

This document can be made available in other accessible formats as soon as practicable and upon request

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



**MEETING DATE: February 7, 2018**

**MEETING TIME: 8:00 a.m.**

**LOCATION: Town Hall Council Chamber**

**PREPARED BY: Liz Saunders, CS Admin**

**A. Call to Order**

- Chair George Matamoros welcomed everyone and called the meeting to order at 8:03 a.m. with Board of Management Directors Kathryn Brown, Melanie Johns, Tony Poole, Skot Beaumont, Renee Desrochers and Councillor Seguin present. Absent were Leslie Lewis and Donna Gorrie.

Also in attendance were BIA Events Manager Sarah McNulty, Director of Community Services Shawn Everitt and Liz Saunders, Administrative Assistant to Community Services.

**Approval of Agenda**

Moved by: Kathryn Brown

Seconded by: Skot Beaumont

THAT the Agenda of February 7, 2018 be approved as amended with the addition of item C.6: 2018 Ontario Business Improvement Area Association (OBIAA) Conference noted. Carried.

- **Declaration of Pecuniary Interest: none**

- **Previous Minutes**

Moved by: Renee Desrochers

Seconded by: Skot Beaumont

THAT the Thornbury BIA Minutes of the January 3, 2018 meeting be approved as circulated. Carried.

**B. Deputation: none**

**C. Meeting**

**C.1 Events review: Sarah McNulty**

Sarah provided an overview of the 2017 Olde Fashioned Christmas event including that there was a lot of positive feedback received, particularly regarding the return of the reindeer.

Favourable weather aided in the event's overall success.

Lifestyles North sponsored the event's horse drawn carriage and plan to do the same in 2018.

The event's street DJ received mixed reviews. Focus will be placed on determining the best source of music entertainment to be used while also ensuring that more holiday themed music be played at the 2018 event.

Indoor activities took place at the Town Hall instead of the Beaver Valley Community Centre

and it was noted that the facility easily reached capacity and will not be suitable if the event expands in 2018. A preference was noted for keeping these activities as close to downtown Thornbury as possible. Alternative locations will be considered for the event's indoor activities in 2018.

The pipe band that played at the tree lighting at Town Hall lead an impromptu parade across the trestle bridge and back to downtown Thornbury which was well received. The pipe band have shown interest in participating in the 2018 event.

George noted that the BIA should examine the types of events that are being held by the BIA, determine why these events are being held and how to make these BIA events stand out.

George requested that Sarah provide the board with a brief summary of the various BIA events including any feedback received.

**C.2** Moved by: Renee Desrochers Seconded by: Melanie Johns

THAT the Thornbury Business Improvement Area ("BIA") acknowledges receipt of the resignation of Casey Thomson from the Thornbury BIA Board of Management, effective January 5, 2018, and thanks Ms. Thomson for her contributions to the Thornbury BIA; Carried.

Moved by: Tony Poole Seconded by: Skot Beaumont

AND THAT the Thornbury BIA Board confirms to Council of the Town of The Blue Mountains that the BIA is satisfied with the current BIA Board composition of eight Board Members (being seven BIA Members, and one member of Council) for the balance of the 2014 to 2018 term. Carried.

**C.3 Annual General Meeting (AGM): George Matamoros**

George requested that a committee be established to draft the BIA budget. Kathryn Brown, Tony Poole, Skot Beaumont and Renee Desrochers volunteered to participate on the committee.

Notice budget of the upcoming AGM will be sent out March 6, 2018 and will include a copy of the draft

Moved by: Kathryn Brown Seconded by: Michael Seguin

THAT the Thornbury Business Improvement Area ("BIA") 2018 Annual General Meeting be scheduled for March 28, 2018 at 6:00 p.m. with the meeting starting at 6:30 p.m. Carried.

**C.4 Strategic Planning: Tony Poole, George Matamoros**

Tony provided an overview of the two Strategic Planning meetings that have taken place. A total of 10 local businesses were represented during the meetings. Although the meeting discussions were productive and animated, the low business turnout was disappointing. Tony noted that it is important to obtain input during this process and requested assistance in encouraging other businesses to participate in the next Strategic Planning meeting.

Tony noted that the next Strategic Planning meeting will take place on February 22, 2018 at 6:00 p.m..

