



overhead screen presentation and George went through the budget line by line explaining the expense and comparing the items with prior years.

The main expenditures are for flowers and banners and events. Although the same events are being planned, they will be reviewed for relevance and the goal is to hopefully come up with new events. Other items of note are increased summer music in the parkette, attendance at the upcoming Ontario Business Improvement Area Association (OBIAA) conference. Palmer Anderson has been engaged to bring the website up to date with an improved mobile site. Today most visitors use their mobile devices to google the area they are visiting so it is important to have a website that works well on mobile devices. The redesign will cost \$4,800 which is well below the \$7,000 approved in last year's budget. This cost will come out of reserves.

George explained the remaining items and costs and then asked if there were any questions from the members present.

Renee asked about the Rodeo and George explained it is now identified as the Summer Street dance, or Hoedown, and he will get the Town to change the label on the reports. This event is aimed at the local residents hoping that they will invite friends and family to join them. By adding to the quality of living in Thornbury it will help retention of residents and businesses.

Joe Halos asked what the balance of reserves and the number of BIA members was and George indicated that he hadn't received the up to date numbers but expected the reserves to be approximately \$65,000, and that the membership will be very close to the 117 members in 2016.

Dolf Jansen asked about the idea of ice sculptures and having more decorations in the future. George agreed that ice sculptures have been popular in the past when they were done as part of Olde Fashioned Christmas (OFC) but we had too many years when they melted immediately after the event and it was felt that OFC is too early for ice sculptures. Collingwood had a similar experience, as we piggy backed our sculptures with theirs, and have created a separate event in January for ice sculptures. We could consider adding ice sculptures at the same time as Collingwood. With respect to winter decorations, the board had approved \$25,000 from reserves to be matched by the Town to purchase winter lighting for the BIA, but it turns out that our lamp posts are unsuitable to carry such decorations, and so anything beyond wrapping the posts in lights will have to wait until the lampposts are replaced. Winter lighting has been added to the Trestle Bridge.

Current banners are now into their 4th year and have been decimated by wind. They will be replaced this year with Canada Flag banners for spring and summer. New winter banners, and new summer banners will be purchased for 2017-18.

The board will be looking at Gateway signage with an eye to promoting events. Elizabeth mentioned that there is RTO7 funding and this could be examined. Kathryn stated that signs sooner than later is important since even temporary signage is better than nothing.

### **C.3 Vote**

**Moved by: Tony Poole**

**Seconded by: Renee DesRochers**

**That the Thornbury Business Improvement Area 2017 budget be adopted as presented. Carried.**

### **C.4. Expansion of the Board of Management**

As a follow up to the board's request that the number of directors be increased, George asked whether there were members present who wished to sit on the board. Tony Poole, Renee DesRochers, and Melanie Johns indicated that they are willing to take positions as Directors.

In reply to a question George explained that under the Municipal Act the Town's treasurer is the BIA treasurer. The BIA is a body of the town and its board is governed by the same rules as council, following Roberts Rules of Order, and the Municipal Act.

Kathryn reminded everyone of the red and white theme in celebration of Canada's 150<sup>th</sup> and she is currently going to the businesses to also encourage involvement in the Canada Day Parade. Casey mentioned that all the banners will be Canada flag banners beginning in May and up until about Thanksgiving.

Councillor Seguin suggested the Board ask the membership present to move a motion supporting the expansion of the Board.

**Moved by: Casey Thomson**

**Seconded by: Leslie Lewis**

**That the Board of Management, with membership support, request that Council move forward with an amendment to the by-law to increase the number of positions on the board of management in order to allow for additional directors. Carried (The membership present also voted on this motion).**

Tony suggested that the board might do more community liaison including bringing initiatives that members might find helpful such as workshops on loss prevention and the like. George mentioned that in terms of workshops, the Chamber might be a better vehicle since their range is greater and they already offer workshops, but that greater liaison with the members to get more involvement is a great idea.

## **D. Adjournment**

**Moved by: Leslie Lewis**

**THAT the BIA Board of Management does now adjourn from the Annual General Meeting at 7:25 p.m. Carried.**