

Minutes: Thornbury Business Improvement Area



MEETING DATE: November 12, 2013
MEETING TIME: 6:00 pm
LOCATION: Town Hall, Council Chamber
PREPARED BY: Interim Recording Secretary,
Corrina Giles

A. Call to Order

- George Matamoros called the meeting to order with BIA Board of Management present, including Sean Brady, Leslie Lewis, Councillor Gail Ardiel, Casey Thomson. Meredith Brown absent due to a previous commitment.
- Agenda

Moved by: Casey Thomson Seconded by: Leslie Lewis

THAT the Agenda of November 12, 2013 be approved as circulated, including any items added to the Agenda, being an addition at C.12.1 Beaver River Watershed Workshop, Carried.

- Declaration of Pecuniary Interest and general nature thereof, none

B. Deputation

None

C. Meeting

C.1 BIA Draft 2014 Budget

The BIA Board reviewed the draft budget. Councillor Ardiel questioned if the \$10,000 would cover the total cost of the winter lights. Director of Recreation Shawn Everitt noted that the draft 2014 Town budget includes \$25,000 for the beautification project, further noting that he sees 2014 as a year to plan the beautification project.

George noted that the City of Barrie is selling used cedar wreaths with lights, further noting that decoration is expensive.

Casey spoke noting the membership expressed support for a lighting project, and that she is not in favour of taking money from reserves for a lighting project. Casey noted that the levy received from the expanded boundaries should fund decorations. George spoke in response noting that when the Lighting Committee is in place that there should be a budget amount in place that the Lighting Committee can work with.

Shawn Everitt then spoke noting the beautification project needs to be planned and that a scope of work needs to be in place before the project starts. Shawn then referenced the Town's Purchasing Policy and noted the BIA will have to follow the purchasing policy. Shawn noted that the funding being put in place requires an overall plan, further noting that 2014 is a planning year.

George then questioned if the \$2000 contained in the budget for Canada Day festivities should be a Town funded event, Casey replying that Canada Day is an area event, further noting that she supports the inclusion of \$2000 in the budget for Canada Day.

George then referenced the Rodeo event funding and noted this event should be expanded, Casey noting that the BIA may have to coordinate the entire event next year.

Stephanie spoke regarding Apple Harvest and noted she spent \$5000 on the event, and that additional budget money would have been helpful.

George spoke regarding the OBIAA conference noting it is beneficial to attend.

With respect to flower and watering, Shawn spoke noting there will be additional costs for the changeover of banners. George noted that he would like the budget to reflect the cost of each function, including watering and banner installation. Shawn confirmed the BIA has enough winter banners.

The Board then recognized Joe Halos, member of the BIA present. Joe spoke noting he would like to see the \$15,000 CAUSE loan drop from the levy. Joe noted that a Lighting Committee has not been formed, and that the levy should not be increased. George spoke in response noting that the BIA's goal is to ensure the lighting committee has the reserves to do something with. Gail then spoke noting the BIA wants to move forward with lighting.

Casey then spoke noting the BIA should not reduce the levy and that if the BIA boundaries are expanded the levy will need to be increased.

C.2 Economic Development (Elizabeth Cornish)

Elizabeth then spoke regarding economic development. Elizabeth spoke regarding the Business Retention and Expansion project and the Business Retention and Expansion task force.

Elizabeth then spoke regarding the Economic Development Advisory Committee ("EDAC") and noted she is seeking representation from the Thornbury BIA to be appointed as a member of the EDAC. Elizabeth noted that the Town will match any funding received and if no funding is received, that the funding will be tight.

Moved by: Gail Ardiel Seconded by: Leslie Lewis

THAT the Thornbury Business Improvement Area Board appoint Casey Thomson as the Thornbury BIA representative for the Economic Development Advisory Committee, Carried.

George noted that the BIA will consult with the membership to determine if there is a BIA member that would be interested in being a part of the EDAC.

Elizabeth noted that she is putting a social media strategy together for the Town.

Elizabeth then spoke regarding the new transit system that will bring people to the Village from Collingwood and Wasaga Beach, further noting it is on a six month trial period.

Elizabeth noted that she sees ways to support small business start-ups and that she will be attending local conferences to welcome all to our community.

C.3 Updated Financial Report (October)

The Board reviewed the updated financial report.

C.4 Bridge Banner Engineering (Casey)

Shawn spoke regarding the bridge banner engineering noting he has worked with Director of Engineering and Public Works, Reg Russwurm and that Reg can use one of three engineering firms to perform the structural engineering for this specialized work. Shawn noted that he will report back when quotes are received.

Casey then questioned how this will be funded, Shawn noting that once the quotes are received that will how it is funded will be determined, but confirmed that Engineering and Public Works has not budgeted for this and it will likely have to be funded by the BIA. Shawn noted that this could be considered in the beautification project. Casey then noted that the Town should pay for the poles and the engineering.

C.5 Report from Olde Fashioned Christmas Committee

Stephanie reviewed the plans for the Olde Fashioned Christmas, including cookie decorating, horse and carriage rides, tree lighting, downtown activities, Santa and his elves, scrooge, BIA tent with cider, hidden Santa's in stores, face painting, balloon twisting, Stephanie noted that some businesses are included in a holiday beverage passport.

Stephanie noted that Mayor Anderson will be at the tree lighting, and that Shawn Everitt will be present to facilitate this as well.

George spoke noting an increased BIA presence on Bruce Street would be great and noted he is hopeful that all BIA businesses will participate. George noted that there will be signage that lists all BIA members.

Gail then questioned the hours of Olde Fashioned Christmas and questioned if all BIA businesses have been opened in the past, further noting she will go to King's Court to ask that they remain open for the event.

Casey then spoke regarding the success of the "Glamapalooza" flags on the bridge, noting the flags were well worth the money and that flags should be purchased for Olde Fashioned Christmas and hung on the bridge. Casey noted that the cost of the flags and to have the flags hung was \$850. George spoke in response noting he would rather see a generic "Thornbury" winter flag hung that could be hung on the poles for a few months. Casey spoke in response noting that the Committee could look at this as a multi-year investment.

Sean Brady spoke noting, in order to be effective, flags need to include the date of the event.

Gail then questioned what has been spent on advertising for Olde Fashioned Christmas, George replying invitations, posters, pamphlets, cider, noting approximately \$2000 of the \$12,000 budget.

C.6 Marketing Committee

George then spoke questioning if the BIA should form a marketing committee so that the BIA has a uniform strategy and is consistent. George noted that the BIA needs a year round marketing program including radio, social media, etc. George questioned if someone could be appointed to tweet and to form a blog.

Gail then spoke in response to George noting that a marketing committee would be beneficial to keep all communications consistent and requested that this be added to a future agenda.

C.7 Lighting Committee

Moved by: George Matamoros Seconded by: Casey Thomson

THAT Scott McVittie and Gail Ardiel be appointed as the Decorative Lighting Committee, Carried.

C.8 Apple Harvest Festival Update (Stephanie or Leslie)

Stephanie spoke noting next year there should be increased efforts to improve advertising. Stephanie noted that the weekend was good, though the weather could have been better. Stephanie noted that there should have been more apple

