Gorrie, Recording Secretary

A. Call to Order

George Matamoros welcomed everyone and called the meeting to order at 8:04 a.m.

In attendance were BIA directors Tony Poole, Renee DesRochers, Melanie Johns, Rob Potter, Matt Cundy and Leslie Lewis. Regrets were sent from: Keith Turner. BIA Events Manager Sarah McNulty, Acting Director of Community Services Ryan Gibbons, Communications and Economic Development Coordinator Tim Hendry, Josie Poole of Sincerely Yours, Spencer Sgro of 15 Harbour St., Rob Uhrig of Bruce Street Technologies, Marti Williams of Gyles Sails and Marine, Susan MacDonald of C & G Solid Wood Furniture were also present.

A.1 Approval of Agenda

Moved by: Tony Poole

Seconded by: Renee DesRochers

THAT the Agenda of January 9, 2019 be approved as presented. Carried.

A.2 Declaration of Pecuniary Interest and general nature thereof: none

A.3 Previous Minutes

Moved by: Tony Poole

Seconded by: Renee DesRochers

THAT the Thornbury BIA Minutes of December 5, 2018 be adopted as circulated. Carried.

B. Deputations: none

C. Meeting

C.1 Events Committee/update on Olde Fashioned Christmas: Sarah McNulty stated that the feedback to date has been relatively positive and those attending had a great time. Thank you to Lifestyles North for their financial support for the horse and wagon rides.

The horse and wagon and the reindeer have been reserved for 2019. The music on the main street was better, our new Santa was excellent, as were the cutouts for photo ops. which afforded many a great lasting memory, and a lot of social media exposure. Though attendance in the Town Hall seemed slightly less than in 2017, it might have been that the flow was different, though Sarah had heard of people not attending this year because it was too congested in the Town Hall in 2017.

Sarah mentioned that it was a challenge to stay within the budget as suppliers have increased their prices. To grow this event, to add new animations and activities the budget should be reviewed or revamped from the top down.

George asked who collects the money for the sponsorships and Sarah replied she does.

Tony thanked Matt for his work on the cutouts. Sarah stated that there's a lot of activity after the actual events themselves offering great photo opportunities to share their lives with others and memories of Thornbury. The Thornbury sign may need to be replaced since it was created for 1 event and has lasted for 7 so far. Cutouts are stored in the storage building, and the large wreath will be in Matt's shed. Firepots may need replacing.

Susan mentioned she was open all day and found it extremely busy during the day, even more than in the past and Renee felt the same.

Robert Uhrig mentioned the possibility of having a hotspot in the downtown core. Josie heard people wondering whether Santa could be moved closer to the main street, and Axe relocated as they were intimidated by the flying axes. George mentioned that the hut is dropped off the day before and then taken away the day after and cannot be located on the street.

Councillor Potter asked when the BIA considers the budget work to begin, and George stated this process will begin next month.

Sarah mentioned there was a good increase of volunteers this year for this event.

C.2 EmployerOne 2019 Business Survey: Tim Hendry

Tim mentioned that the Town of The Blue Mountains is partnering with the Workforce Planning Board of Waterloo, Wellington, Dufferin to take part in the EmployerOne business Survey that collects information from small business owners for this area in order to collect data that will possibly open up some funding opportunities and future workshops. Up-to-date business statistics are hard to collect but this opportunity will allow the Town to piggy back on the main survey. Discussion of the opportunities and some programs that are a result of surveys took place. Tim will email Donna for distribution to the BIA board, and the members for their input.

George asked about getting results specific to The Blue Mountains, and Tim mentioned that we would be grouped in the South Georgian Bay region.

C.3 Election of Chair, and Vice-Chair:

George Matamoros discussed the need to nominate a Chair and Vice-Chair for the Board of Management for the 2018 – 2022 term. He offered to continue as chair but then asked if any directors would like the position. Since no one came forward:

Moved by: Councillor Potter

Seconded by: Tony Poole

That the Board of Management elect George Matamoros to serve as the BIA Chairperson from 2018 to 2022. Carried

George then stated that a Vice-Chair is needed to be elected and their role is to fill in for the Chair when the chair is absent, or resigns.

Moved by Melanie Johns

Seconded by: Leslie Lewis

That the Board of Management elect Tony Poole to serve as the BIA Vice Chair for the 2018 to 2022 term. Carried

C.4 Review of BIA Procedural By-Law:

George explained the existence of the BIA and how it is governed by the BIA By-Law and that that its business must be conducted in accordance with the Procedural By-Law. The documents were shared with the directors and they outline what the responsibilities are, what the purpose is, and includes a map of the BIA area. The role of the BIA is limited to the beautification and promotion of the area. As an example, the board meeting date and time is set out in the bylaw. We are also subject to the Town's policies. One of the areas to be explored is how much we can call on staff to help with the work of the board.

C.5 Preliminary Strategic Plan –events, improvements:

George lead the discussion by asking the directors to identify which area/role they would like to focus on and that he would like to formalize some committees at February's meeting. The budget committee will need to know what each of the other committees are planning in order to present a realistic budget. The banners were just replaced and will hopefully last 3 years, but the flowers need to be ordered in February. Other areas are decorative lighting, and improvements to the eastern entrance to town. George stated that he would like the events to be reviewed to be sure that they are serving the purpose that they are intended for, and that a couple of new ideas have come forward. George also suggested asking the Town to help look for grants that support events, and that a meeting with Tim and Ryan to clarify areas where the board may ask for help from Town staff. Tim mentioned that with regard to measuring attendance at events there may be an opportunity to tap into the marketing research program at Georgian College and he would get back to us on this for support with metrics. Ryan supported the need to meet with Tim and George to review ways in which the Town can support the board.

D. Adjournment

Moved by: Leslie Lewis

Seconded by: Tony Poole

THAT this meeting does now adjourn at 8:46 a.m. to meet again on February 6, 2019 at 8:00 a.m. at The Town of The Blue Mountains Council Chamber or at the call of the Chair.