

C. Meeting

C.1 Events report

Sarah McNulty was unable to attend the meeting and so the Chair asked for comments from the directors and from the members in attendance regarding Olde Fashioned Christmas (OFC).

- The evening activities were a big disappointment. Visitors complained about the lack of animation on Bruce Street. Last year there were food vendors, music, more firepots, Santa had elves; in short there was more atmosphere;
- Although the daytime activities at the Community Centre were very popular with visitors, members questioned the logic of having an Artisan Market that drew people away from the downtown shopping. It was explained that the focus of the event is to attract visitors to Town, and both last year and this year, the Artisan Market was for many visitors a highlight and a reason to come back. The hope is that those same visitors will stay for the evening activities and visit the shops and restaurants throughout the BIA area. Daytime activities are a recent addition to OFC and have been held away from Bruce Street. They were held at Kings Court, then the Town Hall, and now the BVCC. An indoor venue is needed for the kids' activities;
- There was nothing special promoting the 40th anniversary;
- Marketing of the event was poor and on site signage for the schedule was lacking;
- It was acknowledged that late cancellations by the reindeer people and the horse and carriage ride were difficult to overcome;
- Last year people complained about the music and this year the complaint was about the lack of music;
- The committee tried marketing primarily through Facebook and social media.

C.2. Ski Cup request

The board had no objection to the proposed placement of the banners and flags promoting the Audi FIS World Cup event at Blue Mountain. It was suggested that we should ask for some promotion of Thornbury in return.

C.3. Website:

George reported that the only progress was the cancellation of the maintenance agreement with the current provider.

D. Adjournment

Moved by: Leslie Lewis

THAT this Board does now adjourn at 9:15 a.m. to meet again Wednesday, February 1, 2017 at 8:00 a.m., Town Hall, Council Chamber, or at the call of the Chair.