



# Minutes

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## Thornbury Business Improvement Area

**Meeting Date:** March 6, 2019  
**Meeting Time:** 8:00 a.m.  
**Location:** Town Hall, Council Chambers  
**Prepared by** Donna Gorrie, Recording Secretary

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### A. Call to Order

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

In attendance were BIA directors Tony Poole, Melanie Johns, Councillor Rob Potter, Matt Cundy, and Leslie Lewis. Also in attendance were Acting Director of Community Services Ryan Gibbons, Communications and Economic Development Coordinator Tim Hendry, Susan McDonald of C & G Solid Wood Furniture, Casey Thompson of The Cheese Gallery, Josie Poole of Sincerely Yours Boutique, David Wilding-Davies of Ashanti, Sarah Fillion, and Serena Wilgress of the Beaver Valley Fall Fair. Regrets from: Renee DesRochers and Keith Turner.

#### A.1 Approval of Agenda

Moved by: Tony Poole

Seconded by: Leslie Lewis

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THAT the Agenda of March 6, 2019 be approved with the addition of C.3 Business Events Update/Tim Hendry. Carried

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#### 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 February 6, 2019 be adopted as circulated. Carried.

### B. Deputations

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Serena Wilgress of The Beaver Valley Fall Fair committee gave a presentation about the organization and the 149<sup>th</sup> year of this event to be held on September 6 & 7<sup>th</sup>, 2019. Serena highlighted many of the activities that take place, and also explained the sponsorship levels and the hopes that the community at large will support this event. From creating window displays and other areas around the town and area, to promotion of the event in or with your business advertising, to providing window space for quilt displays, becoming a patron of the fair, an ad in their Fall Fair book, a

gift donation or even a booth rental at the event. A BIA email will be sent that includes more information and they can be reached via:  
<http://www.beavervalleyfallfair.ca>, [info@beavervalleyfallfair.ca](mailto:info@beavervalleyfallfair.ca) or via facebook: Beaver Valley Fall Fair.  
For those interested, there is a deadline for advertising by the end of March 2019.

### **C.1 Budget discussions: Tony Poole**

Tony presented a draft budget and discussions took place on a line by line basis. The events were budgeted at 2018 levels with no summer event budgeted for. The events committee has not met and will report at the next meeting. Parkette music was included in the budget.

No Director will be able to attend the Ontario Business Improvement Area Association (OBIAA) 2019 conference being held in Ottawa.

There was discussion regarding whether to rejoin South Georgian Bay tourism. Tim mentioned that there are discussions taking place by staff with regards to the fishway and will provide an update for the BIA of the exciting things happening. The Apple Harvest Festival and the Olde Fashioned Christmas will remain and financials are very close to what was spent in 2018.

George stated the BIA should get back to Lisa Farano regarding the Indigenous event for the summer and hopefully the committee will bring this to the next meeting. George would like to have an Annual General Meeting (AGM) in mid April and to be able to present this to the membership.

### **C.2 Committee Reports:**

**Budget committee:** Tony mentioned that assumptions from the committee would be that the levy would not be increased.

The board would like to see the section on the north side of highway 26 between the health clinics and the corner of Elgin St improved by installing sidewalks and pedestrian lamp posts and hopefully burying the hydro lines. This would encourage pedestrian traffic from the Thornbury Cidery to the centre of town. Ryan mentioned that there are ongoing discussions that include sidewalks in front of the cidery and will continue to monitor and report to the BIA. The BIA board indicated a desire to be a part of the planning.

Melanie stated the need for more trees, flowers and painting of the gateway signs. George agreed that the signs need work and suggested that a new sign with proper lighting might be the way to go.

**Events committee:** The committee was unable to meet prior to today's meeting. Tim spoke on the BIA's membership with Visit South Georgian Bay, looking at the opportunities and costs for the Town of The Blue Mountains and he will continue to review this. Councillor Potter stated he believed that the BIA should continue with it for 2019. George suggested that the budget committee needs to review this and felt that for the \$800 the BIA only utilized them with Fish Ladder brochure distribution and questioned the overall need versus having the Town distribute the brochures to them under their membership. Leslie asked if there was a contact that the BIA could align with since in the past there were communications errors, and a

breakdown. Tim will follow through with Visit South Georgian Bay, and stated he would be the conduit if there is a problem. Tim suggested that the BIA retain their membership for 2019 since this is a transition year for them, and he will bring a report to the next meeting with regards to this issue and asked if the BIA would like a deputation to appear at the next meeting. George stated that in the past the BIA has had the deputation, but that the issue is whether the BIA can make effective use of the membership given that we have no staff.

**Road Closure committee:** Leslie distributed the following report. Councillor Potter stated that point 3 under rationale highlights the importance of looking for improvements to help business in this changing economy. Due to time constraints, further discussion was deferred to the April meeting, and that this would be included with the Minutes so members could review the rationale. Casey mentioned the need to be connected and working together with the Town and Susan mentioned concern over access via laneways and the condition of road needs to be addressed.

