

**Minutes: The Thornbury Business Improvement Area Meeting**



**MEETING DATE:** Wednesday, April 6, 2016  
**MEETING TIME:** 8:00 a.m.  
**LOCATION:** Town Hall Committee Room  
**PREPARED BY:** Donna Gorrie, Recording Secretary

**A. Call to Order**

- Chair George Matamoros welcomed everyone and called the meeting to order at 8:03 a.m. with the Board of Management in attendance except for Casey Thomson. Also in attendance were Director of Community Services, Shawn Everitt, BIA Events Manager Sarah McNulty, Communications and Economic Development Coordinator Elizabeth Cornish, Blue Mountains Chamber of Commerce Director Brendan Thomson, Marti Williams: Gyles Sales and Marine, Randy and Jack Litchfield, The Corner Café & Grill.

- **Approval of Agenda**

Moved by: Gary Nordeman

Seconded by: Leslie Lewis

**THAT the Agenda of April 6, 2016 be approved as circulated, including items added to the Agenda. Carried.**

- **Declaration of Pecuniary Interest:** Gary Nordeman with regards to lighting.

- **Previous Minutes**

Moved by: Leslie Lewis

Seconded by: Councillor Seguin

**THAT the Board of Management minutes of February 3, 2016 be adopted as circulated. Carried.**

**B. Deputation: Randy Litchfield Zoning Amendments C1 for downtown block**

Mr. Litchfield discussed the plans for his property which will include 3 apartments with the restaurant downstairs. They are looking to have commercial/resort use added to the C1 zoning designation in order to be able to rent out the apartments on a short term basis. Bruce Street North between Arthur Street and Louisa Street is zoned C1, and is surrounded by an area designated as C2. The requested use is permitted in C2 and, since the C1 area does not abut any residential zoning, council has been asked to make this amendment.

The board accepted the presentation as information only given that it is beyond their scope to get involved in zoning applications.

Gary thanked Randy for making a renovation in keeping with the heritage of the town and expressed support. Mr. Litchfield mentioned that the property will be open soon and the public could then view it.

**C. Meeting**

- C.1** 2015 Thornbury Business Improvement draft Audited Financial Statement: George Matamoros

George asked for comments or questions on the Audited Financial Statement and stated that he had reviewed them with Director of Finance Ruth Prince and that he was satisfied that they were accurate.

**Moved by: Skot Beaumont**

**Seconded: Leslie Lewis**

**Motion: THAT the BIA Board of Management approve the Audited Financial Statement for 2015. Carried**

George reported that he presented the Budget to the Committee of the Whole and it will be presented to Council in May to pass the enacting bylaw.

**C.2 Events update/40<sup>th</sup> Anniversary: Sarah McNulty and Gary Nordeman**

Olde Fashioned Christmas: Sponsorship packages are being prepared and the committee will be meeting next week with Shawn Everitt. Sarah also mentioned the development of a website specific to the event since many are resorting to online information versus paper.

Bookings are being made for the animation for all the events for 2016.

Meeting with Shawn today regarding Canada Day and Sarah announced we have been approved for a Celebrate Canada grant. There has been no response thus far from Celebrate Ontario regarding the Olde Fashioned Christmas.

Marti Williams asked about the road closures. Sarah mentioned it has been put before the County and includes Bruce Street North and South and may change as it evolves. It is conditional on the communication piece from BIA to residents.

Shawn suggested that a letter of support from the BIA to Council acknowledging the expansion of the 40<sup>th</sup> Olde Fashioned Christmas in order to make senior management and Council more aware and that the BIA supports this expansion.

Sarah McNulty will compose the letter.

Gary Nordeman mentioned to Randy Litchfield that there was a request to use the building as a station during the 40<sup>th</sup> Anniversary celebrations. Mr. Litchfield will follow up with Gary.

Councillor Seguin asked about the fundraising and Gary stated it is in the works with the range between \$100,000 to \$250,000 in support. Committee meets next week and they will be seeking a major funder. An individualized plan will be created to make it a good experience for both and that we will have something in place by the end of April and for the May meeting.

A letter to the BIA members to ask for their suppliers' support will be ready soon.

The committee will address all details including overnight accommodation, parking/shuttling, eating, increased animation etc.

