



in the job description of the Director of Finance and that the BIA should not have to pay for the Treasurer's work.

Robert noted that the \$116 Interfunctional Transfer from the BIA to Parks is for placement of the decorations on the lampposts.

Thornbury BIA Board Member Sean Brady then joined the meeting.

## **B.2 Report from BIA Banner Committee (Casey, Leslie)**

### **B.2.1 Summer/ Winter Banners, Quote, Recommendation**

Leslie Lewis spoke on behalf of the BIA Banner Committee, noting that quotes and samples were received and that the quality and colour has been discussed.

Director of Recreation Shawn Everitt spoke noting through the tendering process that a four year warranty was received on the Gretzky banners, and that six companies responded to the tender. Shawn noted that the tender was for just the supply of banners.

Shawn spoke regarding the banner tender specifications, Sean Brady spoke noting the BIA should go through one reputable banner company.

Shawn noted that 60 winter and 80 summer banners are proposed, and confirmed that \$20,000 was budgeted for the supply of the banners. Shawn then noted that through the tender process that \$9786 was the full cost of the banners. Casey spoke in response to Shawn and noted the BIA should order more winter banners if the banners prove to stand up to the local winter conditions.

Moved by: Casey Thomson                      Seconded by: Sean Brady

THAT the Thornbury BIA proceed with the banner quote at the cost of \$9786;

AND THAT the Thornbury BIA will look forward with how the Thornbury BIA wishes to proceed in decorating the Town in the future to utilize the full \$20,000 budgeted for banners

In speaking to the motion, Director of Finance and IT Robert Cummings spoke noting the BIA Reserve balance is currently \$32,885, further noting that the BIA Reserve is generally stable at about \$20,000 per year.

The Board then voted on the motion, unanimously Carried.

## **B.2.2 Bridge Height Top Banner**

Casey spoke regarding the Bridge Height Top Banner over the bridge and noted she would like to receive a full quote on the cost to have the banner installed over the bridge.

Shawn Everitt spoke in response and noted that the Collus main line is just north of the bridge poles, and noted if a damaged banner becomes loose that the Collus main line could be damaged. Shawn noted that engineering details are required to determine the breaking point of the banners, further noting that this type of engineering detail is beyond the capability of Town staff. Shawn then noted that the cost to change the banner is \$4200, further noting that this does not include the cost of the banner. Shawn noted to change the banner, the bridge must be closed to traffic and that traffic control is required. Shawn confirmed that Collus will not install banners, and that a private company with a bucket truck will be required to change the banner as the Town's tractor cannot get close or high enough.

Shawn then noted that the purpose of the banner poles was to erect banners, further noting that he recommends the removal of the banner poles. George then questioned if the banner poles could be relocated, Shawn spoke in response noting that the poles could be relocated provided that bases are built that can hold the banner poles.

Casey then questioned if the Town has a position on the banner poles, Shawn replying that the banner poles were not completely thought out, further noting that Highway 26 is a concern and that the Town does not have a good detour system.

Councillor Gail Ardiel then joined the meeting.

George then noted that the cost is beyond the BIA Budget, and questioned if the Thornbury BIA could ask Council to put a plan forward regarding the bridge height top banners.

Moved by: Meredith Brown                      Seconded by: Leslie Lewis

THAT the Thornbury BIA request that Council direct Town Staff to complete a feasibility study and to report back on the Bridge Height Top Banner, Carried.

Shawn Everitt then spoke noting if Council directs staff to perform this work, that the work will be completed in house.

## **B.2.3 Lamp Post GFI Covers**

Casey Thomson spoke regarding the Lamp Post GFI Covers, noting that when lights need to be reset, that two staff people are paid to reset the lights. Casey noted that the GFI Covers are recommended.

Sean Brady spoke questioning if all GFI lights need to be covered, Shawn Everitt spoke in response noting that Manager of Roads and Drainage Jim McCannell has advised that approximately 30 more covers are required.

Meredith then questioned the cost of the covers, Shawn Everitt spoke noting the cost is through the existing contract and that we will not have to go to tender. George then questioned if there is any unspent CAUSE funding, Robert replying that he will look into this and report back.

Casey then spoke noting it is great news that the Town will fund the cost of the Lamp Post GFI Covers.

#### **B.2.4 Lights for Lamp Posts**

Casey spoke regarding the decorative lamp post lights, further noting the cost is \$11 - \$12 per string of lights. Casey noted there are just a few strings of lights left and noted she is recommending that the BIA purchase 50 strings of lights at this time. Meredith then spoke questioning if the purchase can be for capital from reserves.

Moved by: Casey Thomson                      Seconded by: Leslie Lewis

THAT the Thornbury BIA purchase 50 strings of lamp post lights from Landmark Design Group, Carried.

The Thornbury BIA Board then complemented Terry Green and Landmark for their work.

#### **B.2.5 Winter Décor Lights, i.e. snowflakes, skiers**

Casey then spoke regarding classic displays, being winter décor by lights, further noting that the Town would have to budget for the cost, with the BIA's assistance.

