

**Minutes: Thornbury Business Improvement Area**



**MEETING DATE:** September 10, 2013  
**MEETING TIME:** 6:00 pm  
**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 all BIA Board of Management present, including Leslie Lewis, Casey Thomson, Sean Brady, Meredith Brown, Councillor Gail Ardiel
- Agenda

Moved by: Meredith Brown                      Seconded by: Gail Ardiel

THAT the Agenda of September 10, 2013 be approved as circulated, including any items added to the Agenda, being an addition at C.9.1 New Developments Carried.

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

**B. Deputation**

None

**C. Meeting**

**C.1 Report on Thornbury Country Hoedown (Stephanie)**

George spoke regarding the Country Hoedown noting it should be advertised more next year and spoke regarding the attendance at the event.

Sean Brady questioned how many were served by the caterer, Meredith replying 160.

George noted that more cowboy hats should be available for sale next year and that the food was a success. George noted that the same band is interested in performing again next year. George noted that Donna (BIA Secretary) will update the restaurant email addresses for next year. George noted that he would like to hire dancers for next year, i.e. line dancers, to entice those in attendance to participate.

George then spoke noting the event was not over-budget.

Sean then questioned the attendance at the Cedar Run Rodeo, Meredith replying it was the same as last year. Casey spoke noting the Country Hoedown should be promoted and grown, regardless if the Cedar Run Rodeo continues or not.

Casey noted that Cedar Run has third party promoters for its event, and that the BIA needs to promote its Country Hoedown event.

Leslie then spoke noting business participation is important and noted that businesses need to be opened for the event.

Corrina Giles then spoke noting square dancers should be included to entice those present to participate.

### **C.2 Progress Report on Apple Harvest (Stephanie)**

George then spoke regarding the Apple Harvest event, noting that the horse and carriage, magician and musician have been booked, and that the lamp posts will be decorated with mums and pumpkins. George noted that the scavenger hunt still needs to be prepared, and that GBSS will provide students who will act as ambassadors for the weekend in exchange for student hours. George noted that the business CCE Promotions could be asked to print t-shirts that say "Ask-Me" for the Thornbury ambassadors. George noted that the Village brochure is almost finalized and that if anyone has any other questions to contact Stephanie.

Casey spoke noting that the Apple Harvest Beverage Passport is prepared.

### **C.3 Olde Fashioned Christmas, looking ahead (Stephanie and Committee)**

George spoke noting a few items have been booked, and that Stephanie is considering preparing a brochure for information.

### **C.4 Bridge Banner (Leslie, Casey)**

Casey spoke noting that Shawn Everitt researched the bridge banner and that Shawn has a quote for the cost of the banner from Flags Unlimited. Casey noted that the BIA should purchase the banner and get it installed. Casey noted that the cost to install the banner is \$800, and that a banner will welcome people to town.

Moved by: Casey Thomson                      Seconded by: Leslie Lewis

THAT the Thornbury BIA supply and install a Thornbury BIA Banner on the Highway #26 bridge banner poles at the BIA's cost, and that such cost be taken from the 2013 reserves for this year, with such cost not to exceed \$3000

In speaking to the motion, Sean Brady questioned if the bridge banner poles could be a way to generate revenue for the BIA, and questioned if the Town or the BIA would receive revenues from renting the poles for the installation of a banner.

Meredith then questioned who would decide who gets the banner space, Sean replying it should be on a first-come, first-served basis. Casey then noted that the Recreation Department should manage the rental of the poles.

George then questioned if the Town could determine how this can be a source of revenue for the BIA and that perhaps a pricing sheet could be created.

Casey noted that a double-sided banner from Flags Unlimited is \$870 and to install the banner is \$800, and to bring the banner down would be another \$800.

The BIA Board of Management then voted on the motion, Carried.

Meredith then vacated the meeting.

### **C.5 Blue Mountain Resorts Publication (Casey)**

Casey then spoke noting Blue Mountain Resorts publishes their own magazine that includes just Village businesses. Casey noted that the Town of Collingwood will be advertised in this magazine and noted that the Thornbury BIA should look at this as an opportunity to advertise the BIA as a visitor destination, and should consider advertising in the Blue Mountain Resort magazine in the spring.

