



Minutes

Thornbury Business Improvement Area

Meeting Date: February 6, 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 8:07 a.m.

In attendance were BIA directors Tony Poole, Renee DesRochers, Melanie Johns, Rob Potter, Matt Cundy, Leslie Lewis, and Keith Turner. Also in attendance were BIA Events Manager Sarah McNulty, Acting Director of Community Services Ryan Gibbons, Communications and Economic Development Coordinator Tim Hendry, Joe Halos of King's Court, Spencer Sgro of 15 Harbour St., Susan MacDonald of C & G Solid Wood Furniture, Joan Jackel of Jessica's Book Nook, Jane Grahek of Furbelows, Casey Thompson of The Cheese Gallery, and Lisa Farano of Elephant Thoughts.

A.1 Approval of Agenda

Moved by: Keith Turner

Seconded by: Leslie Lewis

THAT the Agenda of February 6, 2019 be approved with the additions of: EDAC (Economic Development Advisory Committee), Ontario Curling event and Board/members. Carried.

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

A.3 Previous Minutes

Moved by: Tony Poole

Seconded by: Councillor Potter

THAT the Thornbury BIA Minutes of January 9, 2019 be adopted as circulated. Carried.

B. Deputations

Lisa Farano gave a presentation outlining a proposal to bring the Indigenous Life Festival, a community event, to Thornbury in the coming year. The goal would be to create lasting connections with Indigenous communities and local Indigenous partners, create more awareness and understanding about the history of Canada and Indigenous people, and to attract visitors to Thornbury. The full proposal for three events, including two film presentations, would require a budget of

approximately \$12,765. This budget can be scaled up or down depending on available funds. A similar event has been presented at Blue Mountain Village for the last two years, attracting large crowds. An example of what might take place for Thornbury could include: the Little Creek singers, a drum circle, food presentation, elders, speakers, information about the communities and include a workshop. It could be a combined outdoor/indoor summer event with the film series taking place later on. It is an opportunity for Thornbury to welcome their own Indigenous families and to connect with their communities, breaking down barriers and making communities healthier.

Discussion ensued.

George thanked Lisa for the presentation.

C. Meeting

C.1 Ontario Business Improvement Area Association (OBIAA) Conference: George Matamoros

George asked if any of the board members would like to attend the conference slated for March 31st –April 3rd in Ottawa and encouraged everyone to consider it. The conference offers a lot of important information ranging from the Municipal Act, street decoration, events, and relationships with municipalities, workshops, guest speakers and offsite visits. If directors are interested this would need to be worked into the budget.

C.2 Flowers and lighting: George Matamoros

The hanging baskets need to be ordered in February and the Town needs to have the BIA's approval to go ahead. Since the 2019 budget has not been set, this decision of approximately \$5000 will be required prior to the finalizing of the budget.

George asked if there was any opposition before proceeding. Tony suggested that they just continue, and Leslie stated that she liked what she'd seen last year.

Moved by: Tony Poole

Seconded by: Leslie Lewis

That the Thornbury BIA approve the ordering of flower baskets for the lampposts. Carried.

Lighting: The BIA asked The Landmark Group for quotes to address the inconsistency with regards to the wrapping of the lampposts in lights, as well as ideas and estimates to add winter decorations to the lampposts and the Trestle Bridge.

In general terms the quotes were approximately \$12,000 to supply and install new mini lights on 96 poles and guarantee them for two years. The cost to maintain them would be \$332.50 per month.

The estimate for winter themed ornaments was between \$166,000 and \$300,000.

The estimate to wrap the lampposts on the Trestle Bridge was \$1,100.

Trestle Bridge summer LED rope lights \$900

Trestle Bridge winter ornaments \$4,600.

George asked Ryan to find out what was spent on maintaining the lights in 2018.

Discussion ensued. The \$12,000 would make all the lampposts consistent. Right now the strands are of different brightness and many post don't have any working lights at all. With the two year warranty, this expense can be amortized over two years. We may have to look at installing dawn to dusk timers to simplify the operation, and Ryan stated that it was a decision for the BIA to make. Joe Halos asked what would happen to the lights being replaced and Ryan advised that they would likely be sold off on one the municipal surplus sites. The lighting and flowers were delegated to the Décor committee to bring a recommendation back to the March board meeting.

C.3 Summer Parkette music: Leslie Lewis

Leslie asked the directors if they wished to have parkette music running for the summer of 2019. It had been successful in the past and included Busker Sundays in 2018. It would be good to secure the performers/artists soon.

George stated that he would like a draft budget at the March meeting and this decision should be made in the context of the whole budget. Music costs approximately \$2000.

Deferred to the March meeting.