George noted that a BIA membership survey was being created through Survey Monkey in order to increase membership understanding of BIA processes and to obtain feedback regarding the budget and other important initiatives. George also

noted that this survey could be circulated early, ahead of the February 22, 2018 Strategic Planning meeting, in order to encourage participation.

#### **C.5 Banner Update: Melanie Johns**

Pictures of the selected banner artwork were reviewed. George noted that the images are meant to create a sense of place rather than highlight a specific location or feature.

The shopping artwork pieces (Shoppers at a Storefront and Blue Mountain Village Store View) were reviewed and it was decided that these images would not be included on the 2018 banners. The remaining 10 images were approved for use. Additional banner designs will be reviewed at the end of the 3 year banner term.

Shawn confirmed that the price quoted by Flags Unlimited to produce 280 banners is \$16,000. Shawn also noted that the price quoted by Flags Unlimited would not increase if the board decided to move forward with creating 12 separate banner designs rather than 10 separate banner designs.

Shawn will be providing the BIA a design for a 20<sup>th</sup> Anniversary banner for the Town. The concept for the banner includes the Town's 20<sup>th</sup> Anniversary logo on one half of the banner and the Town of Thornbury and Township of Collingwood logos on the other half of the banner.

Melanie noted that some of the artists would like to be compensated for the artwork they provided while the others prefer recognition only. The board discussed compensation for the banner artists and it was decided that every artist of the various pieces of artwork being used will be compensated equally. The Banner Committee members will be responsible for obtaining release forms from the artwork owners and for artist compensation discussions.

Shawn noted that moving forward, the BIA should identify a standard fee for artwork/graphic design in the Town's budget in a fees and charges schedule to ensure that the Town's Purchasing Policy is being followed. Shawn also noted, that artists that do not wish to be paid for their work are welcome to return this fee in the form of a donation.

Moved by: Renee Desrochers      Seconded by: Tony Poole

THAT the Thornbury Business Improvement Area ("BIA") compensate the artists of the artwork being used in the 2018 BIA banners in the amount of \$400 per piece of art used. Carried.

Moved by: Skot Beaumont      Seconded by: Melanie Johns

THAT the Thornbury Business Improvement Area ("BIA") use the 10 artwork images selected for the production of the 2018 BIA banners. Carried.

Moved by: Melanie Johns      Seconded by: Renee Desrochers

THAT the Thornbury Business Improvement Area ("BIA") approve a maximum of \$18,000 to be spent on banners with funding coming from the BIA Reserve Fund. Carried.

#### **Additional Discussion**

George welcomed Councillor Seguin back and Michael provided a brief Council update.

Shawn noted that a 2018 draft budget item that could affect the BIA is a new concept for the Town Hall Park which could include additional parking considerations and connectivity improvements between the Mill Street parking lots and Highway 26.

Shawn also noted that there is \$41,000 of funding in the 2018 draft budget to be used for enhancements/revitalization of the Thornbury area. Shawn will be bringing a report to Council and the BIA to recommend that this funding be used on Bruce Street North and that the majority of the proposed work be performed inhouse to ensure adequate funding for the actual enhancements/revitalization work.

George noted that the BIA could contribute capital reserve funding to assist with the enhancements/revitalization where the BIA membership agrees it is warranted.

Michael and Shawn noted that discussions are ongoing with Grey County regarding ownership of connecting links (such as Bruce and Marsh Streets) and that 3 other municipalities are having similar discussions with Grey County.

#### **C.6 2018 Ontario Business Improvement Area Association (OBIAA) Conference**

George noted that the 2018 OBIAA Conference will take place at Blue Mountain on April 15 – 18, 2018 and that he would like to see at least 3 board members attend.

Reduced conference fees apply for registrations that take place before March 1, 2018 and registration can be made online at: <http://www.obiaaconference.com/index.cfm?ID=180>

George noted that past OBIAA conferences have been very informative and pointed out the value of getting to see what other BIA organizations are doing.

#### **D. Adjournment**

Moved by: Melanie Johns

THAT this Board does now adjourn at 9:08 a.m. to meet again Wednesday, March 7, 2018 at 8:00 a.m. Town Hall, Council Chamber or at the call of the Chair.