Councillor Ardiel spoke referencing attendance at a recent conference tradeshow and the decorative lighting displays. Gail noted that this could be an economic driver for the municipality, further noting that many municipalities are moving away from cloth banners and are considering metal banners that last over five years.

Gail noted that illuminations could be a draw for this area and questioned if this could be developed through economic development. Gail then questioned if the BIA Board would be interested in this, George replied noting that he is interested, but confirmed that the only way the BIA would be able to fund this would be through a partnership with the Town. George then noted that placing lights in different communities in The Blue Mountains would tie all of The Blue Mountains communities together.



Steve Simon, present for the meeting, then spoke cautioning the BIA on proceeding with 15 second radio spots, George noted that he will speak with Steve as part of the Advertising Committee.

The Thornbury BIA Board then voted on the Motion, Carried.

#### **B.4 Use of Thornbury BIA Logo for Business Advertising**

- **Casey, George**

George spoke regarding the Thornbury BIA Logo and noted he would like to see all members use the Thornbury BIA logo in their advertising, but confirmed that the BIA is not subsidizing the advertising. Meredith spoke concurring with George and noted increased visibility of the BIA logo would be great.

Moved by: George Matamoros                      Seconded by: Sean Brady

THAT the Thornbury BIA encourage the Thornbury BIA membership to use the Thornbury BIA logo in their advertising, Carried.

#### **B.5 Website Update**

- **Casey**

Casey spoke regarding her discussions with Dan Plouffe of Sui-Generis Marketing regarding website updating and confirmed that Dan will train the new secretarial person how to update the BIA website.

Moved by: Casey Thomson                      Seconded by: George Matamoros

THAT the Thornbury BIA approve a contract with Dan Plouffe of Sui-Generis for the maintenance of the Thornbury BIA website at cost of \$1000 per year, plus applicable taxes, Carried.

#### **B.6 Canada Day**

- **Casey**

Casey spoke regarding the Canada Day celebrations and noted the planning is coming along nicely.

#### **B.7 The Mysteryland Music Festival**

- **Leslie**

Leslie Lewis spoke regarding the Mysteryland Music Festival Presentation to Council on May 27 by Embrace Entertainment and ID & T with a proposed event scheduled for July 2014. Leslie noted that the event includes music, theater, performances, spiritual areas, and noted the event is a draw for the younger demographic, 18 – 35 years of

age. Leslie noted that it is estimated that 12000 to 15000 people will attend the event in the first year, with a five year event planned. Leslie noted that local businesses are used where possible and that the event organizers will work with a security company and local authorities. Leslie noted that the event is pending Council approval and that the event should bring dollars to the local economy.

Leslie noted that this event would be great for the local economy, but may be a concern for the neighbours with the noise.

Councillor Ardiel then spoke noting staff are reporting back to Council to advise what is required in order for this event to move forward. Gail confirmed that Council are not opposed to the event, but confirmed that there are issues that must be addressed before the event can proceed.

Moved by: Casey Thomson                      Seconded by: Sean Brady

THAT the Thornbury BIA supports The Blue Mountains Council moving forward with the Mysteryland event in July 2014, Carried.

## **B.8 Selection of Committees for Upcoming Events**

- **Leslie, George**

Moved by: George Matamoros                      Seconded by: Casey Thomson

THAT the Thornbury BIA Board of Management appoints the following:

- a) BIA Board Members Meredith Brown and Casey Thomson shall be appointed as the Country Hoedown Committee;
- b) BIA Board Members George Matamoros and Leslie Lewis shall be appointed as the Apple Harvest Committee;
- c) BIA Board Members George Matamoros and Sean Brady shall be appointed as the Old Fashioned Christmas Committee, unanimously Carried.

## **B.9 Additions to the Agenda**

### **B.9.1 Selection of Hiring Committee**

Moved by: Gail Ardiel                                      Seconded by: Sean Brady

THAT the Thornbury BIA Board of Management appoints BIA Board Members Leslie Lewis, Meredith Brown and George Matamoros as the BIA Hiring Committee, Carried.

## **C. Correspondence**

### **C.1 Blue Mountains Arts and Culture Group Re: Request for sponsorship**

George Matamoros reviewed the request of the Blue Mountains Arts and Culture Group and noted this is a great asset to the community bringing visitors to the area. George expressed concern that the BIA may set a precedent if it provides sponsorship, further noting that sponsorship is not within the mandate of the BIA. George confirmed that the sponsorship of the Beaver Valley Fall Fair was the last sponsorship made by the BIA.

Meredith spoke concurring with George.

Moved by: Meredith Brown                      Seconded by: Casey Thomson

THAT the Thornbury BIA Board of Management receive the request of the Blue Mountains Arts and Culture Group for information purposes, Carried.

## **D Notice of Meeting Dates**

BIA Monthly Meeting, July 3, 2013 8:00 am  
Town Hall, Council Chamber

## **E. Adjournment**

Moved by: Meredith Brown                      Seconded by: Leslie Lewis

THAT this meeting does now adjourn at 9:50 a.m., Carried.