### **C.6 Signage – Overhanging for Businesses (Casey)**

Casey then spoke regarding signage and noted she was in Kingston on the weekend and that Kingston has beautiful signage over the stores, much like the village of Creemore. Casey noted she has reviewed the Town's sign by-law and believes it needs to be updated, and that the BIA should work with Council to update the sign by-law and work with the economic development officer to do so.

George questioned if a committee should be struck to work with the Town to amend the sign by-law. George then noted that some municipalities require businesses to have the same type of signage.

Councillor Ardiel spoke noting she was involved in the creation of the sign by-law many years ago and that she believes it is time for the sign by-law to be reviewed and possibly rewritten. Gail noted that it is a long process to amend the by-law and that information from other municipalities would be helpful, and noted that the time and cost to update the by-law should be considered as well.

George then spoke encouraging businesses to apply for a variance to the sign by-law if they wish to erect a sign that is outside of the parameters of the sign by-law.

## **C.7 Business Owner Parking (Leslie)**

Leslie spoke noting business owners parking on the main street is a concern for business owners along Louisa and Bruce Street. Leslie questioned if a letter could be sent to the membership asking that business owners and their employees not park on the main streets, and that they should be parking in the municipal parking lots to allow customers to park on the main streets.

Gail spoke noting the Town of Collingwood BIA has the same concerns and that the BIA advised its members to park in the back of their stores.

Leslie then spoke noting parking elsewhere, off the main street, is a courtesy for all businesses. Gail questioned if this could be posted to the website asking owners to please park elsewhere, and reiterate that the BIA wants customers to be able to access their businesses as easily as possible.

## **C.8 Town Budget Cycle – 2014**

George spoke requesting that Robert Cummings provide a draft budget for 2014 for the BIA's consideration. Corrina Giles will prepare a timeline for consideration of the BIA Budget, presentation to the membership and presentation for consideration to Council.

## **C.9 Additions to Agenda**

### **C.9.1 New Developments**

Joe Halos spoke noting he has been a member of the Thornbury BIA since 1995 and owns a building on Highway #26 that currently has ten businesses. Joe noted he is also a Council member.

Joe noted that some businesses do not want to be involved with the BIA, and that his businesses constitute approximately 10% of the BIA. Joe noted that he wants to support the BIA moving forward and wanted the BIA Board to know that when a BIA matter comes forward at Council, that he declares a pecuniary interest and does not participate in related discussion or voting.

Joe noted that he would like to attend the BIA meetings. Joe then referenced the developments coming to the west end of Thornbury and questioned if the BIA has an opinion on these developments.

George then thanked Joe for his input and noted he is looking forward to his input at the upcoming September 18 visioning session. George noted he is pleased to see that Joe is committed to the BIA.

Gail then spoke noting she agrees with Councillor Halos, noting that she would not like to see the downtown core impacted by a new development. Gail noted that she

delivered the September 18 Agendas to BIA businesses and that she received some good and some negative responses regarding the BIA.

George noted that many have different ideas as to what a BIA should be and the biggest hurdle seems to be the level of the levy, being low, many members pay the levy and want others to do the work, further noting that the membership need to be educated about the work of the BIA.

Casey then questioned if some of the Collingwood downtown businesses closed because of the big-box stores that came to Collingwood, Gail replying that it could be the demographics of the area, that the downtown core could be too high-end for some.

George then noted as new development comes, he sees the addition of businesses as an improvement to the shopping experience of shoppers, further noting that he would like to ensure that new development is within the BIA catchment area.

Joe noted that now is the time to consider expanding the boundaries of the BIA to capture businesses.

#### **D. Notice of Meeting Dates**

BIA Special Meeting, Visioning Session, 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

#### **E. Adjournment**

Moved by: George Matamoros                      Seconded by: Gail Ardiel

THAT this meeting does now adjourn at 7:30 pm, Carried.