

Minutes: Thornbury Business Improvement Area



MEETING DATE: August 7, 2013
MEETING TIME: 8:00 a.m.
LOCATION: Town Hall, Council Chamber
PREPARED BY: Interim Recording Secretary,
Corrina Giles

A. Call to Order

- BIA Chair George Matamoros, called the meeting to order with BIA Board of Management present, including Leslie Lewis, Casey Thomson and Meredith Brown
- Also present, Director of Recreation Shawn Everitt
- Agenda

Moved by: Casey Thomson Seconded by: Leslie Lewis

THAT the Agenda of August 7, 2013 be approved as circulated, including any items added to the Agenda, Carried.

- **Declaration of Pecuniary Interest and general nature thereof, none**
- Minutes

Moved by: Leslie Lewis Seconded by: Meredith Brown

THAT the Minutes of July 3, 2013, be approved, as amended, Carried.

B. Deputation

- B.1 Simone Sterio-Risk, Mountain Life Magazine,
Re: Fall Planning into 2014

George welcomed Simone and Glen to the BIA Meeting.

Simone spoke on behalf of Mountain Life Magazine noting that Mountain Life has been waiting for the new BIA Board to form to provide a recap for advertising possibilities for future budgeting of the BIA. Simone noted that Mountain Life is a very successful magazine, with its roots being in Thornbury.

Simone then spoke regarding the circulation of the magazine and noted it is the only in-room magazine at the Westin Hotel at Blue Mountain Village. Simone noted that

Mountain Life would like to work with the BIA in their plan to move forward. Glen then spoke noting the magazine works with social media in the area as well.

Glen then spoke noting he has worked for the last few years to keep the social and media active by posting weekly restaurant reviews, event reviews and to track results throughout the year. Glen noted that Mountain Life promotes the area as a world class area.

Glen then reviewed the statistics of the magazine, including on-line and social statistics, further noting that 30% of the readership is between the ages of 19 and 45 and that the magazine speaks to families, retirees and anyone who is active in the area.

Simone then noted that she is attending the Ski Show with Blue Mountain Resorts this year and that she is looking forward to working with the Thornbury BIA.

Casey noted that some magazines are targeted towards those who live here, and some are targeted towards those who do not live here, Glen spoke in response noting that Mountain Life is targeted toward anyone who rides a lift.

C. Meeting

C.1 Fall Street Décor (Casey)

Casey spoke regarding the fall décor and questioned if the apple banners could be placed now for the fall to tie in with the apple harvest, Director of Recreation Shawn Everitt spoke in response noting that the BIA did not budget for this work to be done, further noting that the Town bills the BIA for the banners to be replaced.

Moved by: Casey Thomson Seconded by: George Matamoros

THAT the Thornbury BIA approve the expenditure of placing the fall apple banners before the end of August to the end of November, then replacing the fall apple banners with the winter banners, Carried.

Shawn noted that he will check with Manager of Parks and Recreation Terry Green to determine if the banners can be installed.

C.2 Update from Stephanie Comrie, Events Coordinator

Stephanie spoke regarding the Thornbury Country Hoedown, Apple Harvest, and Olde Fashioned Christmas.

Country Hoedown – Stephanie noted that Bruce Street will be closed from 5:00 to 10:00 pm and that she is looking to confirm the band by the end of the week. Stephanie noted that the cowboys are doing autographs and trick roping. Stephanie noted that the barbecue is \$12 for adults and \$10 for children. Stephanie noted that the 4-H club is

providing six horses and a small petting zoo, cowboy hats will be sold for \$5 each and then spoke regarding the tables, chairs and decorations. Stephanie questioned if the bandstand should be set up during the day. Shawn spoke in response noting that the flat bed for the band will be placed in the early morning, and that the location is the south end of the street to block the parking spaces.

Stephanie noted that the Town will place signage before the event and that she will advertise in the newspaper.

Leslie then noted that the BIA has a Twitter account and that upcoming events could be sent out on this account. Casey then spoke noting anyone can post on the BIA's Facebook account, further noting that George and Casey have the administration privileges.

Stephanie noted she will follow-up with Cedar Run regarding releasing flyers, and noted she will prepare a flyer to post and send to shops and businesses in Town.

Stephanie then spoke regarding the Country Hoedown budget, noting she has spent under \$500 to date, and noted the cost for the police and barricades is \$600.

Stephanie noted she is looking to get prizes together for the best dressed male, female, and child.

Stephanie then spoke regarding the Apple Harvest event and noted the entertainment includes a scavenger hunt including the labyrinth and fish ladder from 11:00 until 2:00 pm. Shawn Everitt then spoke noting the MNR is interested in participating and that Craig Todd may be available to do a lecture series here at the fish ladder over the weekend, and that Mr. Todd will work with Shawn and Stephanie.

Stephanie then spoke noting the cost to offer horse and wagon rides is \$750 per day and that she will review the budget. Shawn spoke noting the County will need additional insurance of \$5M if the County Road is being used for horse rides.

Stephanie then noted that the LE Shore Library will be doing crafts and that the Beaver Valley Outreach will be participating as well. Stephanie noted that the churches may be offering a garden tour and a stained glass tour, with parking available at the Town Hall.

Stephanie then noted that Clarksburg is doing a gallery tour, displays and other apple events and that Clarksburg is responsible for its own advertising.

Stephanie noted that she is seeking the assistance of Town Ambassadors from GBSS to guide visitors around town.

Stephanie then questioned music at the parkette, George replying that Stephanie should call a meeting of the committee to discuss this. Shawn spoke noting that last

year \$2000 was spent on the Apple Harvest festival, and that there is no Town budget this year for Apple Harvest festival.

Stephanie spoke regarding Olde Fashioned Christmas, noting that some work has been done for Olde Fashioned Christmas with some things being booked. George spoke noting the reindeer should be booked, Casey spoke noting the Fine Grind Quartet should be booked, further noting this quartet travels from shop to shop.

C.3 BIA Visioning Session Update (Corrina)

- Confirm September 18
- Schedule Special Meeting of BIA to meet with facilitators

Interim Recording Clerk Corrina Giles spoke noting she will confirm the September 18 Special Meeting of the BIA that Luanne Phair of the MMAH and Cheryl Brine of OMAFRA will facilitate.

Corrina will schedule a Special Meeting of the BIA to meet with Cheryl and Luanne to review the format of the September 18 Special Meeting visioning session of the BIA.

Corrina noted that the BIA monthly meetings are moving to the second Tuesday of the month, at 6:00 pm for the months of September, October and November as a pilot program so that the BIA Board can determine if the attendance of the BIA Membership will increase.

C.4 Inclusions on the BIA website (George)

George spoke regarding the request to include matters on the BIA website, and noted that a policy needs to be developed regarding posting to the website, further noting that direction needs to be given as to what can be included on the website.

Casey noted that tourists looking for information on the area will go to the BIA website, further noting that the BIA should look at ways to have associate members.

C.5 Additions to Agenda

None

D. Notice of Meeting Dates

BIA Monthly Meeting, September 10, 2013 6:00 pm
Town Hall, Council Chamber

BIA Monthly Meeting, October 8, 2013 6:00 pm
Town Hall, Council Chamber

BIA Monthly Meeting, November 12, 2013 6:00 pm

Town Hall, Council Chamber

E. Adjournment

Moved by: Leslie Lewis Seconded by: Meredith Brown

THAT this meeting does now adjourn at 9:03 am, Carried.