

Minutes: The Thornbury Business Improvement Area Meeting



MEETING DATE: Wednesday, May 4, 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 8:06 a.m. with the Board of Management in attendance except for Casey Thomson (arrived at 8:24 a.m.) and Leslie Lewis. Also in attendance were Director of Community Services, Shawn Everitt, BIA Events Manager Sarah McNulty, Communications Marti Williams: Gyles Sales and Marine, and Randy Litchfield, The Corner Café & Grill.
- **Approval of Agenda**
 Moved by: Councillor Seguin Seconded by: Skot Beaumont
THAT the Agenda of May 4, 2016 be approved as circulated. Carried.
- **Declaration of Pecuniary Interest:** Gary Nordeman with regards to lighting.
- **Previous Minutes**
 Moved by: Gary Nordeman Seconded by: Skot Beaumont
THAT the Board of Management minutes of April 6, 2016 be adopted as circulated. Carried.

B. Deputation: none

C. Meeting

C.1 Events update/40th Anniversary Olde Fashioned Christmas: Sarah McNulty and Gary Nordeman

The committee continues to meet to fine tune plans including the Sponsorship package which is about to be released. Taxable receipts are being looked into and the website page is being looked at. Gary went on to explain that the letter for groups stressed the importance of a united drive and that the community needs to come forward and encourages others to become involved. Fundraising is the most important part of this event and goals are set. Questions on how best to connect with the membership were identified and Gary encourages all businesses to speak with their suppliers. Promoting the event and the fundraising via social media, through promotions in shop windows, encouraging store owners to create their own in-store promotions to generate donations were also mentioned.

The importance of the '40th anniversary of a free event is special in itself and a chance for businesses to say thank you to those that have been a part of it. Attendance in the past has been approximately 1500-200 but difficult to identify. RT07 does support a survey and the BIA may tap into this in order to gauge actual attendance for 2016. It was asked if we could potentially handle a larger number such as 5-10,000. Discussion of The Thornbury BIA Meeting

logistics and numbers took place. The goal is to increase exposure of Thornbury and increase participation, potentially growing this event.

George stated the fine details of the event were a part of the committee's role and had been discussed.

C.2 BIA Website: Skot Beaumont

A 2nd person will be presenting another proposal for the website upgrading. George asked if the BIA should we send a request to other BIA members and the current company. Discussion ensued

C.3 Banner update: Shawn Everitt

All banners have been delivered and ordered of replacement banners. On June 7 flowers and banners will be installed.

A committee is needed to discuss future banners and themes.

For this summer we will go with what we have and the order 27 banners has taken place.

George thought Leslie would mention to Ms. Schultz regarding design and asked for other directors to be on the banner committee. George will follow up with Leslie and will help out. Possible new look for winter banners. Event banners would be too costly because of installation and removal etc. The flags on the bridge for the event will be discussed by the committee. Discussion of other events regarding flags/banners took place.

Casey mentioned that GLAMApaloza is applying for RTO7 funding. Discussion with Shawn regarding events and banners and others utilizing the poles such as the Farmers Market took place. If the event promotes the BIA or takes place within the BIA area, the BIA has control over display though the town owns the posts. Suggested that the BIA create policy to address the additional use of areas for display and if it's a non BIA event but brings people to the area and the events pay for putting up and removal this could be incorporated. Board must decide by vote.

It was mentioned that BIA branding is important and possibly the logo could be incorporated into the banner.

Casey mentioned that the banners come to incorporate both a decoration, and a marketing tool and they are important and feels the BIA should look at this more closely.

Marti Williams stated that it tells people that things are happening and important to support. Discussion ensued regarding the costs, equipment and time to install and to remove, took place. George asked Shawn to compile costs for the banners/installation to present back to the BIA.

C.4. Winter lighting: Shawn Everitt

Shawn is obtaining information and pricing on other types of lighting and has met with the Chamber of Commerce to discuss the eastern gateway and the Chamber of Commerce building.

George stated that \$24,000 was budgeted 2 years ago in partnership with the town for the bridge and more.

Shawn stated a special meeting of Council on June 14 will address the lighting with regards to the town hall park. With regards to the Trestle Bridge, on May 16 Shawn's report will be going to Council and hopefully will be completed with Councils approval by work done by October 2016. Funding was received from the Canada 150 grant. The overall animation will come back by 2017. Concern was expressed regarding the lampposts and being able to hold animation over a winter. A number a projects need clarity to continue.

Gary has put a request in to see if there are special lights that are specially designed for the street lamps or for the ones that are currently being used to be dipped with a sealant so salts don't penetrate. Until then, the lights currently being redone as needed.

Casey asked about plans for summer lights in the park-ette area. It was noted that Landmark makes a donation for the green lights in the park-ette in the winter. Gary mentioned that the timing of changing lights over to prevent damage to the trees needs to be done in late winter. Committee needs to address these issues and to move forward.

C.5. Canada Day: Casey Thomson

Casey would like to see Sarah take over Canada Day planning and event coordination. Many things already booked the year prior and confirmed for the following year. Discussion ensued regarding the location of the fire department, interest in Hester Street parking lot and plans for 2016. If the truck has to be relocated then a need to fill this gap must be addressed.

Shawn gave some insights into the concerns, the location and reasons and may have 2 trucks this year, placed in different locations.

Concern from businesses regarding the road closure has been expressed to him.

The harbour area will see a lot of activity this year with the Coast Guard, the ERT team and more.

It was suggested to include posters and a picture of the ERT team into the promotional material which may create more interest and adding more directional and specific signage during the event needs to be implemented.

Shawn explained the logistics, and mentioned that the town, as partners with the BIA, do put in a lot of time and energy in and that the posters will be out in June and in stores and the start of marketing. Adverts are placed on radio because of road closures and also other promo is done in some magazines.

Casey mentioned that Shawns' description of ERT, as Canada's style of "navy seals" might be important to use so people viewing the poster could relate.

Casey suggested that the need to advise staff within the area to park elsewhere on July 1st since it is a Friday, it will be busy, and parking will be needed for locals and others that attend. Next year it will be even bigger since it is the 150th and on a Saturday. Funding is being applied for.

C.6 Signage update Councillor Seguin

Council held a workshop on April 11 with the public attending and asking questions

Dealing with proposed new sign by-law which has been posted on the website.

There was no resolve met, and issues with the pylons and size/lighting

Next step full public meeting to maximize moving forward with new sign by-law.

Councillor Seguin gave an overview of the current issues, and challenges.

The next step would be a public meeting to move forward.

George questioned who defines what this character is and how this is determined. He asked if part of the sign review has included polling the community to get a sense of what the community feel is.

Gary stated that the public has had several opportunities for input to date and those taking part have expressed what their feel is regarding this, and what they wish. Working with an existing bylaw. Gary is hoping that the public will become more engaged in the next public meeting.

Casey commended the Sobeys' logo for Thornbury. She then questioned why the LCBO had had problems. Casey spoke on the importance of the logo and encourages the Sign committee to think of this logo when they make the decisions.

D. Adjournment

Moved by: Skot Beaumont

THAT this Board does now adjourn at 9:20 a.m. to meet again Wednesday June 1, 2016, 8:00 a.m., Town Hall, Council Chamber, or at the call of the Chair.