

company who have stated it won't happen again. The Town Hall was not open, and people were directed to the restaurants.

An email was received regarding the time of the airshow. It was noted that thornbury.ca did not have the incorrect time listed, neither did the Town's website or the brochure.

Sarah mentioned that the overall involvement of the BIA has decreased in the past few years. All supplier arrived on time, did what they were to do, and people seemed happy but with a reduced budget for this event, we are not doing as much and therefore not necessarily keeping people in the downtown core. The current budget is too low to add more events.

Tony mentioned that he had heard good comments about the music in the back parking lot and felt that the music was well received.

C.2 Economic Development Advisory Committee (EDAC) update: Tony Poole

The committee has been looking at the objectives and strategies along with the mandate of what they are trying to accomplish. A sub committee was created since the overall group of 14 members is quite large. The current chair is Councillor Peter Bordignon. Parking, and the lack of it, the traffic congestion and the problems surrounding this are some of the things being addressed.

Tony invited those present to bring ideas forward from the BIA.

C.3 Décor/Gateway Signage and Improvements to the Parkette

Ryan stated that he is currently working with others with regards to roadways etc. and he will have something to present to the BIA possibly within the next 2 weeks.

George mentioned that the gateway signage is a fairly high priority.

Ryan stated upgrades are being looked at and will get back to us.

C.4 Committee Reports:

George spoke to the fact that ideally each committee would submit a report at least a week ahead of time even if it states that the committee hasn't met. He also stated he welcomes ideas to move things forward, making it all more efficient.

Giving the example of Strategic Planning and stating a committee is needed.

Ryan stated that there may be some opportunities to review the Town's formal report process and utilize templates to develop the proposed committee report process. The Clerk will be coming to the September meeting to provide an overview of the procedural by-law review process. Her preferred process is to have the committee review the current by-law and provide comments. When all of the comments have been received a draft by-law will be presented to the board.

Keith mentioned that he has been working on something regarding strategic planning to use as a foundation document to build on and he will present something to the board in August. George stated he will plan on dedicating a large percentage of the meeting in August towards this.

C.5 Provisional pop-ups and fees:

Returning to the question of the summer event, Keith spoke of his concerns regarding the process, the strategy, the deliverables, and the rationale behind approving to spend a large amount of money on a one day event and he is concerned about outreach marketing. He had concerns because of the lack of a committee report that the board didn't make a thorough and informed decision. He felt we owed it to the membership to include the rationale in the minutes because some members do not think an event is an efficient way to spend the BIA money.

George reminded those present that at the AGM attendees were divided; some felt a summer event should return, and some did not want one. He stated he disagreed with the statement that there was strong opposition to it, as there was also a strong comment that we need something in the summer.

The events committee will be meeting this Friday to identify a marketing strategy using social media to get the information out. There is a plan to promote the event more vigorously than in the past.

Tony stated that he felt a process is needed to be accountable to the membership. A summer event/dance with 90% that said no. It was stated that it is important to do something concrete to bring people here and didn't feel the need to be elaborate in a strategic plan.

George stated he appreciated the discussion and agreed that not including the rationale in the minutes was a deficiency. It did not mean that there wasn't one presented.

POP up businesses. Tony spoke of a number of businesses popping up during the summer and asked how does this get connected from a BIA levy standpoint.

There is a built in inefficiency in our levy format. Once a year, the levy by-law goes to council for approval, and businesses in operation on that date are subject to the levy. The landlord will then be billed for that levy regardless of what happens to that business after the levy is passed. Conversely, a business that opens after the levy by-law is passed will not be subject to the levy until the following year. The levy funds are spent to beautify and promote the area to the benefit of all members. Stores that pop up in the summer benefit from the BIA's work without contributing to that expense. It's a difficult thing to address. A possible solution would be to revise the BIA by-law to allow associate memberships which would be mandatory for any business opening after the levy by-law is passed. The Town is looking at a business registry which would make the enforcement easier.

Ryan stated that he could come back with more information for the September meeting.

Ryan asked whether the June minutes were going to be voted on, and George advised that he will speak to Corinna to find out the proper process as the minutes need to be amended with the requested information.

D. Adjournment

Moved by: Matthew Cundy

Seconded by: Tony Poole

THAT this meeting does now adjourn at 9:16 a.m. to meet again on August 7, 2019 at 8:00 a.m. at The Town of The Blue Mountains Council Chamber or at the call of the Chair.