

**Minutes: Thornbury Business Improvement Area**



**MEETING DATE:** August 28, 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, Councillor Ardiel
- Also present, CAO Troy Speck, Director of Recreation Shawn Everitt, Director of Finance Robert Cummings
- Agenda

Moved by: Casey Thomson                      Seconded by: Gail Ardiel

THAT the Agenda of August 28, 2013 be approved as circulated, including any items added to the Agenda, Carried.

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

**B. Meeting**

**B.1 Cheryl Brine, from Ontario Ministry of Agriculture and Foods and Luanne Phair, from the Ministry of Municipal Affairs and Housing**

George welcomed and thanked Luanne and Cheryl for attending.

Luanne spoke requesting an update of where the BIA is now.

George noted the BIA Board of Management has been waiting to schedule a visioning session, and are seeking more information and input from the BIA Membership.

George noted that this is the last year of payments for the CAUSE loan, and that input from the membership is needed to determine where the BIA is headed from this point, i.e next steps, projects.

Casey Thomson then spoke noting she would like to see more information regarding Associate Members and how the BIA can include Associate Members to attract other businesses in the area to join the Thornbury BIA.

Cheryl Brine then spoke noting she believes that the BIA would like to start fresh or revisit ways in which the BIA Membership can be attracted to become more involved with the BIA. Cheryl noted that BIA sessions were held last fall that were BIA specific.

Casey Thomson spoke noting the BIA's relationship with the Town has improved vastly since the new BIA Board was appointed and that working with the Recreation Department has been a huge breakthrough. Councillor Ardiel spoke in response thanking Casey for her comments noting that this was the Town's goal to have everyone working together.

George then spoke noting his goal, through the visioning session, is to show the BIA Membership that the BIA is relevant to them and their business. Luanne Phair spoke in response noting that at the visioning session, we will be seeking new ideas with a need to establish a communication plan with the BIA membership.

Casey noted that the BIA Membership should be involved in how the levy is spent now that the CAUSE loan is paid, George noted that the BIA Board would like direction from the membership, to be able to bring this to the Town.

Casey then spoke noting the Thornbury BIA levy is less than other BIA levies.

George spoke noting the new Sobeys development is progressing and questioned if the BIA could expand its catchment area and questioned if other members support expanding the boundaries.

John Gyles, BIA Member, then spoke questioning if other BIAs have similar problems in getting the membership to be more involved. George spoke in response noting he has communicated with Meaford and that Meaford's BIA Budget is \$17,000, but the BIA is responsible for its own insurance, which the BIA does not have the budget money to pay for. George noted that Collingwood has a large budget, over \$400,000, and have staff and have more mature projects, further noting that the Collingwood BIA meetings are sparsely attended as well.

Gail then spoke noting she is involved with the Collingwood BIA through her business and noted that many people attended the Collingwood BIA budget meeting, but similarly not many attend the regular monthly BIA Meetings. Gail then noted that the Collingwood BIA has fulltime staff.

Casey then noted that she will bring forward the issues of associate members, new projects, and expanding the boundaries at the visioning session.

CAO Troy Speck then spoke noting there is merit to Casey's ideas, and that the BIA Board may have to go out to the BIA Membership to receive input, ideas and feedback. Gail noted that face to face contact may work, further noting that she would like to see the Chamber and the BIA working together.

George noted that the BIA Board should go door to door before the September 18 meeting to identify the issues and items to be discussed at the visioning session.

Leslie then spoke noting many BIA Members did not know about the Country Hoedown event this past weekend and that the Board and the Membership need to determine the future of the BIA.

Casey noted she would like to discuss the possibility of a sound system, lighting project, and splash pad. Shawn Everitt then spoke regarding a lighting and sound systems project, noting that he has developed a capital project sheet for the 2014 budget, and confirmed that the lighting project has been included in the budget for the last five years. Shawn noted that during the visioning session this can be discussed. Shawn then noted that the BIA Board may develop a focus session for projects.

Shawn advised that Landmark is preparing a first rendering of Concept "F" for the future of the Town Hall site, further noting that Council endorsed this before the removal of the Old Town Hall. Shawn noted that this venue will be a huge asset for events, music with a bandshell, and confirmed that input from the public and the BIA is important. Shawn noted that other areas have brought public school involvement to the projects.

Shawn noted that he could speak at a high level about the development of the old Town Hall site at the September 18 visioning session, including the trestle bridge and dam. Robert Cummings spoke noting he can transfer the \$15,000 CAUSE money into a BIA reserve for a future project.

George then noted BIA Board Member, Sean Brady, was unable to be at this Special Meeting, so he had forwarded his thoughts to George to share. Sean believes that many businesses feel they do not receive any benefit from the BIA, and that he would like to see the beautification expand to the edges of Town near Foodland, with the installation of sidewalks. Sean noted that it would be great to extend the boundaries to the edge of the Clarksburg border, further noting that the new Sobeys development will add revenue to the BIA if the boundaries are expanded. Sean noted that the BIA Board should serve its members as best it can.

Cheryl then spoke summarizing the comments made at this meeting, including beautification/projects, expanding the BIA Boundaries, associate members, door to door visits before the September 18 Visioning Session.

Luanne then questioned if any of the matters discussed this morning have been discussed in the Town's strategic plan, Shawn replying yes, many of the Town's plans speak to these issues.

Shawn then spoke regarding the Town's gateways currently at Peel Street at the west end, near the Thornbury Home Hardware to the east, and referenced the other signs at the edges of The Blue Mountains. George spoke in response noting when he envisions gateways, he thinks of the empty space across from the Foodland and noted

that the sidewalks in this area are in disrepair, further noting that lamp posts and banners would help to improve this area.

Gail spoke in response to George and noted that some of the sidewalks have been replaced in Town, further noting that she does not believe there are sidewalks to Foodland. Gail noted that the Town will have to replace current sidewalks before new sidewalks can be installed. George noted that he would like to see the east end of Thornbury with a more well-kept appearance.

Casey spoke noting nothing should be done in this area until a replacement tenant has moved in to the current Foodland building, Troy concurring.

Luanne then spoke regarding RTO7 funding for signage, Shawn noted that the RTO7 liked the Town's signage, and that very few signs were replaced, most signs were new additions.

Cheryl then spoke noting we need to focus on key topics and that we need to be prepared if few attend the September 18 visioning session, further noting that the agenda should be circulated door to door. Luanne then spoke regarding associate members, and noted that a staff person could prepare a report to expand the boundaries.

Moved by: Casey Thomson

Seconded by:

Gail Ardiel

THAT the September 18, 2013 BIA Visioning Session Agenda include the following items:

1. Projects / capital projects, lighting and sound
2. Review and expand BIA boundaries
3. Associate Members
4. Other comments / ideas

Carried.

George noted he would like to see as many businesses within the Thornbury boundaries as possible, included in the BIA boundaries, with development land included as well. George noted that the Community Improvement Plan boundaries should be noted and that the boundaries should be similar to those boundaries, east to the Home Hardware, and west to the edge of Thornbury.

Shawn noted he will get examples from other municipalities of lighting projects.

George noted that Clarksburg businesses should be invited to the September 18 visioning session meeting.

Leslie then spoke regarding associate members and noted that if the Clarksburg BIA proceeds, that perhaps each BIA could be an associate member of the other.

**C. Notice of Meeting Dates**

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

BIA Special Meeting, September 18, 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

**D. Adjournment**

Moved by: George Matamoros      Seconded by: Gail Ardiel

THAT this meeting does now adjourn at 9:30 am, Carried.