

THORNBURY BIA
ANNUAL GENERAL MEETING
February 17, 2010 BVCC

G.5

Attendance: Ted DeCorso – Chair, George Matamoros – Secretary, Linda Teed – Director, Meredith Brown - Director, Cam Kennedy – Director, Cathy DeCorso, Joanne Kennedy, Terry McWhirter, Christine Harrison, Laurel Cross, Joan & Dennis Jackel, Anthony Bauer, Joe MacDonald, Jean Northover, Robert Doors, John Bailey, Suzanne Richter Andersen, Peter Butler, Leslie Lewis, Renee DesRochers, Jane Grahek, John Gyles, Colleen Wittlin, Mary Norris, Jill Penketh, Nadia Vetorello, Ken Hill

Recorder: George Matamoros

Meeting called to order at 6:30pm.

1) **Bridge presentation:** Reg Russwurm, Director of Engineering and Public Works, outlined the upcoming bridge rehabilitation work for the Bridge St. bridge. Three options were presented for the finished appearance of the bridge parapet, plain, wood cut, and an ‘x’ pattern. A vote was held and an overwhelming majority chose the wood cut pattern.

2) **Chairman’s address:** Good evening and welcome to the BIA’s Annual General Meeting. My name is Ted DeCorso, and I am the acting Chairman until the elections in October 2010. I would like to encourage anyone interested to please add your name to the ballot for all positions within the BIA when the election comes.

I believe that Thornbury is no longer a tourist destination as it was when I arrived here 20 years ago. It has become a residential community filled with new families, retired families, and families that have been here for generations.

That being said, I believe that we have a great task ahead of us in bringing the ‘tourism’ aspect back to our lovely community. New blood is always welcome to all of our communities and sometimes it is the outside opinion of others that help form the great ideas for all.

The BIA was slammed this year for both what it does and doesn’t do. Our mandate is to:

1. Beautify the town; and
2. Try with our own unique events to bring back people to the area for these events.

I wish we could give a guarantee to the BIA businesses that by implementing these points we can secure additional business for all business owners, but we can’t. What we can do is to make Thornbury the destination it has always been, and in doing our best with the BIA, bring more people to the area who will spend their dollars here rather than elsewhere, and who will continue to return to the area and tell others of our beautiful village of Thornbury.

This is why I believe that any time we have an opportunity to partner with the Village at Blue, we should do it. They have the dollars to spend and we should be piggybacking on their marketing efforts to draw business to our area as well as theirs. When invited to do so, I believe we should accept.

We always hear the complaints after the functions, but what we need are volunteers to make changes that will benefit all and stop being back seat drivers. We need people to step up to the plate if we are to establish ourselves as the place to be.

If it is the desire of the membership of the BIA that we do not go forward with the proposed annual events, then we should vote on this and finalize it so that there are no arguments in the future. If no events are to be planned, then the money will go to the beautification of Thornbury. I leave the ball in your court and strongly recommend that you make your voice heard now, not after the budget is approved, so we as a BIA can go forward to achieving our mandate.

3) Budget:

Revenue	Budget 2010
BIA Levy	\$ 75,000
Town grant	5,000
Town insurance payment	2,163
Total Revenue	
	\$ 82,163
Expenditures	
Marketing	\$ 12,000
Flowers and watering	12,000
Parks & Rec labour	3,000
Memberships - OBIAA, GTTA	600
Canada Day	7,000
Peak to Shore Festival	2,000
Apple Harvest	5,000
Olde Fashioned Christmas	15,000
Tree lighting	1,000
website maintenance	400
Insurance	2,163
Garlands, banners	2,000
CAUSE payment	20,000
Total Expenses	
	\$ 82,163
Net Surplus (Deficit)	
Increase (decrease) reserves	\$ -

4) Discussion:

- The main focus of the discussion was whether to continue with events. In the past events have been the primary source of dissention and if we don't do events we can spend the money on furthering the beautification of the BIA area by installing more benches and planters. After some discussion it was agreed that the majority wished to continue with events.
- In order to keep the levy at the same level as last year it was decided that the board should draw on the accumulated surplus (reserves) where the budget falls short. For example, new banners are needed for summer and fall and are likely to cost more than the amount allocated in the budget. The shortfall would be taken from reserves.
- The main marketing thrust will be the development of a new brochure for the BIA. The new brochure will be more than a simple listing of businesses. It will include information about the history of Thornbury, descriptions of things to do and see, advertorials paid for by participating members which will promote the

individual business by telling a story about the business which will hopefully help communicate the special nature of our area. It was agreed that we would not continue with magazine advertising but would explore coop advertising opportunities around the various events in conjunction with the Courier Herald and the Enterprise Bulletin.

- The subject of the ice sculpture at Olde Fashioned Christmas was raised as it has been a contentious issue given its high cost. A vote was called for and 16 of 24 present voted in favour of having the ice sculpture again next year.
 - A suggestion was made that we should try and define and build our town's very unique identity, so that we can reflect it in our promotional materials.
 - The desire for a closer relationship between the members was expressed, with the suggestion that events similar to the Chamber of Commerce's After 5's be held where all the members could come together and rebuild a sense of community.
- 5) **Voting:** George Matamoros moved, and Ted DeCorso seconded that the budget be approved. The motion carried.
 - 6) **Committees:** The selection of committees was deferred to the next board meeting.
 - 7) **New Business:** Renee DesRochers volunteered to be a director of the BIA and the board accepted.
 - 8) Ted DeCorso thanked everyone for attending and the meeting was adjourned.