

Kathryn asked if Gord Price had been secured for the airshow and wondered about compensating him. Shawn mentioned that Gord has connected with the Town staff and has agreed to do the airshow again. George mentioned that in the past he has been compensated for gas. Shawn also mentioned that Gord should quote a price if he would like compensation and that it needs to be known in advance so they could budget for this. Kathryn had been speaking with the family and Gord's fee is \$1500.

Moved: Kathryn Brown

Seconded: Leslie Lewis

**THAT THE THORNBURY BIA pay \$500 toward the Canada Day airshow in 2017.
Carried.**

Casey asked Shawn if the \$1000 was a definite towards the total cost, and felt that there should be a letter in writing from Gord. Kathryn will follow up.

Council Seguin asked whether there is money in the budget to spend an additional \$500. Sarah confirmed that with the anticipated grant there is enough money.

Hoedown: It has been suggested to change the name to the Thornbury Summer Street Dance. Only 25% of the survey respondents were satisfied with the Hoedown. The main complaint was the lack of a licensed area. Sarah suggested using a non-profit or a licensed restaurant to handle this and she would have to look at how it impacts other BIA members/restaurants. The Town Hall grounds were suggested for a beer garden, moving the event off Bruce Street and saving the street closing costs.

The lack of activities for teenagers was also identified as a need for the event. Sarah is working on finding engaging activities for that age group that do not require a lot of additional funding.

George asked for volunteers to form a committee look at ways to improve the events. Leslie and Kathryn volunteered to form the Committee.

Casey agreed with changing the name of the event and emphasized that the dance is a community event and that so businesses need to remain open in order to build on this community feel. Casey also felt it would be a doable component for the beer garden. Sarah stated there she is pushing for the businesses to become more involved and that we need to encourage them to be more actively involved and of the real opportunity to engage more people.

Tony Poole suggested reaching out to The Thornbury Cidery. George asked the committee to check into this and that this is yet another reason to reach out to the community to get more members involved.

Apple Harvest Festival will be held on Thanksgiving weekend. Sarah is waiting to connect with a representative from The Village and Sarah had few details with regards to moving forward with the event.

Casey reported on the meeting with the Blue Mountain Village Association (BMVA), requested by Elizabeth Cornish and the BIA, to address some of the concerns and problems from last year's event. Some of the BMVA's concerns are the lack of music, and the disjointed activities. Clarksburg is in transition and may not be involved this year. Our concerns were the lack of promotional materials and their late production. Casey requested a breakdown of what our \$4000 contribution buys us as we are helping to finance and other entities are not. The Apple Harvest Festival is a top 100 Ontario Festival, and so we need to be sure that we provide experiences that exceed expectations. Elizabeth will reach out to the growers to get them involved to supply and

stock the apples, and assist with apple education. The BMVA has a full team creating the events of the festival and it is felt that Thornbury needs to step up our game. A committee that includes Leslie, Sarah, Elizabeth, Shawn, Jim Farmilo will be meeting once a month.

The question of how can the town become more involved was posed. Elizabeth is looking into Rural Economic Development (RED) funding, and the strategic plan to see how the Town might better support this event. The event committee will look at providing recommendations.

Olde Fashioned Christmas held a meeting at the end of February and 10 businesses attended. There was also a lot of feedback from the online survey. Over 65% of respondents were positive with the event though the Artisan market was an issue. The reindeer are booked for 2017 and more music will be played. Another meeting will take place in the near future. The #thornbury photo-op sign was well received.

Also discussed was how to engage more people in the downtown core, and how to encourage more businesses to become involved. One suggestion was to encourage businesses to begin decorating their windows as soon as Glama is done. Other ideas were mentioned that might include more of the outer areas of Bruce Street to encourage more involvement. George asked if any volunteers came from this meeting and Sarah stated those at meeting gave the feeling they'd engage and become a part of the process. Casey will remain on committee. Kathryn asked about using the Town Hall and Sarah explained that the square footage is the problem for the town hall because that portion of the event has grown and the Community Centre facilitated those activities much better. George suggested that BIA members be advised by email of all committee meetings to encourage more member involvement. Members can be encouraged to come forward with ideas and we need to look at other options and areas other than always closing Bruce Street especially when it's a community event.

