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Minutes: Thornbury Business Improvement Area

MEETING DATE: May 7, 2014

MEETING TIME: 8:00 a.m.

LOCATION: Town Hall, Council Chamber

PREPARED BY: Donna Gorrie, BIA Secretary

A. Call to Order

A. Call to Order: Chair George Matamoros called the meeting to order at 8:02 a.m. welcoming everyone present including BIA Board of Management: Leslie Lewis, Meredith Brown, Casey Thomson, Sean Brady and Councillor Gail Ardiel

▪ **Approval of Agenda**

Moved by: Sean Brady Seconded by: Gail Ardiel

THAT the Agenda of May 7th meeting be approved as circulated, Carried

▪ Declaration of Pecuniary Interest and general nature thereof, none

▪ Approval of Minutes:

Moved by: Casey Thomson Seconded by: Sean Brady

THAT the Thornbury BIA Minutes of April 1st be approved as circulated.
Carried

B. Deputation: none

C. Monthly Meeting

C.1 Canada Day

Casey gave an overview identifying many of the activities that will be taking place in the BIA area, and mentioned the Lions Club pancake breakfast in Clarksburg. Shawn Everitt has taken care of all the permits for road closures. The event will include face painters, a band, Oh Canada cupcakes in the Parkette, the Rotary's chili, an antique car show and a drumming circle in the Hester St. parking lot, with Hester and Louisa closed in that area. There will also be activities at the harbour. On the main street a sidewalk sale will take place that requires no special permit and is not a BIA initiative. Lynda Wykes will produce the poster and rack cards. Shawn mentioned there will be three town staff on duty that day in the downtown area and that the town has done some marketing of this event. Casey's goal is to have the rack cards in shops and restaurants by the May long weekend and will be

sending out an email in the next few days to have the BIA directors proof for errors and omissions.

C.2 Apple Harvest

Leslie attended a festival planning workshop last week and gave an overview that included identifying: “who /what is your postcard picture shot of your area’ and what gets people talking and coming back. Planning and getting involved within the community and approaching schools and businesses and others within is important. Since this area has a strong focus on apples, we should utilize theme more and focus events towards it.

George asked Leslie to prepare a summary for the board.

C.3 Bridge banner

Shawn Everitt stated that the report passed at council and that the next step is to look at engineering an external winch system. Shawn noted that Sean Brady had been instrumental and helpful and they will be moving forward with this. Sean Brady spoke to the company and believes we can now proceed with them submitting the drawings for the BIA to review.

Shawn mentioned that there was not enough time to get a Canada Day banner in place for this year and they were aiming for late summer with two banner rotations for 2014. They are still addressing the agreement regarding who can utilize this banner. There will be a Canada Day flag on the bridge though.

Gail requested that this be ready in time for the Apple Festival.

C.4 Lighting committee – handout from Councillor Ardiel

Gail gave an overview of the handout and that the committee had decided it would start the gateways first.

Shawn Everitt mentioned there had been ongoing meetings and he would again be meeting next week with the Landmark group. His goal is to have a graphic rendering for year round lighting for the next BIA meeting, and to also get the BIA’s direction if they wish to move forward with gateway lighting.

A request for proposal has been sent out to get concrete numbers and plan how this can be phased in.

Shawn mentioned success with RFPs in past for proposals asking companies to bring info in. It’s a two envelope process, town will base their decisions on specific components that meet the criteria. He wants to identify what the companies present first and identify if they have what is needed and he hopes to have a report before the next BIA mtg.

George asked about the gateway sign on the east side and Shawn explained that the weather has been an issue but that the Roads Department will be addressing that soon. They are not looking at upgrading the solar panel at this time.

Gail Ardiel stated that we’re looking for something unique for this town and have looked at many areas, want something that will showcase the town and make it a positive experience for anyone coming to the Town of the Blue Mountains.

Casey gave an example of nearby signage that was simple yet very appealing and suggested that Shawn look into it. Gail stated that they were looking at themes.

Joe Halo questioned if the proposal would disqualify Landmark because they are doing some engineering and Shawn Everitt stated that it will not affect them at all because they have separated the issues. Gateways will not be apart of the Landmark work. Shawn gave a brief outline of the 2 envelope process. Discussion regarding the gateways took place.

Sean Brady asked if there were any discussions with Sobeys. Shawn Everitt wants to make sure that the streetscape is addressed, and is assessing where the west gateway on Highway 26 will be.

