

was put to a vote and defeated by the members present. A revised budget was then put forward and approved.

Nicole commented that she didn't agree with the Summer Dance being put back in the budget and didn't want the levy increased by 15%. George clarified it was a 7% increase for the one event and about 3% for the music in the park. She was in favour of a small increase and in favour of the music in the parkette.

Keith wonders why the proxy forms weren't sent out and didn't attend the meeting on the belief that the budget would be accepted as proposed.

Marti mentioned that she is not against the increase since there hasn't been one for a long time. She supports the idea of a summer event and feels that it helps animate the town with something special. She felt that a different event might help and maybe more members would be more receptive

Keith wondered how this event is measured and feels that \$10,000 is a significant increase and feels they need to know what the objective is to justify the event. He felt that the Board should review events the way a business would and that he would like to see a one page objective analyzing/evaluating the event.

George explained that in drafting the original budget the board members had reviewed each event, and felt that the Summer Dance, although popular with many locals, also annoyed others because of the road closure. The decision was made to remove the event from the budget until such time as a better summer event could be developed.

Keith felt that if members understood more, they would become more engaged.

Tony shared his experience as a business owner who for the same concerns expressed, became a Director a year ago and chose to get involved with the BIA. As a director he wanted to engage more BIA members, so he planned and held the Strategic Planning Sessions for members bringing in a professional to run the meetings who also volunteered his time. Though meetings were held with businesses in mind i.e. a morning, afternoon, and evening session the attendance was very low. The BIA board tried to engage the members through this process. He also became a part of the budgeting committee and was a part of the entire process. Having attended the recent OBIAA conference he saw that this growing area has a great opportunity and encouraged those present to keep attending meetings and thanked those present.

Leslie felt there needs to be an event in the summer months. She has had visitors from afar asking why certain businesses are closed during events and feels rebranding of the summer event is needed.

George asked Sarah about commitments and she stated there was nothing they couldn't get out of.

Keith questioned the fact of the stores being closed during events. George reiterated that stores will continue to make their decisions based upon what is

good for them and the BIA has tried to encourage them to remain open

C.2 Draft Budget/George Matamoros:

Moved by: Tony Poole

Seconded by: Leslie Lewis

THAT the Thornbury Business Improvement Area acknowledges receipt of the comments received regarding the draft 2018 BIA Budget, and direct that the draft 2018 budget be presented to the Town of The Blue Mountains Council for consideration and approval.

Discussion ensued with Councillor Seguin suggesting that the word revised draft be added to the motion regarding the figures on the budget. George stated that this is the draft budget that came out of the AGM and that Corinna has helped formulate the motions wording.

George summarized that the majority of the comments received are opposed to the Summer Dance being included in the budget. He stated he would like to see the budget with the 15% increase defeated and a revised budget proposed ending up with an increase of \$8,000 overall. The directors were asked for their comments.

Leslie felt that by losing the event they would lose people and wouldn't necessarily get them back.

The motion was put to a vote and defeated.

Moved by: Tony Poole

Seconded by: Renee DesRochers

THAT the Thornbury Business Improvement Area acknowledges receipt of the comments received regarding the draft 2018 BIA Budget, and direct that the draft 2018 budget amended to remove the summer dance based upon the comments received be presented to the Town of The Blue Mountains Council for consideration and approval. Carried, 3 votes for, 1 against, 1 abstention.

C.3 BIA Financial Statements for 2017: George Matamoros

Moved by: Tony Poole

Seconded by: Skot Beaumont

That the Board of Management approve the 2017 unaudited draft Financial Statements for 2017. Carried

C.4 Report from the OBIAA conference:

Tony was impressed with the content and the agenda. He also noted that it was interesting the number of BIAs with full time employees handling all the work that the board members do as volunteers. High praise for keynote speaker Roger Brooks. It was identified that the downtown core is key to economic development

in both large, and small areas and with the changing demographics, everything is changing. Quality of life is driving this change.

Suggested ideas: pay attention to the millennial, activities are important but not the main driver, cafes presenting an area to congregate and socialize, don't be afraid of competition, the more vibrant we are, the better we all are and it's very important to engage with local government.

Signature events are important and something you should be known for, helping the area to become a destination versus passing through. Create something that is unique and an experience. This reinforced a lot of what this BIA is doing and he felt that Olde Fashioned Christmas is this area's signature event.

Renee agreed with all of this and she also attended a digital seminar. With the role of social media, it was suggested doing one of them right and felt this BIA was on the right track with the videos. Renee felt that our BIA was doing things very well especially with the Olde Fashioned Christmas and Apple Harvest Festival events.

Councillor Seguin stated it was the first OBIAA conference he'd attended and that he was glad that he went. A summary document "20 Ingredients of an Outstanding Downtown" (20 Ingredients of an Outstanding Destination) was emailed to the Directors and will be emailed to all members. He mentioned the use of hidden laneways, sharing ideas to preserve and beautify and also mentioned building partnerships. Tell your story was about natural and man made disasters and how it affects BIAs.

Leslie reiterated that Roger Brooks was one of the best keynote speakers and the conference gave them all a chance to review their own checklists. The need for more engagement, more member involvement, more sub-committees, more membership etc. We have a lot to do, but we are doing a lot right.

George expressed that one of the benefits of going to the conference is coming back feeling reenergized.

C.5 Events Committees: George was hoping that those present would volunteer to assist with the Olde Fashioned Christmas and the Apple Harvest Festival. He would like to see 2 directors on each committee assessing what has been done, what needs to be done, and what could be done differently. Leslie and Renee will work on AHF and George and Tony will help with OFC.

C.6 Strategy for recruiting new board members:
With Skot and Kathryn not returning as directors at the end of their term, that leaves the BIA board with the minimum of 6. George mentioned the need to recruit new members and asked how we might address this. An election will be held if more members apply than there are positions, otherwise they will be elected by acclamation. Tony suggested the Board members and those present discuss it with other members.

New Business: Marti wanted to express that it was very short sighted to get rid of the summer event. She also asked whether every time "downtown" is referred to, is it just Bruce St, or what are we actually calling downtown. The answers

varied between the whole of the BIA area and Bruce Street South. As a Board, they recognize that Bruce Street South is the face of Thornbury, but events are planned based on attracting visitors to the BIA area.

Nicole discussed the stores being open and mentioned she is busier on Mondays, more than on Saturdays. It was stated that 70% of sales are done after 6:00 p.m. according to Roger Brooks. There was consensus among those present that there needs to be more uniformity in business hours.

D. Adjournment

Moved by: Tony Poole

THAT this Board does now adjourn at 9:35 a.m. to meet again Wednesday, June 6, 2018 at 8:00 a.m. Town Hall, Council Chamber or at the call of the Chair.