

George went through the budget line by line.

From discussion: the BIA felt that Canada Day should be a town event and so we are budgeting \$3000 for 2018.

The Apple Harvest Festival (AHF) is a top 100 Festivals in Ontario, and they have been pressuring us to expand the activities we offer. The costing includes the \$4000 required to participate in the event.

Fish Ladder: Although there is no event planned directly at the Fish Ladder, the budget is to promote it through flyers and distribution.

Olde Fashioned Christmas: \$22,000 total. The cost of the reindeer, the horse and wagon, and in general have been going up.

The board is proposing to cancel the summer street dance as well as the music in the Parkette in order to offset higher costs in other areas. They feel the benefits are marginal relative to the cost.

At the last BIA meeting Shawn mentioned the Town will be receiving a grant of approximately \$41,000 for improvements to Bruce Street North. The BIA board is proposing that we pre-approve up to \$20,000 from reserves to contribute towards this project should it be needed to make sure the improvements have maximum impact.

The 2018 Ontario Business Improvement Area Association (OBIAA) Conference is being held within the area and will have 5 Thornbury BIA Directors attending, hence the increased budget for this item.

Given the success of the initial video, \$10,000 is budgeted to make four more videos.

\$3500 is budgeted for the website in order to keep improving its mobile and Google search side.

Secretarial support for meetings and more engagement with members.

George then asked if there were any questions or any things that were not in the budget that they would like to see.

Councillor Seguin asked Shawn to elaborate on the insurance. Specific to the BIA, Shawn suggested that if they would like Ruth Prince to draft up a report that identifies what the insurance covers. The board thought this a good idea especially with regards to the events.

The items in Transfers and Revenue were explained.

Leslie requested that a video committee begin working with Elizabeth Cornish.

The previous video cost \$2500 and the suggestion was made of a shopping and outdoor video, keeping money in reserve to use in a promotional campaign. George asked that at least 2 board members and 2 BIA members make up a committee to steer the video development in order broaden the input and the sources of ideas. Leslie volunteered to be on this committee along with Renee. It was suggested that they recruit a few more people to get more input.

It was stated that it might help to increase the overall budget to deal with the increased costs of putting on events and purchasing services, but it was left that we wouldn't propose it this year.

Susan Macdonald, C&G Solid Wood Furniture, raised the issue of the garbage can at the corner at her property often overflowing with garbage, some of it from people living above the stores downtown. The Town is aware of the issue and is considering possible solutions including the removal of the garbage cans so people will have to deal with their

own garbage. Shawn felt that there are many areas with the garbage problem and acknowledged the need to discuss possible solutions with the BIA to move this forward.

Moved by: Renee DesRochers

Seconded by: Tony Poole

THAT the Thornbury Business Improvement Area draft budget be adopted as presented and for circulation along with the notice of the AGM. Carried.

C. 3 EDAC (Economic Development Advisory Committee): Tony Poole

There is a shortage of staff within the tourism industry, somewhat attributable to the lack of attainable housing. This is not a short term problem. There is also a transit problem on a shared/regional basis. Grey County is directing \$1.5 million towards twice daily bussing from Owen Sound to Blue Mountain Village, with a stop in Thornbury, possibly starting this summer.

Shawn mentioned that a March 12 report to the Committee of the Whole, with an overview of what ECAC does and a series of workshops to work with neighboring communities will take place to look at all of these areas of attainable housing, transportation, etc. He stated that a lot of good work is being done, but needs to be pulled together for a long term strategy. There will also be other deputations presenting that day that will include tourism and more.

George wanted to clarify that at a recent Committee of the Whole or Council meeting a comment was made that the BIA doesn't support bringing in more visitors and he wanted to go on record that this is not the view of the BIA board.

During the OBIAA conference there will be a tour of Thornbury and George has volunteered to be the tour guide on the bus. Leslie will look into organizing a cleanup and suggested that this be put out to the BIA members prior to the conference on April 15.

Tony raised the issue of parking on the street by staff members and contractors. This will become even more problematic as tourism improves in the summer.

D. Adjournment

Moved by: Melanie Johns

THAT this Board does now adjourn at 9:21 a.m. to meet again Wednesday, April 4, 2018 at 8:00 a.m. Town Hall, Council Chamber or at the call of the Chair.