

Minutes: The Thornbury Business Improvement Area Meeting



MEETING DATE: Wednesday, July 5, 2017
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 8:06 a.m. with the Board of Management in attendance except for Tony Poole, Kathryn Brown and Melanie Johns. Quorum was established. Also in attendance were Events Manager for the Thornbury Business Improvement Area (BIA), Sarah McNulty and Director of Community Services, Shawn Everitt, Nicole Craig of Cherchez La Femme, Keith Turner, Landlord, Susan McDonald and Laureen Van Groningen of C & G Solid Wood Furniture and Paul Stewart of the Georgian Artisan Shop.
- **Approval of Agenda**
Moved by: Skot Beaumont Seconded by: Casey Thomson
THAT the Agenda of July 5, 2017 be approved as circulated with the addition of EDAC (Economic Development Advisory Committee as C.5) Carried.
- **Declaration of Pecuniary Interest:** none
- **Previous Minutes**
Moved by: Skot Beaumont Seconded by: Leslie Lewis
THAT the Minutes of the June 7, 2017 meeting be approved. Carried

B. Deputation: none

C. Meeting

C.1 Upcoming events review: Sarah McNulty

Sarah gave a brief review of Canada Day and stated that the event was highly successful and if one thing might be added for future events is the need for additional pop-up tents. Discussion ensued and it was requested that this item be placed on the August Agenda. Sarah will be attending an Apple Harvest Festival meeting tomorrow with the Village Association. Leslie will also be attending.

Country Hoedown: it is being proposed that the name may be changed to the Riverside Family Festival and future discussions will be taking place. Sarah should have more

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details by August and will be meeting with the AGCO (Alcohol and Gaming Association of Ontario) next week with regards to licensing this event.

George mentioned the need to have more Port-a-Potties available during events in town due to the increased numbers of attendees.

Casey relayed kudos to Sarah and Shawn and has heard a lot positive feedback from visitors and guests. The fireworks were phenomenal and it was noted how everyone worked well together. The attendance of a Mountie who has a property in the area, added to the event. He has mentioned that he will be present in 2018 and will be a part of the event.

Leslie had tried to estimate the numbers present on the street and though it was only an estimate, there seemed to be approximately 1000 present for the cupcakes and cake ceremony alone.

C.2 Town's Waste Watcher App: George Matamoros

George asked the BIA Directors present if they would take issue with a member of the Town of The Blue Mountains staff being present at the summer street dance. They will be present to provide information to those attending with regards to the Town's Waste Watcher App.

There were no issues and they were present in 2016.

C.3 2016 Draft Unaudited Financial Statements: George Matamoros

George asked if there were any questions, or comments from those in attendance.

Keith Turner asked if it was published and George stated it would be as soon as they are adopted by the Board since they cannot be published in draft format.

George explained it was from 2016 and that the time to discuss was during the time that the budget is drawn up since this was set.

Moved by: Councillor Seguin

Seconded by: Leslie Lewis

THAT THE THORNBURY BIA moves to adopt the 2016 Unaudited Financial Statements. Carried.

C.4 Big Red Chair campaign: Leslie Lewis

Leslie mentioned that the Big Red Chair is only a temporary endeavour and posed the question that it might be something the BIA would choose to pursue for the future on a more permanent basis. She explained that the media attention was strong, the idea positive and a good idea to attract people to town.

George stated that it should be considered in the planning exercise.

C.5. EDAC (Economic Development Advisory Committee) update: Casey Thomson

Casey explained that this committee is a sub board of Council with representation from the Thornbury BIA, The Blue Mountains Chamber of Commerce, the Town of The Blue Mountains Council, The Georgian Triangle Tourist Association, Small Business Enterprise Centre, and the Blue Mountain Village Association. Casey is the BIA

representative. There will be a monthly one page newsletter that will be created and shared in order to highlight to the community what the committee will be doing and to improve communication. Donna will forward this out to BIA members each month. Casey will chair the committee for the next year.

Clarksburg was given the opportunity to form a BIA two years ago and had chosen not to since they had a business group in place. The group has since dissolved so EDAC is reaching out to some business owners to find out their needs, and the board is offering to help.

Casey mentioned the need to address the lack of daycare spots available within this area and it is important due to the ripple effect: since young families who cannot work due to a lack of available spots, will relocate. At the present time the BVO (Beaver Valley Outreach) currently has a waiting list of 50+ children and other daycare centres have closed. Casey will be meeting others to further analyze and discuss solutions.

The Blue Chair Campaign was outlined mentioning how the Red chair/s began in Meaford and if this area might pursue a similar idea/strategy, plans and funding. From an economic development perspective, the idea is great and there is an opportunity to move this forward.

D. Adjournment

Moved by: Leslie Lewis

THAT this Board does now adjourn at 8:25 a.m. to meet again Wednesday, August 2, 2017 at 8:00 a.m. Town Hall, Council Chamber or at the call of the Chair.