

Minutes: Thornbury Business Improvement Area



MEETING DATE: September 18, 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, Councillor Ardiel, Meredith Brown, Sean Brady
- Also present, CAO Troy Speck, Director of Recreation Shawn Everitt
- Agenda

Moved by: Gail Ardiel Seconded by: Meredith Brown

THAT the Agenda of September 18, 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

1. **BIA Projects / Capital Projects**
 - a. **Sound system**
 - b. **Lighting**

George Matamoros welcomed everyone present, and thanked Luanne and Cheryl for attending and facilitating this evening's meeting.

Director of Recreation Shawn Everitt spoke regarding beautification and the proposed BIA capital projects, including sound and light projects. Shawn noted that it is hoped that in the future there will be a reduction in the cost of sound systems because of the advancement of wireless technology. Shawn then reviewed the existing guiding documents and the draws to the area, including the trestle bridge, dam, gateways, BIA beautification and other municipal beautification.

Shawn spoke regarding the future steps of the BIA, asking what is wanted, budgets required, and the scope of work.

Sean Brady then spoke questioning if the Town will support the BIA. Councillor Halos spoke noting there has been success in the past few years with private/public partnerships, referencing the dog park, and noted that there are funding options available for projects. Councillor Ardiel spoke noting the BIA and the Chamber of Commerce should work together to apply for funding possibilities.

Cheryl then questioned the priorities of the BIA. Linda Teed noted that the BIA boundaries should be expanded. Linda noted that there should be a corridor of lights when coming in to Thornbury. Cheryl spoke in response noting the costs of projects need to be considered as well, Linda noting that the BIA should build on the current lightposts.

Sean Brady expressed his appreciation for those that attended this evening and noted he looks forward to increased participation at the monthly BIA Meetings.

Trish Smith, spoke noting she would like to see more traffic moving through Thornbury, attending the events, and questioned if the membership can comment on how the BIA Budget is spent, further noting that more money should be spent on events.

Cheryl then spoke noting the BIA Board should create subcommittees to assist with the workload.

Jane Grahek spoke noting the BIA should erect billboards from Stayner to entice visitors to Thornbury.

2. Thornbury BIA Boundaries

a. Review and expand

Meredith spoke regarding expanding the BIA Boundaries noting that the boundaries should be expanded to be consistent with the Community Improvement Plan.

George spoke noting the BIA should consider the basis for the levy, noting currently all businesses pay the same amount, but questioned if the levy should be based on assessment, as it is a more fair system, that could include a minimum/maximum.

Phil Havens spoke noting the BIA should try to attract more members.

Luanne then spoke noting that the BIA should request that Council expand the boundaries and that the different funding options be considered.

Councillor Halos spoke concurring that the BIA Boundaries should be expanded, and noted that he is not in favour of purchasing a sound system for the BIA.

Trish Smith then questioned if the BIA Boundary could be all of Thornbury.

Corrina Giles, Town Clerk, noted she will bring information to the next BIA on expanding the boundaries.

3. Associate Members

George questioned if the membership would like to broaden the BIA by adding or allowing Associate Members. Luanne noted that Associate Memberships could be offered at a flat rate, but noted a policy needs to be in place on the fee charged.

Luanne noted that a subcommittee should be struck, with the inclusion of Shawn Everitt, that will look into lighting and will report back to the BIA Board.

John Mealey spoke noting the BIA should look at Blue Mountain Resort and the Village to bring people to Thornbury, further noting that the BIA needs to tap into the ethnic and immigrant groups that visit the Village. George spoke in response that this is a good idea, but questioned how it can be achieved.

John Mealey then questioned if an event could be planned around the Olympics, winter sports, noting there are many local athletes associated with the Olympics.

Casey then spoke regarding the Apple Pie Trail.

Councillor Halos spoke noting the park next to the Town Hall will bring people here and is a worthwhile project. Casey spoke noting a splash pad/skating rink could be considered and noted the BIA working with the Town and service clubs could make this happen.

George noted that ensuring there are dates on banners is a good idea and advised that the bridge banner will be installed.

Laurel Cross spoke noting the BIA needs a downtown washroom. Shawn Everitt spoke in response noting that there has been much discussion about a downtown washroom, but noted it must be strategically placed, with thought to the future considered.

Cheryl noted that the BIA Board needs to draw from the BIA membership to create subcommittees to get the membership involved.

Jane Grahak, Laurel Cross and Trish Smith noted they would be willing to sit on a subcommittee.

Cheryl then noted the BIA Board needs to recruit volunteers to assist as well.

Cheryl referenced discussion about an Olympic send-off for athletes, including former Olympic athletes.

Celine Szoges spoke noting coupons for Thornbury businesses should be made available at Blue Mountain Resort to draw people to Thornbury. Casey Thomson spoke in response noting that Scandinave Spa offered to provide \$5 Thornbury coupons to their guests.

Cheryl spoke noting that subcommittees for events and promotions should be created.

Meredith spoke noting the BIA needs partnerships.

4. Other Comments / Ideas

George spoke regarding upcoming meeting dates and times.

Luanne then spoke expressing the importance of communicating with the BIA Membership

C. Notice of Meeting Dates

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: Gail Ardiel Seconded by: Casey Thomson

THAT this meeting does now adjourn at 7:50 pm, Carried.