

planning exercise with regards to BIA events in order to examine if the events properly reflect the BIA mandate.

C.2. Completion of 150 Mural: Shawn Everitt

Shawn announced the completion of the Canada 150 Mosaic Mural that will be unveiled during the Canada Day Celebrations on July 1, 2017. Shawn explained that the mural will be located in the Smith Memorial Park on a custom designed easel and that it will be accompanied with an information panel explaining more about the Canada 150 Mosaic project.

C.3. Banner/Flag Strategy: Casey Thomson

Casey presented the draft design for the new BIA banners noting that the new design is more personalized than previous banners and could feature specific local businesses. It was noted that the new design promoted the small-town sense of community that appeals to many visitors. BIA members discussed the option of using different banner strategies along Highway 26 than along Bruce Street in order to appeal to different audiences. It was noted that more focused discussion is required with regards to how to properly use the banners to effectively accomplish different marketing mandates.

C. 4 Website: Skot Beaumont

Skot provided an update on the status of the BIA website and confirmed that the final draft will be ready for BIA members to review by the end of next week. The website design company is in the fine tune stage of development and the hashtag **#thisisthornbury** has been created to promote traffic to the site. Skot noted that the website is scheduled to go live by June 30, 2017.

C. 5 Visitation Study: Elizabeth Cornish

Elizabeth discussed an OMAFRA grant opportunity that she will be applying for in late August or early September of this year to help fund the Visitation Study. Elizabeth noted that grant approval notification would be received between November and December of this year.

C. 6 Parkette Music Budget: Leslie Lewis

Leslie outlined the budget for the Parkette Music and will work with Sarah McNulty with regards to budget sharing opportunities in conjunction with the Apple Harvest Festival event.

D. Adjournment

Moved by: Casey Thomson

THAT this Board does now adjourn at 9:20 a.m. to meet again Wednesday, July 5th, 2017 at 8:00 a.m., Town Hall, Council Chamber, or at the call of the Chair.