

It will allow Louisa Street and Hester Street parkette to be used for more programming like in the past.

Marty Williams asked about closing Bruce Street towards the water.

Discussion ensued regarding accessibility, buses, parking, incentives, utilizing horse and buggy and wagon providers and noting that weather will also impact the final outcome because of the hill.

Casey mentioned the need for a good walking plan/layout and to create the structure to encourage pedestrian traffic that guides people.

Casey would like this to be discussed in more detail in the future.

Olde Fashioned Christmas 40th Anniversary plans: Gary, Sarah and Shawn have met with Doug Adams an area pyrotechnic specialist and his team to discuss the plans. Mr. Adams has offered his time and he will choreograph the entire lighting, laser and fireworks display to music. The laser light show will continue down Bruce Street right to the harbour area with a finale, and fireworks at the end which will be visible from the downtown area also.

There is a lot of work to do including major fundraising and he encourages others to assist and find other sources of sponsorship.

Budget is \$250,000.

The goal of this event is to bring more visitors and to celebrate the 40th anniversary. With increased marketing and animation, the laser light and fireworks show would be a perfect compliment to the event and help to differentiate this event from other communities.

Casey asked how the Town felt about this idea and Shawn stated that they are supportive but there is no additional funding other than what is normally spent on the event.

Gary mentioned that the plans must be confirmed by the end of April due to permits, licensing and design and choreographing need to be secured.

Shawn will work with Doug but stated this concept needs to go to Council as soon as possible so they are aware of the details of the plans. Shawn would prepare that report to present to Council

Discussion ensued and included safety concerns and issues and it was stated that the company would have all safety issues addressed through permits and licensing.

If the original plan doesn't come together there could still be fireworks.

Casey mentioned there are all levels of buy in or opportunity for everyone.

Gary encouraged all to talk to all suppliers and business involvement to pitch in and become involved.

Casey mentioned RT07 involvement and Sarah will look into that.

Casey stated that a letter on BIA letterhead to the BIA members encouraging involvement will be sent out.

Shawn also suggested that a letter be sent to the town and Troy Speck stating the BIA's support, outlining the event and the steps that are being taken and the support that is behind it.

C.2 Winter Lighting: Shawn Everitt

Awaiting the budget to be approved, as it is intermingled with the 40th Anniversary of the Olde Fashioned Christmas. The permanent lighting, the other capital project: the east gateway project there is money for 2016 to enhance that gateway in partnership with the Chamber.

Bridges new sign was mentioned and how spectacular it is that you can change out the letters. Casey mentioned that the gateway sign with a welcome and information similar to Bridges'

would be advantageous.

C.3 Snow and accessibility concerns: Leslie Lewis

In Leslie's absence, Casey led the discussion mentioning the email that members received from a customer regarding the inaccessibility because of snow/banks.

Shawn has had some discussion with the County of Grey to consider relocating 2 accessible parking spots that are on Bruce Street and relocating to double the accessible parking spots on Hester Street which is maintained at a higher level and lack snow banks.

Shawn stated they wouldn't lose accessible parking spots in the downtown area, and will get back to the BIA to see if there is support on this.

C.4 BIA Website: Skot Beaumont

Skot has an upcoming meeting with a web person in order to redevelop the BIA site. He will come back to the Board with that information and one of the changes will be to make the site more mobile friendly. Not a total re-do, but an update to make it more 2016 applicable. The current site is not mobile friendly and currently about 90% of google users are mobile friendly.

It was suggested that an email be sent to all BIA members to visit their listing on www.thornbury.ca and advise us of any updates to their information if needed prior to the re-do.

Also for them to supply us with their links so we can add that.

C.5 Sign by-law update: Councillor Seguin

The latest draft was presented to the Committee of the Whole on Monday, and the direction was for Michael Benner, the Director of Planning, Building & By-Law Services to take the report and bring back one that shows a comparison that identifies the old and the new. This report will begin a workshop of Council and then the recommendation will go to a public meeting.

Councillor Seguin identified the key issues which are the height of signs, how much neon lighting and whether digital should be allowed.

Councillor Halos stated that the By-law committee shall be invited to the meeting.

On Feb. 24 a Committee of the Whole meeting will take place and then a workshop probably in March.

Discussion about the Ultramar sign took place.

Casey expressed thanks to Councillor Seguin and the committee members because of the time that they put in and the fact they are approaching this in a professional manner.

New Business:

Road race slated for May 27 and 29th: Shawn Everitt shared information about the Grey County Road Race now in its 3rd year. In 2015 approximately 595 racers covering 128 km by bike, took part in 8 age categories, and generating approximately \$150,000 revenue, locally.

This event could be the North American qualifier for the worlds with a possibility of the Worlds coming to this area in 2019/2020. Shawn stated that the demographic is an excellent demographic for economic development. Many of the riders come in a month in advance to train, and bring families. It would be a big opportunity for the BIA and it might be the Canadian National Championship as well. It is the only North American qualifier for the Worlds.

Shawn outlined the timeline and schedule and felt there is a good opportunity for Thornbury because of the number of spectators and visitors.

Casey mentioned that from a BIA perspective this could become a spring event.

Shawn mentioned that if they do pursue this, they will be looking for support from the BIA and will add more in next months meeting.

Casey updated the BIA regarding the Economic Development Advisory Committee and the top 3 recommendations presented to Council. About 100 people attended the event and a follow up is coming and there is currently momentum within the business community including partnerships and a lot going on and they will keep updating the business community. Shawn has been tasked with transportation, of the things that was a top priority. The committee will also be looking at how they can support local food growers, the market, the wineries and meet with the cidery's that face some challenges with legislation. They will offer their support. The 3rd priority is connecting with other areas including Economic development groups, Chambers, BIA's starting to continue cooperation's and lots happening regionally. A report card will be produced in June.

Fish Ladder update was supplied by Shawn who presented a report to the Committee of the Whole on Monday. Received the agreement from the Ministry of Natural Resources that allows the Town to do all the work required on the fish ladder and Council authorized the Mayor and the Clerk to execute that agreement. Council will review.

Shawn is hopeful that by mid June it is all in place

Discussion about the flower boxes on the bridge and Shawn supplied information regarding this. There was a question asking if flowers on the bridge were really needed if people are on bridge to view the fish ladder.

Joe Halo discussed a "community feast", based on an idea that takes place in Texas. Discussion ensued with Casey suggesting that people think about who might coordinate it. Casey suggested people think about it and who might coordinate it.

A bridge banner update was lead by Shawn who identified the problems with the banner mentioning that it is cracked and will need to be replaced. Casey requested that this item be placed on the next agenda.

D. Adjournment

Moved by: Gary Nordeman

THAT this Board does now adjourn at 9:11 a.m. to meet again Wednesday March 2, 2016, 8:00 a.m., Town Hall, Council Chamber, or at the call of the Chair.