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**Minutes: Thornbury Business Improvement Area**

**MEETING DATE:** August 6, 2014

**MEETING TIME:** 8:05 a.m.

**LOCATION:** Town Hall, Council Chamber

**PREPARED BY:** Donna Gorrie, Recording Secretary

#### **A. Call to Order**

BIA Chair George Matamoros welcomed everyone and called the meeting to order with BIA Board of Management present including: Leslie Lewis, Sean Brady and Councillor Gail Ardiel. Absent: Meredith Brown and Casey Thomson

- **Approval of Agenda**  
**Moved by: George Matamoros** **Seconded by: Leslie Lewis**  
**THAT the Agenda of August 6,2014 be approved as circulated, including any items added to the Agenda. Carried**
- Declaration of Pecuniary Interest and general nature thereof: none
- **Minutes**  
**Moved by: Gail Ardiel.** **Seconded by: Leslie Lewis.**  
**THAT the Thornbury BIA Minutes of July 2nd, 2014 be approved as circulated. Carried**

#### **A. Deputation**

None

#### **B. Meeting**

##### **C.1 Upcoming Hoedown update - Steph Comrie**

Steph gave a brief overview of the upcoming August 22<sup>nd</sup> Hoedown stating that signs will go up this week and Shawn Everitt has offered to help. Shawn also stated that the road permit has been taken care of.

Steph mentioned that having tasting tables (ie. cider) might be something to think about in the future. Shawn explained that the County may not approve of this idea because of road closures and the licensing required and that maybe licensing a small, controlled area in the parkette for next year, would be a better choice.

There will be a food truck located on the west side of the street this year and it falls under the rules. Cedar Run is going ahead as planned and Stephanie is assisting with some cross-promotion.

##### **C.2 Apple Harvest: Leslie**

Stephanie has been working with a representative from Blue Mountain Village to coordinate some things for AH festival and hopefully MNR can arrange for tours of the fish ladder. Gail mentioned that she knows someone who may assist with this and Sean mentioned Mr. Bunt, the person responsible for the underwater cameras who may be able to come for a presentation. He is a private business.

MNR representative and the Town reps have been meeting with regards to some issues and

Shawn will follow up to see if they're available to meet.

Gail mentioned a recent tour of 5 buses and 5 orchards and 240 apple growers from all over Ontario visited within the area to see the operations. Our orchards are different than southern Ontario and it was quite informative.

George asked about the idea of orchard tours and Gail stated that there are conditions and regulations for even getting on the land because of health regulations. George stated those on tour could just have to stay on the bus and at least see the area. If the BIA is interested Gail could get a small one arranged. It might be viable through the Apple Growers organization. Stephanie mentioned that she would like to feature an apple tasting and will coordinate with Gail. Gail will try to gather up the growers and coordinate this for AH weekend.

### **C.3 Banner Update: Sean Brady**

Sean stated that he's working on the technical aspects of the design and it's ongoing. No date in sight and that it is a work in progress.

### **C.4 Associate Membership Update– George**

George received a reply from Corinna Giles. Need to amend the bylaws.

**Moved by: Gail Ardiel**

**Seconded by: Leslie Lewis.**

**THAT THE THORNBURY BIA amend the bylaws to allow for associate members. Carried**

### **C.5 Strategic planning update – George**

Regarding meeting in September/October George will ask Corinna for a date and then finalize that and advise the Directors and members.

### **C.6 Winter decorating update:**

Shawn Everitt has spoken with Landmark about a tour with some cities/towns in the area (Orangeville, Owen Sound, Hanover) that have seasonal lights/décor and August 20 might be the preferred date. He is discussing this with Corinna whether the BIA should/could attend and if it would be advantageous to rent a small bus as it would encourage good communication and ideas. It was noted that Owen Sound utilizes the area artists to create some dynamic banner designs. He also mentioned their Northern Lights festival stating that the city also has done a good job with banners and lighting.

George mentioned that we could contact the BIAs of these areas to meet the tour group when they arrive and that there is money available to update banners. Shawn explained about the problem with wind in the past and the breakdown of some of the banners. He also explained that the Health and Safety regulations/Ministry of Labour prevent the use of the ladders to hang baskets or banners. This job was contracted out and the private company did it all in less time. The replacement of individual banners that break is a concern given that the bucket truck is costly to operate for just one or two banners.

George stated that he liked the idea of the tour and requested Shawn to check with Corinna and advise.

One themed banner for the entire year was suggested as an alternative.

## **C.7 Additions to Agenda**

Sean Brady raised the issue of the number of rumours circulating around the community and the negative impact it has had on the business atmosphere in the Blue Mountains. The board discussed a number of the issues around which there has been little or no information, including the dismissal of David Finbow, the apparent suspension of the head of engineering, and the question of whether the Town is being sued by a group of developers. The consensus was that better communication needs to come from the municipal offices in a proactive rather than reactive manner.

## **Meeting Dates**

BIA Monthly Meeting, Wednesday, September 3, 2014, 8:00 a.m.  
Town Hall, Council Chamber

## **D. Adjournment**

**Moved by: Leslie Lewis**

**Seconded by: George Matamoros**

**THAT this meeting does now adjourn at 9:05 a.m.**