

This document can be made available in other accessible formats as soon as practicable and upon request

Minutes: The Thornbury Business Improvement Area Meeting



**MEETING DATE:** Wednesday, July 6, 2016  
**MEETING TIME:** 8:00 a.m.  
**LOCATION:** Town Hall Committee Room  
**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 Casey Thomson (arrived at 8:10 a.m.) Also in attendance were Director of Community Services, Shawn Everitt, BIA Events Manager Sarah McNulty, Marti Williams from Gyles Sales and Marine, Tammy Parrish, Royal Harbour Resort, and Brendan Thomson, Chamber of Commerce.
- **Approval of Agenda**  
Moved by: Leslie Lewis    Seconded by: Gary Nordeman  
**THAT the Agenda of July 6, 2016 be approved as circulated. Carried.**
- **Declaration of Pecuniary Interest:** Gary Nordeman with regards to lighting.
- **Previous Minutes**  
Moved by: Leslie Lewis    Seconded by: Skot Beaumont  
**THAT the Board of Management minutes of May 4, 2016 be adopted as circulated. Carried.**

**B. Deputation:** none

**C. Meeting**

**C.1 Events update/40<sup>th</sup> Anniversary Olde Fashioned Christmas: Sarah McNulty and Gary Nordeman**

The events committee continues to meet and a decision was made in May to scale back this year. We will see some fireworks but with the intent to build support over the next few years for something bigger down the road. We need to have significant infrastructure in place, such as portable washrooms and increased policing, and there is not enough lead time to make those arrangements. The plan is to grow the event and expand this year including a new dedicated website which will be online in the next few weeks. Gary also stated that the goal is to work for a bigger event in a few years with better planning and budgeting, and we will continue to look for corporate sponsorship/s over the years. What is needed is a good team of volunteers and staff and growing the

event over a number of years.

**C.2 The Hoedown/Street Dance Review** is slated for **August 26**. The animation continues to be booked in but it will be much the same as last year's program. Hester St. Parking lot is included with some street closures and a letter will be going out to residents in July to address this and the Olde Fashioned Christmas.

**C.3 Winter banners-discussion and design:** Shawn Everitt mentioned that a committee was to be struck to discuss winter banners and to place an order if needed. Leslie and Casey will be a part of this, and will touch base with Cindy.

**C.4 EDAC-Fall public meeting & update:** The committee has continued to work on a variety of issues from the 2015 report. An evening meeting on Wednesday, September 21st will be held at the Municipal office. There will also be workshops focused on social media, videography, marketing support for businesses and a general meeting with updates and the stats and how to go forward. A newsletter is being created and is to be launched (emailed) this summer. They are working to improve the communications from The Town of The Blue Mountains. A copy will be sent out to our membership via our email system.

**C.5 New Businesses:** Casey Thomson expressed the need to share information with Donna when a new business opens in the BIA, and she will then connect with the new business, put them on the website and welcome them. It makes such an impact, and the positive reaction we have received from new businesses is very rewarding.

**C.6 Mural artists initiative:** Shawn Everitt shared information on the Canada 150 Mosaic. A \$12,500 commitment is required and there are two spots left. The Town of The Blue Mountains has one of the spots on hold until July 12<sup>th</sup> and a deposit of 25% of the cost is required with the balance due in 2017. The size would be an 8' x 8' mural with 400 panels (approx. 2" x 2" each) with 100 panels created by the organizing group and 300 from the local community. The mural will be located on the exterior of the municipal office in celebration of Canada's 150<sup>th</sup> birthday. Shawn stated that the town would cover the 25% deposit but is looking for partners to pay for the cost of the mural. The mural would be done over the winter with the unveiling on Canada Day or the day before. The discussion following the motion to contribute one third of the cost touched on the nature of the project being consistent with beautification and as an enhancement to the Canada Day celebrations; that the Town will pursue other partners; and that fundraising is permitted within the rules for this project. Shawn will be presenting to council before the July 12 deadline.

**Moved by: Skot Beaumont**

**Seconded by: Leslie Lewis**

**THAT THE THORNBURY BIA fund one third of the Canada Day 150 mural project for 2017. Carried.**

**C.7 Hanging Baskets:** Casey expressed her concerns regarding the quality of the hanging basket containers versus investing in a better quality product which might reduce the frequency of watering thus saving us money. Shawn mentioned the need for a better plan for highway 26 which is a wind corridor. Damage and growth are both

affected by weather as evidenced by the 25 banners on the highway compared to the ones on Bruce St. where they face little or no wind effect. Shawn mentioned that the Town is testing some new basket designs but they come with a significant cost increase. He will put together some figures and suggested this be an Agenda item for September's meeting at which time he will bring a schedule of the planting, etc. along with the costing for new baskets.

**C.8 Winter lighting:** Work has been done on the east end at the Chamber office with hydro installed out to the front rock garden. He requested that a committee be struck that would meet every 2 months to address flowers, banners and lighting.

**Additional updates:**

**Fish ladder:** Shawn gave an update of the project noting that upgrades being made and should be ready for the Apple Harvest Festival. The MNR has asked to vet the brochure content prior to printing and they will be provided with a copy. The plan is still to have the schools decorate the plywood sheets that will be placed on the fencing surrounding the ladder.

There was also discussion regarding the benefit of having a 5 year plan for the BIA to ease some of the challenges faced by the volunteer directors, and to anticipate the future needs of the BIA. The consensus was that we need to look at contracting out some of the work currently done by the directors.

**Canada Day:** Shawn expressed his appreciation, and thanks to George, Casey, Sarah and the BIA for their support and insight and that the Town appreciates it. George mentioned the need for green bin support for our events and Shawn explained the circumstances of the pickup program and will look into this further.

## **D. Adjournment**

**Moved by: Leslie Lewis**

**THAT this Board does now adjourn at 9:07 a.m. to meet again Wednesday August 3, 2016, at 8:00 a.m., Town Hall, Council Chamber, or at the call of the Chair.**