*THORNBURY VILLAGE PEDESTRIAN PLAZA BIA OBJECTIVE:*

- 1. To promote; the growth of existing local businesses and the development and attraction of new businesses throughout the area designated as the BIA.*
- 2. To preserve and promote Bruce St S and the core of Thornbury (Thornbury Village) as a vital retail corridor of boutique retail shops.*

*BACKGROUND:*

- 1. There is growing competition in the Grey Bruce /Collingwood area for tourism.*
- 2. Evidence shows a decline in the number of merchants (retail, restaurant etc) on the main street, replaced by professional services.*

*PEDESTRIAN PLAZA OBJECTIVE:*

*To create a pedestrian space and experience on Bruce St. South for local residents and visitors which;*

- 1. Provides residents with a safe, car free neighborhood zone for foot and bike traffic on the main street in Thornbury where they can enjoy lingering for a summer afternoon*
- 2. Attracts visitors to the main street during the summer and encourages them to stay and enjoy Thornbury for an extended period of time vs a more transactional (in/out) experience;*
- 3. Supports / promotes our local retail businesses*

*RATIONALE:*

- 1. A Thornbury Village Pedestrian Plaza during the summer months would support the objectives stated above for an extended period of time vs the traditional summer promotion/event designed to stimulate increased visitation to the area for a short period of time.*
- 2. Evidence exists from other municipalities who have tested improved public space via Pedestrian only zones that to positive effects include; increased pedestrian foot traffic, increased retail sales (+172% increase per measuring the street study, 2012 New York), increased tourist visitation.*
- 3. Without a vibrant core, Thornbury will be hollowed out and become a bedroom community for other towns. Bruce St. South and its boutique merchants are a vital part of*

Thornbury. Evidence suggests merchants have seen declining sales over the past few years. What is being done to support them is not working.

4. Local, independent, boutique retailers enhance the vibrancy and character of Thornbury. The risk of not supporting these businesses is that they will be replaced by “retail chains” on the outskirts of Thornbury and professional services on the main street.

5. The decline of retail boutiques on Bruce St will diminish full time residents use and enjoyment of Thornbury Village and reduce the attraction of seasonal tourism.

**PRELIMINARY PLAN:**

1. Make Bruce St between 26 and Louisa a pedestrian only zone.
2. Enhance the retail experience by allowing current retailers (as a first priority) to create an outside shopping experience for their customers
3. Enhance the retail experience by inviting other vendors (farmers market type experience) to have pop-up retail presence. It is envisioned that the pop-up retailers pay a rental fee for their booth/kiosk space to be a revenue generating program and ensure the pop ups don't undercut the Village boutiques pricing.
4. Enhance the visiting / exploration experience with; events such as kids painting classes, concerts, dances, buskers, photo ops etc.

**NEXT STEPS:**

1. Present rough concept to BIA board to gain approval to further develop the concept.
2. More completely flesh out what the Thornbury Village Plaza concept
3. Identify key objections from merchants and residents
4. Create a plan to address the concerns

**Décor committee:** The committee reviewed the lighting proposals from Landmark and made the following recommendations:

1. Recommend we go ahead with the quote to standardize the mini lights on the light poles - \$11,869.42 over two years.
2. Recommend we go ahead with monthly maintenance for the light poles for two years at a monthly cost of \$332.50 – annual charge to budget \$3,990.00
3. Recommend that we go ahead with Trestle bridge lights for light poles - \$1077.70
4. Winter themed ornaments – out of our budget at this time.
5. Trestle bridge lights- will need further investigation
6. Recommend we follow up with the Town regarding lighting of the dam.
7. Flowers: Leslie met with Riverside Greenhouses and the flowers have been ordered. Red begonia in the centre with hearty wave petunia and Sweet Caroline potato vine. Petunia in bright red, purple, and yellow.

**Member Relations committee:** have yet to meet. George stated that he would like this area improved with more communication. Tony suggested a meet and greet to have people come together to discuss major issues such as parking, garbage, and snow removal.

**Signage & Parking committee:** A need to approach the town to improve the signage on the existing parking and to have more parking. Ryan mentioned they are revisiting the parking issue.

George stated a short-term solution to improved signage by summer for all parking areas would be a start. The town is looking at other properties and should increase and improve parking.

A BIA letter to council underlying the need for more parking in the town area will be sent.

**C.3 Business Events Update:** Tim Hendry presented the following opportunities for the BIA which will be emailed to the BIA members.

### **CBC Dragons Den Auditions**

Do you have the next big idea or are you interested in taking your business to the next level? This is your chance to pitch to the Dragons!

March 27, 2019 from 11 a.m. – 6 p.m.

Blue Mountain Inn Conference Centre

For information, visit: [www.cbc.ca/dragonsden/auditions](http://www.cbc.ca/dragonsden/auditions)

### **Tourism Mini Conference**

Tourism business owners from across the South Georgian Bay are invited for an inspiring and informative morning of presentations from experts in areas of Industry Trends, Maximizing Sales Performance, Best Practices, the Sharing Economy, and Strategic Partnerships. Learn about new markets, new tools and new strategies to grow your business

March 21, 2019 from 8:30 a.m. – 12:30 p.m.

Blue Mountain Resort • Tickets \$20

Learn more at: [tourismminiconf2019.eventbrite.ca](http://tourismminiconf2019.eventbrite.ca)

### **\$2,500 Digital Transformation Grant- Apply Today!**

On behalf of the Small Business Enterprise Centre and the Town of The Blue Mountains Economic Development Department, please see the following information regarding a digital transformation grant opportunity. The Digital Transformation grant provides \$2,500 to each qualifying small main street Ontario business to purchase and adopt digital tools and technologies. There are ONLY 2000 grants available until March 2020, so apply EARLY.

To start the process to apply for a Digital Transformation Grant, please visit: <https://digitalmainstreet.ca/digital-transformation-grant/>

### **New Business:**

Matt asked if Sarah's fees are identified within the budget, and it was stated they are included in each event's budget.

## **C. Adjournment**

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Moved by: Matt Cundy

Seconded by: Melanie Johns

THAT this meeting does now adjourn at 9:30 a.m. to meet again on April 3, 2019 at 8:00 a.m. at The Town of The Blue Mountains Council Chamber or at the call of the Chair.

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