

C. Meeting

C.1 Apple Harvest Festival summary after wrap up meeting: George Olde Fashioned Christmas (OFC) update of activities: Matthew

Regarding the Apple Harvest Festival, George provided a summary of the event follow-up meeting with representatives from the Blue Mountain Village Association.

The feedback received is as follows: activities were too widespread throughout the BIA area, consideration of a one (1) day street closure would be warranted to contribute to the “festival” atmosphere, more emphasis on the history of apple farming, tie in the Thornbury Fishway through use of a video, and ensure the events are focused to downtown Thornbury.

Communications and Economic Development Coordinator Tim Hendry noted poster boards were installed on the bridge and fencing for the Thornbury Fishway in time for the Apple Harvest Festival, and three (3) videos focusing on type of fish using the fishway, and the purpose and history of the fishway were developed. In order to have the videos playing at the fishway location, an outdoor television would need to be purchased and installed.

Matthew Cundy entered the meeting at 8:11 a.m.

Town Clerk Corrina Giles entered the meeting at 8:12 a.m.

Regarding Olde Fashioned Christmas, Matthew advised the event will feature Santa, elves, magic shows, the tree lighting, and more. Axed business has been rented out for drop in, event posters are ready and flags are installed. Tim Hendry advised the event agreement needs to be signed.

C.2 BIA Levy basis: The board has been requested to change the basis of the levy from a per unit basis to an assessment basis.

Moved by: Tony Poole

Seconded by: Melanie Johns

THAT the Thornbury BIA request that Council of the Town of The Blue Mountains revise the levy structure of the Thornbury BIA to an assessment-based BIA Levy, including minimum and maximum levies, Carried.

A discussion regarding associate members will be added to the January 8, 2020 meeting.

C.3 Economic Development Advisory Committee (EDAC) Update: Tony

Tony reported that the EDAC is currently undertaking a Retail Gap Analysis which will form part of the overall Economic Development Strategy. Tony noted several business openings have happened recently, and it appears BIA membership is increasing. EDAC is discussing the Town's Sign By-law, and gateway and wayfinding signage updates are being reviewed by Economic Development staff. Tony noted the BIA could send a letter of support for the Attainable Housing initiative, and it was agreed that a letter should be submitted to Council. Tony confirmed he will draft the letter.

A discussion regarding Gateway and Wayfinding Signage Appearance will be added to the January 8, 2020 meeting.

C.4 BIA Procedural By-law Review: Town Clerk, Corrina Giles

Town Clerk Corrina Giles explained that Council recently approved Procedural By-law 2019-56 which replaces Procedural By-law 2018-20. The updated Procedural By-law includes webcasting meetings and recorded votes, except related to procedural matters.

The Thornbury BIA confirmed continued operation under the existing Procedural By-law 2013-1 which does not include webcasting and recorded votes. However, the request was made to add a Public Comment Period to future BIA agendas.

Town Clerk Corrina Giles left the meeting at 8:40 a.m.

Moved by: Melanie Johns

Seconded by: Matthew Cundy

THAT the Thornbury BIA direct that the "Deputations" section of the Agenda shall include a "Public Comment Period";

AND THAT the Public Comment Period shall allot three minutes to each speaker to address the Thornbury BIA regarding BIA matters, to a maximum of fifteen minutes, Carried.

C.5 ADDITION: Preliminary 2020 Budget Discussion

Tony presented a preliminary 2020 budget for the Board's consideration, provided an explanation of each line item, and its relationship to the unaudited December 31, 2019 estimates. The Board noted that \$7,000 was included for a "new event" which has not been planned. The Board considered if this budget allotment is necessary, given that no event is planned, and it may create an increase to the levy. An option is to potentially transfer from reserves to cover the amount.

A discussion regarding the agenda addition, Celebrate Ontario 2020 Grant occurred at this point, due to topic relevance. Tim Hendry advised grant monies are available for creation of a new festival or event, or enhancements to an existing festival or event. Tim confirmed the application deadline is January 20, 2020 and the Thornbury BIA could submit a joint-application with the Town.

The Board agreed to provide feedback regarding the preliminary 2020 budget to Tony for discussion at the January 8, 2020 meeting.

C.6 ADDITION: Celebrate Ontario 2020 Grant

This discussion occurred during Agenda Item C.5.

The Celebrate Ontario 2020 Grant will be included on the January 8, 2020 agenda for coordination purposes. It was agreed the grant would be worth applying for.

C.7 Strategic Planning Update: Review and Discussion

Tony advised no feedback has been received regarding Strategic Planning. It was requested that Board members provide any feedback to Tony.

A discussion regarding Strategic Planning will be added to the January 8, 2020 meeting.

C.8 New members of BIA

Renee DesRoches will provide a report on new BIA businesses at the January 8, 2020 meeting.

C.7 Closed session to review applicants

Moved by: Tony Poole

Seconded by: Rob Potter

THAT with regard to subsection 239 of the *Municipal Act, 2001*, the Thornbury Business Improvement Area does now move into closed session in order to address matters pertaining to personal matters about an identifiable individual, including municipal or local board employees, and with regard to review of applications for the Thornbury Business Improvement Area Coordinator position, Carried.

Thornbury BIA moved into closed session at 9:11 a.m.

Thornbury BIA rose from closed session at 9:34 a.m.

George reported out of Closed Session to advise the Board reviewed the applications submitted for the BIA Coordinator position and selected an interview panel.

D. Adjournment

Moved by: Tony Poole

Seconded by: Renee DesRoches

THAT this meeting does now adjourn at 9:36 a.m. to meet again on January 8, 2020 at 8:00 a.m. at Council Chamber Town of The Blue Mountains, or at the call of the Chair, Carried.