

There will be a bus running with stops at the Marsh Street Centre, The Beaver Valley Outreach and Ryan will email Donna the bussing schedule so we can put it on the BIA website for the event. The Apple Harvest is held on Thanksgiving Weekend Oct. 12-14. There will be music in the Parkette and an apple education/display and the flyer will be out sometime soon from the Village. The bookmarks have already been distributed. From 12-4 there will be numerous activities in the downtown and at the Town Hall.

OFC: no specific meeting yet but the Town Hall will again be used. The reindeer and the horse and wagon have been confirmed along with numerous animations like in the past with many of them taking place within the Town Hall. Looking for additional animation for the main street for the evening and there will be music setup as last year for Bruce Street. After the Apple Harvest Sarah will begin working with Matt to get the website ready.

Julie mentioned that the BVO could possibly open their Treasure shop and she is in attendance to find out about these kind of opportunities.

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

A subcommittee of the Town is working on a strategic plan with the budget process being discussed and with plans for strategic planning and operational planning. They're going to establish funds allocated towards Economic development. They're currently talking about a retail gap analysis: what retail businesses are out there and what businesses are lacking. The aim is to research by talking to residents in order to engage them in the process. Understanding what is missing from service or retail standpoints allows a more strategic approach to attracting entrepreneurs. Currently working on a preliminary budget to calculate the costing involved to achieve this.

There are also plans to put together an economic plan but realize this will take some time.

Immediate things beside the retail gap analysis is the parking problem which has been identified as problematic. Besides the challenge for people to find parking, it has become an issue for the residents within the downtown area. A review and a study of the parking and then from there, find solutions such as alternatives to other parking areas, shuttles to help resolve the problem. Tony encourages anyone with ideas, or input to share them with him.

Joe Halos commented on the proposed wi-fi and thought it was an important asset for the area, and he is glad that parking is identified as a problem area.

C.3 Budget discussion for 2020: Tony Poole

George led the preliminary discussion on budget items for 2020. The gateway signs need to be updated and he is looking to the Town to give the BIA some financial estimates on the cost.

Tony also mentioned the signage, not just the gateway signs, but inside the town itself. He suggested that some of the signage should be paid by the town. Tony is looking to engage the town in this matter, which is also a part of branding, a bigger issue being that Thornbury is a small part of the branding of The Town of The Blue Mountains.

When reviewing the budget, we should look at including funds in the budget to address these issues. Councillor Potter discussed signage from the past and stated it's what happens between the meetings that matters and to come up with a plan and present it to Council and to ask for help.

The website should be reviewed and we should determine whether any improvements need to be made.

The board has previously approved the creation of a support position for the work of the BIA and would like the directors to come up with a job description. The job needs to first be posted to Town staff before it is advertised to the public.

The events committee's recommendation is to have a summer event with the rationale being that there is a long period of time between OFC and AHF with nothing to attract visitors. This should be included in the budget.

Tony gave an update on the strategic plan committee. Nicole from Cherchez has volunteered to help participate in the process, and Keith did agree to take on the initiative to work on the strategic plan and some initial work has gone into it and Tony has received that. The goal is to have a report for the next meeting.

Tim stated that he has reached out and looked into grants and that there is some strategic planning support for BIAs but the cost is approximately \$3000 depending upon how in-depth they would like. This service is provided by OBIAA.

George stated that he feels a more practical goal in mind would be to develop a plan to beautify the area. i.e. the east end of highway 26 and to identify the things that the BIA wish to beautify, and then to allocate the funds to it. What is lacking is the vision of what we want Thornbury to look like in 10 years.

Joe advised that the land across from the old Foodland will become a small green space park and as part of beautifying the entrance to town. Tony thanked Joe for this.

Tony reiterated the importance of hiring a person that will then allow the BIA to reach their goals.

George suggested using the same process for the things to be included in the budget as we have used in the past, starting from last year's budget.

Though the banners were to last 3 years, we should consider new ones for next year as the current ones are poor.

Ryan will follow up with Parks and Recreation regarding the lights and Landmark.

Tim spoke on video development and using video advertising with RT07. There is no application date and they would be using what the BIA has created. The funding is a one to three model with them. Tim suggested this idea as funding would be significantly lower and promote what the BIA already had created. Councillor Potter didn't feel the BIA needs new videos and likes the idea to push the ones we have. Tim said they will drive traffic to the website first being on youtube, then facebook, instagram and twitter.

George requested Tim to proceed and Tim stated he will check into this since it's a very popular program and bring the report back to the November meeting confirming its availability.

C.4 Procedural bylaw review: George Matamoros

Summarize proposed changes to the bylaw to submit to Corinna Giles.

George lead the discussion and mentioned that a few things were mentioned last month such as the Associate membership, and to have a comment period at the beginning of meetings for the members. He would like to send Corinna a summary of changes and requested that the directors email him with changes they would like in the Procedural By-Law.

Joe mentioned the BIA boundaries that were expanded in 2013 and also mentioned that Thornbury's BIA is one of the only BIAs where the levy is a flat fee per business. He feels that compared to the property value assessment system used by other BIAS it is not fair to smaller businesses, which now pay the same fee as much larger businesses, and he would like the board to take steps to change the basis of the levy. George will raise the issue with Ruth Prince again and get some clarity on what the process would be. Tony stated he felt there would be a lot of support for this and then mentioned the issue of businesses popping up and not contributing to the levy. He felt it is worth having a revisit to look at the structure and to deal with this. Popups would be a nonissue if it was an assessment based levy because then the landlord would be paying on every square foot of space so if they wish to bring in a pop up store, it would be covered in their levy. Tim mentioned how Collingwood gets it done by assessment and do not have to address pop-ups as a result.

Julie asked about non-profit and how does it work with membership. BVO would like to be a member. George explained that this is one reason the BIA would like to have associate memberships for organizations or businesses that are not included in the BIA by virtue of their zoning.

D. Adjournment

Moved by: Melanie Johns

Seconded by: Councillor Potter

THAT this meeting does now adjourn at 8:50 a.m. to meet again on November 6, 2019 at 8:00 a.m. at The Town of The Blue Mountains Council Chamber or at the call of the Chair, CARRIED.