C.4 Destination Development Association - Resource Centre: Leslie Lewis

Leslie presented information on an online tool and business resource website with free access until December 31, 2019. There are numerous webinars with information on store decor and vision, a healthy downtown, revitalization tools, events and activation, being a successful destination - all of these are just a few topics available. There is also access to other members in the network, open discussions with other members, a resource centre that hosts everything from marketing and branding, to finding funds and case histories. Roger Brooks, Co-Founder of Destination Development Association, is a wonderful guide to helping you reach your business goals. A BIA email will be sent out to members to let them know of this great resource.

<https://www.destinationdevelopment.org/cpages/home>

C.5 Summer Road Closures: George Matamoros

George deferred to Casey Thompson who presented the idea of closing off Bruce Street from Louisa to Highway 26 and creating a summer walkway. Having done a little investigation from discussing the idea with some of the BIA members and the CAO, she noted there are concerns regarding traffic and parking and how this idea would affect the surrounding roads. Since there is a lot of work to be done, this would not be happening for 2019 but could for 2020 if the work was to begin now through a coordinated effort with the businesses, the Town, and the County.

Casey mentioned that there would be great opportunities since no one has done this in this area and it would build on the charming aspect of the community. The next step would be to develop a feasible plan together with business owners, the Town, and the County.

There has been a premature post on Facebook giving the impression that this is a done deal, which has created a lot of apprehension in the community.

Correspondence has been received by the Chair which has been passed on to the committee that will be working on the feasibility of the project. Discussion ensued.

It was mentioned that this is just at the idea phase, not a project. It was also noted that better signage for parking is needed to currently identify the free parking.

C. 6 Committees: George Matamoros

The following committees were identified: budget, events, road closures, decor, member relations, parking and signage.

Tony stated he felt that the parking concerns should be made a priority.

Each committee cannot exceed 3 board members, but can include members from the BIA membership, arrange their meetings, keep minutes and with the goal to come back to the next BIA meeting on March 6th and present what they have concluded.

Moved by: Keith Turner

Seconded by: Councillor Potter

That the Thornbury BIA appoint Melanie Johns, Tony Poole and Renee DesRochers to the Budget committee. Carried.

Moved by: Councillor Potter

Seconded by: Keith Turner

That the Thornbury BIA appoint Matt Cundy, Leslie Lewis and Renee DesRochers to the Events committee. Carried.

Moved by: Melanie Johns

Seconded by: Tony Poole

That the Thornbury BIA appoint Leslie Lewis, Keith Turner and Councillor Potter to the Road closure committee. Carried.

Moved by: Councillor Potter

Seconded by: Keith Turner

That the Thornbury BIA appoint George Matamoros, Leslie Lewis and Matt Cundy to the Décor committee. Carried

Moved by: Leslie Lewis

Seconded by: Tony Poole

That the Thornbury BIA appoint Keith Turner, Melanie Johns and Renee DesRochers to the Member Relations committee. Carried

Moved by: Keith Turner

Seconded by: Melanie Johns

That the Thornbury BIA appoint Tony Poole, Councillor Potter and George Matamoros to the Signage & Parking committee. Carried.

C.7 Economic Development Advisory Committee (EDAC): Tony Poole

The last meeting took place on February 4th with representatives from the BIA, Blue Mountain Village, and Clarksburg. EDAC follows the same term as Council, has 13 members and has had problems in the past attaining quorum. Seven members are required, and the board now includes 2 council members, one being the Deputy Mayor.

Identified areas included: jobs, and shortage of candidates. On February 21st there will be a job fair at the Bayshore Community Centre in Owen Sound that will help to address remote areas and positions needed.

An initiative to look at the land available for farming and development, and to bring interested parties together.

Attainable housing: because of it being a priority, an RFP (Request for Proposal) has been created to find someone to steer this initiative and create a strategy.

Transportation: a trial project between Wasaga Beach, Collingwood and The Town of The Blue Mountains has seen over 5,000 users. The success of this trial is critical to finding a long-term solution to the transportation issues.

Budget: to put together a strategy for economic development, defining what we mean by economic development, and looking at doing things strategically versus haphazardly.

- C.8 The Ontario Curling Championships:** Tim Hendry mentioned that the Town has received a contract from CurlON for the Ontario Championships to be held in Thornbury from March 28-31 and also utilizing Meaford and Stayner. It is expected to bring in approximately 300-400 people and Tim is currently in the process of coordinating this and it's in the planning phase, not 100% finalized. Will present more information at the March meeting.
- C.9** Keith asked if there is still one BIA board members position available and that he knows of someone interested. A notice will be sent out via the BIA group email to encourage potential members to apply.

D. Adjournment

Moved by: Tony Poole

Seconded by: Leslie Lewis

THAT this meeting does now adjourn at 9:30 a.m. to meet again on March 6, 2019 at 8:00 a.m. at The Town of The Blue Mountains Council Chamber or at the call of the Chair.