**At this point, the Chair asked that Agenda item C6 be moved up ahead of C3 as Skot needed to leave the meeting early. The board agreed.**

**C.6 BIA Website: Skot Beaumont**

Skot presented copies of a proposal which showed how to amalgamate the website to make it more mobile friendly and updated. George requested that the Directors review this proposal and be prepared in May with a plan of action. Thornbury.ca is owned by an individual and George is trying to get the town to purchase it. No motion is needed at this time but the Chair wished for the directors to be aware of this, and George will present when a figure is known.

**C.3 Highway 26 lights: George Matamoros**

Terry Green had recommended that that the lights on the lampposts on highway 26 should be done away since they suffer a great deal of damage during the winter due to the salt and speed of the snow plows. Discussion ensued regarding costs (\$3-4000 each year) to replace, versus advantages/disadvantages of lights on Highway 26. The lights only last one winter and this section is a wind tunnel, with salt eating the coating/plastic. Shawn clarified it is a bit of both: the lights getting damaged, and the GFIs on the poles popping. Shawn also clarified that about 75-80% of the lights each year are being replaced. There is no problem on Bruce Street. George suggested all new lights be installed on highway 26 as he felt it was important to have this entrance look the best it can. Councillor Seguin asked what the amount would be, and questioned if there were funds in the budget for this. George mentioned there is an amount in the budget for purchasing lights and banners which may not be sufficient given that they were expected to have a 3 year life span. It may require that the board find savings in other items. No one attended the OBIAA conference and so the money budgeted there can be used to pay for lights.

**Moved by: Skot Beaumont**

**Seconded: Leslie Lewis**

**Motion: THAT the BIA Board of Management spend the money to keep highway 26 lit up. Carried; Gary Nordeman abstained from voting.**

After the vote, Gary Nordeman offered to research whether salt or UV resistant lights are available.

#### **C.4 Biking event update Shawn Everitt:**

The Grey County time trial event road race, the only North American qualifier for the World championships will be held on May 27<sup>th</sup>. The event will include approximately 700 licensed racers from around the world covering 128 km and the first time for the Thornbury area. No roads will be closed, but down to one lane.

The Ontario Provincial Police will be handling traffic management and the event will be hosted at the Beaver Valley Community Centre. The BVCC will be used as a hub with a great location for the riders, visitors and the OPP. There will be some road closures around the BVCC and this is the only North American qualifier. <http://greycountyroadrace.com>

There will be an increase in traffic in this area due to the influx of visitors, and riders.

George mentioned a group email will be sent to the BIA members advising them of this event.

#### **C.5 Banner update Shawn Everitt:**

Shawn stated that the banners on Bruce St. are never a problem, but banners on highway 26 are. There are 27 banners that need to be replaced and this can be done under the original tender. Flags Unlimited have honoured their warranties and we are now going into the 4<sup>th</sup> year for some of the banners. Shawn wished for a direction from the board in order to be able to replace banners when needed so that staff do not have to present a request each time. Also, does the board want to change the design and possibly add some event banners. Shawn asked that a small committee be set up to identify what the plan would be and to simplify communication when flowers and banner orders are planned.

The new development on the west side will consist of more banners and not as many flowers since the health and safety guidelines require a team of 3 to water because of traffic control in the new area. It was suggested that planters rather than hanging baskets be used, and Shawn mentioned they are reviewing these kinds of options.

As to the banners, it was agreed that the current banners need updating and the designer who came up with the art concept for the current banners will be contacted and asked to provide new

designs. On the use of themed banners, the cost of changing banners is prohibitive due to the need for a boom truck and traffic control persons so the budget does not currently provide funds for such an initiative. Given the timeline, it could be that the BIA will just order the 27 replacement summer banners and work on a new design for the fall.

**C.7** Sign by-law update: Councillor Seguin

Councillor Seguin mentioned that the Sign By-law committee will be having a workshop on Monday, April 11<sup>th</sup> and that the public is welcome to attend. Gary Nordeman is also on the committee.

**D. Adjournment**

Moved by: Leslie Lewis

THAT this Board does now adjourn at 9:14 a.m. to meet again Wednesday May 4, 2016, 8:00 a.m., Town Hall, Council Chamber, or at the call of the Chair.