C.5 OBIAA Conference

Leslie gave an overview of the Ontario BIA conference in Hamilton that George, Sean, and Leslie attended. Some of the planning/conference sessions were: attracting younger generation, connecting the dots, and strategic planning . George noted that in the future it would be good to have the Council representative attend the conference for many were attending with other BIA directors.

Highlights: Many BIA areas have farmers markets and it was suggested our area look into this.

Oakville has extended an offer to us to contact them for more information and assistance. Their lighting is on a rental program and the company comes to replace if needed.

“Do things that make people ‘talk’ about you, not necessarily coming to ‘see the BIA’ area.”

Strategic planning is important and we need to develop a vision for highway 26 and get a plan in place in order to seek out future funding.

Sean Brady stated that our BIA and the levy is quite large in comparison to other towns. Other BIAs similar in size to ours have been able to achieve significant improvements through grants with matching funds, where the Federal, Provincial, and Municipal governments provide funds for improvements. .

Elizabeth mentioned that she was good at grant writing, finding funding and working with strategic plans with other groups

She feels this BIA has greatly improved with ideas and planning and agreed with Casey that the experience is the brand.

George wishes to form committees to address more planning and ideas.

Elizabeth has been in consultation with Cheryl Brine for planning and Elizabeth has suggested that the BIA present their ideas and strategic planning to her for her to identify the grants that may be available.

She is hoping that the EDAC can be a working committee that addresses all areas/groups like the BIA.

Casey questioned if the Town of Blue Mountains had applied for Canada Day grants and how do we find out about them and apply?

Shawn stated that you have to have the plan, and the planning done to apply for grants and most are from 10 months to a year in advance.

It was then stated that this must be incorporated into planning for the BIA.

Gail passed on a comment about how someone approached her about a fish ladder festival idea for this area.

C.6 Summer music

Casey gave an overview stating that in the past two years there had been music in the parkette on Saturdays and Sundays but it was felt there needed to be more diversity and suggested hiring a music coordinator. There is a lot of work involved but questioned "what do we want?" also stating that it is about 'experience' and the need to be clear what we want to provide and to decide on this.

Elizabeth mentioned the Village and wondered if we could tap into their music programs (for a fee) which might be less expensive than hiring someone.

George suggested that the music move around the area and not stay in one spot at the parkette, perhaps using the town hall and developing it as more of a town experience: possibly including the fish ladder area, Kings Court, and that we need to make sure the experience is Thornbury wide.

It was suggested to contact Drew McIvor to see if he was interested.

It was agreed that the idea of music covering 4 or 5 areas will encourage people to walk around the area to experience it was a good one.

After discussion it was decided that Meredith would take control of the summer music and the \$1500 budget for 2014 and will work with the musicians that she has at Bridges.

It was also stated that this item needs to be placed onto the December Agenda for the BIA to discuss for the following year.

Moved by: George Matamoros

Seconded by: Gail Ardiel

THAT Meredith Brown take control of the summer music and handle it with a budget of \$1500. Carried

Shawn Everitt stated that it is a process in planning since there are some businesses that may have some concern and that it will be a by-law issue versus a BIA issue.

C.7 Associate memberships

George stated they are currently waiting for Council and the by-law to be passed before moving forward and wants everyone to think what an associate membership fee should be and bring it to the next meeting with a suitable discussion.

C.8 BR&E update

Elizabeth discussed the plans to hire a Project Coordinator. The new position of coordinator will have experience working on large projects and will be able to coordinate this endeavour, rally volunteers and will be someone who can make the strategic plan happen.

Things will be well underway in the next 4 to 5 weeks. There will be 15 questions on the business survey and Casey is the BIA rep. on this committee.

Elizabeth requested that the BIA directors let her know of any new businesses that are starting up. There is a need for others to take surveys to the business owners and if anyone knows of others that might be interested they can let her know.

C.9 Correspondence – Beer Festival

The BIA received an email applying for an event permit for the Town to have a small craft/beer festival.

Shawn has not received an event proposal and a license is needed. He had expressed that Sept 2014 is a bit tight and the same weekend of Centurion concerned with traffic on those highways leading around the area, and the closed highways for the same date.

Ideas will /could be presented to council to have specific areas utilized but the ideas must be approved by Council.

All those areas, other than the downtown parkette are outside of the BIA area. George asked board members if they had any objections and there were none. George will reply to the email inquiry.

C.10 Additions to Agenda: none

D. Meeting Dates

BIA Monthly Meeting, June 4, 2014, 8:00 a.m.
Town Hall, Council Chamber

E. Adjournment

Moved by: Meredith Brown Seconded by: Leslie Lewis
THAT this meeting does now adjourn at 9:29 a.m. Carried.