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**Minutes: The Thornbury Business Improvement Area Meeting**



**MEETING DATE:** Wednesday, September 14, 2016  
**MEETING TIME:** 8:00 a.m.  
**LOCATION:** Town Hall Council Chamber  
**PREPARED BY:** Donna Gorrie, Recording Secretary

**A. Call to Order**

- Chair George Matamoros welcomed everyone and called the meeting to order at 8:07 a.m. with the Board of Management in attendance except for Gary Nordeman, Skot Beaumont and Events Manager Sarah McNulty. Also in attendance were Director of Community Services, Shawn Everitt, The Town of The Blue Mountains Councillor Joe Halos, and Communications and Economic Development Coordinator Elizabeth Cornish.
- **Approval of Agenda**  
 Moved by: Casey Thomson                                       Seconded by: Leslie Lewis  
 THAT the Agenda of September 14, 2016 be approved as circulated. Carried.
- **Declaration of Pecuniary Interest:** none
- **Previous Minutes**  
 Moved by: Councillor Seguin                                       Seconded by: Leslie Lewis  
 THAT the Board of Management minutes of July 6, 2016 be adopted as circulated.  
 Carried.

**B. Deputation: none**

**C. Meeting**

**C.1 Events update:** In Sarah’s absence, Casey read the report. Hoedown wasn’t as busy as last year and a stronger marketing effort including more reminders to members. Updates to the Facebook page showed some phenomenal pictures that were well received.

The Hoedown has become a strong community event, almost like a summer Olde Fashioned Christmas and more and more residents are aware of it. Town staff were there all night and their assistance was greatly appreciated. The hay bales were a popular photo spot which shows that simple animation can help create a memory.

Shawn brought up the need to address future road closures. We should identify the largest road closure needed and develop plans from that. A lot of time is spent looking at logistics so a better plan is needed and more BIA member support is needed. Closing both Bruce Street South and Bruce Street North as it was on Canada Day makes traffic control simpler as there are no turns at the intersection of Hwy 26 and Bruce Street. The event committee should review this to see if it makes sense to expand animation to Bruce St. North. Road closures are submitted to Council by February.

Apple Harvest Festival update: There was a concern regarding the construction on the land beside Town of The Blue Mountains building but it was decided that the land can still be used for the new animation and activities for Saturday and Sunday of the event. The new animation will be paid from the fish ladder budget.

**Moved by Casey Thomson**

**Seconded by: Leslie Lewis**

**Motion: THAT THE THORNBURY BIA spend up to \$3000 on additional activities at the fish ladder over the Apple Harvest Weekend. Carried.**

Leslie stated that we need a better lead in time with regards to the promotion and posters since this isn't just an event, but a festival and having the information ready for the Labour Day weekend would have been good. Since the marketing is handled by BMVA we will look at the BIA possibly doing their own poster for this event to do advance promotion in our area.

Councillor Seguin questioned traffic control with so many visitors and asked about alternatives for parking, logistics, safety using OPP at the fish ladder, and the costs involved. The additional costs involved to have the OPP staff the fish ladder crosswalk for Saturday and Sunday is included in the \$3,000 motion. Shawn will look after hiring the OPP.

Vendor fees for food trucks: one of the problems at thanksgiving and during the Apple Harvest Festival is that the local restaurants cannot keep up with demand. Discussion of fees and costs for vendors took place. Shawn suggested that Sarah contact pumpkinfest event to see what the going rates are. Casey felt that this board needs to do some research and to come up with something for the next 4 weeks.

**Moved by: Leslie Lewis**

**Second by: Councillor Seguin**

**Motion: THAT THE THORNBURY BIA charge a one time vendor fee of \$150.00 for events.**

**C.2 Winter banners:** An email has been sent out to Ms. Schultz but there's no word back as of yet. Shawn mentioned that the flags will go up shortly after the Apple Harvest in mid to late October when the hanging baskets come down. Process has begun regarding updating the banners for next year and will progress. Shawn suggested to review the winter and summer banners at the same time and order them all at one time. Shawn will have an inventory of usable prepared.

**C.3 Mural artists initiative:** Shawn Everitt

The 8' x 8' mural is to be completed by May 2017. In November Shawn will get the information out to the schools to get them involved. In May all the small pieces will be painted. Part of the Canada Day festivities will include the unveiling and the location will be visible from Highway 26 on the Municipal building. All materials are supplied and the role of the town is to get as many people involved. Casey asked if the area High School was involved and Shawn replied that GBSS is on board. George requested that Shawn send in a summary of the project to the BIA so that we can inform the BIA members. Media and community need to be advised as soon as possible. The BIA, the Town of The Blue Mountains, and the local Beaver Valley Outreach partnered on this endeavor.

**C.4. Winter lighting:** Shawn Everitt

There will be animation/lighting at the east end of the BIA at the gateway signs. Hydro has been brought to the sign area and the trees that will have lights on them. The BIA expressed that they wished to continue with the lights on the poles and that will be done along with the Hester St. parking area animation/lighting. Shawn stated that the town needs to know if the BIA wishes to keep their animation up after Olde Fashioned Christmas. Landmark usually takes care of the Hester Street parking lot, and Shawn mentioned the plan is to light the trestle bridge this year.

**C.4 Fish Ladder: George Matamoros:** George had hoped to have the fish ladder brochures by now. The awning is up on the building, a new sign from the Ministry of Natural Resources (MNR) will be placed, and the painting of the building will take place. Six additional interpretive signs which includes the new brochure will be up. There is also be free WiFi available there. The Georgian Triangle Tourist Association (GTTA) will assist us in the brochure distribution. The local distribution will be done like it has been done in the past and we're also getting it out via local tourism offices and via the GTTA. This new brochure will be placed on the website. There is one steel fish and future planning and consultation continues regarding more. Discussion regarding the panel boards has taken place with the public schools and it is up to them to work it into their work plan and Shawn will continue to work with them. It could not be done for this Fall.

**C.6. Website:** George asked the Directors to make a list of the things that need to be addressed. There are some administrative concerns that need to be included. The current provider will be contacted to see what can be done before reaching outside to someone new. Shawn mentioned the Town's accessibility committee meeting and that there are some requirements and information which may apply to the BIA website. Corrina may be sending something regarding this to the BIA.

**New Business:**

Councillor Seguin asked if there was something else that would be included in the 40<sup>th</sup> Olde Fashioned Christmas since there is no laser light show. George stated this falls under Gary's role and believes that there is something in the plans on a smaller scale. Casey will ask Sarah to send an update regarding the Olde Fashioned Christmas to the Board.

Shawn discussed the self watering baskets with an outlay of approximately \$4500 to do 30 baskets. Terry will have something ready for the October meeting to consider.

Shawn also mentioned that in celebration of 75 years for Blue Mountain, it has some old style ski lift chairs that will be offered to be placed throughout the town and wondered if the BIA supported this initiative. Shawn can supply more information at October's meeting. Leslie would like something to state Thornbury on the chairs. If there are any concerns it can be discussed at October's meeting. George also agreed that some kind of hashtag identifying Thornbury be included, to be used as a photo op. and agreed in principle.

**D. Adjournment**

**Moved by: Leslie Lewis**

**THAT this Board does now adjourn at 9:20 a.m. to meet again Wednesday October 5, 2016, 8:00 a.m., Town Hall, Council Chamber, or at the call of the Chair.**