C.2 Annual General Meeting (AGM) summary: George Matamoros reported that the 2017 Budget approved at the AGM will now be presented to council. The staff report on our request to expand the board will soon be presented to council.

C.3 Ontario Business Improvement Area Association (OBIAA) Conference:

George and Skot attended the conference this past weekend.

Skot found it very interesting taking in 9 seminars and expressed that we have such an incredible board that works as a team in comparison to other BIA boards.

He also mentioned how important it is to get the community more involved with the events. More involvement from BIA businesses and organizations needs to take place. Ideas that do come forward seem to fall flat because of lack of support.

What's happening with other BIAs is that the community aspect of the BIAs is being lost and only retail driven.

Integrity was another topic and how some members will use their role for professional and personal gain.

Food halls and markets: Overall farmers' markets are on a decline. Food experiences have become a major draw for millennials and so the farmers' markets are transforming into food markets offering taste experiences from local sources. A suggestion would be to work with a restaurant making food an experience, not an event.

Sarah Miller spoke on the importance of BIA's, presenting research on the Return On Investment (ROI) for BIAs. BIAs are important in defining the character of a

neighbourhood, and neighbourhoods are what people come back to, or at least return to what they remember, what they've experienced in their childhood.

George highlighted the wide range of BIA budgets and styles. The smallest annual budget is \$7,000 and the largest is \$3 million. One of the BIAs, with the second largest budget in the province at \$2.8 million, has no retail members. Rather they are an industrial area including a large pharmaceutical company and many service companies such as body shops. The Emery Village BIA was formed because of high crime in the area leading to a loss of businesses. Property owners got together to form the BIA to beautify the area, improve the streetscape, and hire a security service to patrol the area. They installed pedestrian lighting, and other improvements to the streetscape. They spend \$450,000 a year on security. Crime has dropped, property values have increased, and businesses have returned. Their events, consist of networking events between members. Many BIAs are focused on creating walk-able communities, and some like Sudbury Downtown are getting out of doing events, and are facilitating events instead.

The 2018 OBIAA conference will be held in Collingwood, and it's a great opportunity to showcase Thornbury by hosting a mobile tour of the Thornbury BIA.

George mentioned the need to pay attention to the Official Plan to ensure that any initiatives for improvements under the CIP are in keeping with the Town's Official Plan. He also mentioned how some BIA's are helping to facilitate events and using their expertise to assist other organizations in growing their events.

C.4 New banner designs for winter: Casey Thomson and Leslie Lewis

Casey and Leslie still need to meet and will report back.

C.5 Strategic Planning: George Matamoros

Leslie, Skot and George will form the core of the committee and will reach out to the membership for volunteers.

C.6 Website report: Skot Beaumont

Palmer Anderson will be updating and creating the new website. The current site has too much information and much is redundant and the new format will make it mobile friendly including a plug-in for google mapping and that will allow members to draw visitors exactly to their locations.

C.7 Board update: George Matamoros

Corinna will be presenting her staff report recommending that quorum be a majority and that the size of the board be expanded to between 6 and 9 members. A vacancy will only occur when the number of directors falls below 6 members and this affords more stability for the BIA.

C.8 Gateway Signs: Casey Thomson

Casey feels that signs are needed to help create a sense of place and that there needs to be more focus on this issue. Thornbury misses opportunities to promote upcoming events and whether the signage is temporary or not, it needs to happen.

We need to work more closely with council and the town through the budget process which is done at least a year in advance. Thornbury BIA needs to begin to plan more in advance, hence the need for a strategic plan for the BIA.

Shawn stated that he would like to work with the BIA on the Gateways, and what we really need to do is get an understanding as to what a gateway is for Thornbury. There is some RTO7 money available.

George recommended looking at some temporary signage and Shawn said it should be up in the next month or so.

Leslie asked Shawn whether the traffic counter on the Trestle Bridge to tabulate numbers was still being used. In August 2015, 10000 people walked over the Trestle Bridge. Shawn confirmed that they will be along with additional areas.

D. Adjournment

Moved by: Leslie Lewis

THAT this Board does now adjourn at 9:29 a.m. to meet again Wednesday, May 3, 2017 at 8:00 a.m. Town Hall, Council Chamber or at the call of the Chair.