

**Minutes: Thornbury Business Improvement Area,
Annual General Meeting and Monthly Meeting**



MEETING DATE: April 1, 2014
MEETING TIME: 6:00 pm
LOCATION: Town Hall, Council Chamber
PREPARED BY: Interim Recording Secretary,
 Corrina Giles

A. Call to Order

- George Matamoros called the meeting to order with BIA Board of Management present, including Leslie Lewis, Casey Thomson, Councillor Ardiel and Sean Brady. Meredith Brown absent due to vacation

- Agenda

Moved by: Casey Thomson Seconded by: Leslie Lewis

THAT the Agenda of April 1, 2014 be approved as circulated, save Agenda item C.1 Wounded Warrior Organization being removed from the Agenda, Carried.

- No member declared a pecuniary interest
- Minutes

Moved by: Casey Thomson Seconded by: Sean Brady

THAT the Thornbury BIA Minutes of February 5, 2014 and March 5, 2014 be approved as circulated, Carried.

B. Annual General Meeting

B.1 2013 Unaudited Financial Statement

Chair George Matamoros read the Notice, noting that the Thornbury Business Improvement Area ("BIA") Annual General will hold its Annual General Meeting this day pursuant to the provisions of the BIA Procedural By-law.

George noted that Financial Statements for the previous year and the proposed budgets for 2014 will be presented to the BIA Membership for discussion. George noted that the proposed budget will be put before Council of the Town of The Blue Mountains for adoption at a later date, and the levy requested.

Chair George Matamoros spoke noting the 2013 Unaudited Financial Statements have been circulated and questioned if there are any comments or questions with respect to the statements.

George noted that no comments were received and that members of the public present had no comment.

B.2 Proposed 2014 BIA Budget

Chair George Matamoros reviewed the details of the draft budget. George asked if any member of the Board or any member of the public had any comments to make with respect to the draft budget.

Councillor Ardiel then joined the meeting.

Joe Halos spoke noting that the BIA Board has done a good job at keeping the BIA levy at its current level. Joe noted that the base level budget works and he is hopeful that it will remain at this level. Joe noted that this is a good budget for the BIA.

Joe then questioned if any details of the proposed lighting project are available, George noted that no decisions have been made at this time. Casey spoke in response noting that the lighting project is a multi-year project partnered with the Town.

Sean Brady spoke noting the BIA Board has prepared a good budget and noted that he looks forward to the BIA moving forward.

As no one further wished to speak, Chair Matamoros declared the public meeting to be closed.

C. Meeting

C.1 Wounded Warrior Organization (Elizabeth Cornish)

Agenda item C.1 was removed from the Agenda.

C.2 Cedar Run Horse Park Community Engagement Program

Liz Shaughnessy of Cedar Run spoke regarding Cedar Run's Community Engagement Program. Liz noted that Cedar Run has 22 events scheduled for this year with 7500 participants. Liz noted that the average stay at an event is three days, further noting that participants will shop, eat and stay in The Blue Mountains. Liz noted that Cedar Run wants to engage the business community with on-site vendor space, and further advised that a lifestyle magazine is being produced this year for Cedar Run.

Liz then noted that Cedar Run is hosting a show jumping event this year and will raise proceeds to benefit Collingwood General and Marine Hospital.

Liz noted that many official suppliers are confirmed for this year and noted that there are “no-charge” opportunities available for businesses to include discount coupons or items in the “competitor packages” to draw visitors to their businesses.

George then thanked Liz for her presentation.

Councillor Ardiel thanked Liz, and noted that economic development is important, further noting there is good energy at Cedar Run. Gail then questioned if Cedar Run has been in contact with local horse farms about the upcoming events, Elizabeth McCowan spoke in response noting that Cedar Run is compiling a contact list from anyone that has participated in an event at Cedar Run over the last three years. Elizabeth noted that anyone interested can sign-up for notices through the Cedar Run website.

Sean Brady then spoke questioning if the BIA could advertise the Cedar Run events on the BIA website, Liz spoke in response noting that Communications and Economic Development Coordinator Elizabeth Cornish has been of great assistance to her and she looks forward to working more with Elizabeth in the future. Liz noted that Cedar Run is a large farm with a small staff.

George then spoke noting there are many opportunities to advertise events on the BIA website. Liz noted that she is looking forward to working with the BIA in the future.

Elizabeth McCowan then spoke noting she has received feedback from local restaurants requesting notification of events so that they may schedule additional staff on event days.

Casey then questioned where visitors stay, and questioned if there are any plans for additional signage to Thornbury or providing maps for visitors. Liz spoke in response noting that Cedar Run recognizes that signage is important and is currently lacking in this area of Clarksburg. Liz noted that a map of the area will be printed in the lifestyle magazine that will identify key locations in the area, further noting the focus will be on The Blue Mountains. Liz then noted many competitors stay at Blue Mountain Resort, some stay in chalets or cottages in the area, some stay in bed and breakfasts or in their RVs.

Casey then referenced signage directing visitors to Thornbury from the Cedar Run Horse Park, Elizabeth Cornish replying that she will review this with Director of Community Services Shawn Everitt, Sean Brady noting that temporary signage would be a benefit as well.

George thanked Liz for her presentation.

C.3 Bridge Banner Update (Sean Brady)

Sean Brady provided an update on the bridge banner and noted that he and George appeared as a deputation before Council the evening prior to present the BIA's bridge banner proposal to Council. Sean noted that Council referred the matter to staff to prepare a staff report and attach a draft report for Council consideration.

Joe Halos spoke noting that he was pleased to hear that the BIA will pay the costs of the bridge banner project. Gail spoke noting Council will receive the staff report and will make a decision, further noting she supports proceeding.

George then spoke noting the BIA is willing to absorb the costs if the BIA receives the revenue from any future banner placements to promote the area and local events. Sean noted that a process is available that will reduce the necessity to stop traffic and any climbing of ladders and WSIB concerns.

Communications and Economic Development Coordinator Elizabeth Cornish spoke noting CAO Troy Speck has suggested the matter be referred to the Economic Development Advisory Committee for discussion and input as well. Elizabeth noted that the next Economic Development Advisory Committee meeting is scheduled for April 15.

George then spoke noting he will send details of what the BIA would like included in an agreement to Mr. Speck for consideration.

C.4 Additions to Agenda

C.4.1 Tents

Casey Thomson spoke regarding the purchase of tents noting that she has been working with Deputy Fire Chief AJ Lake and Director of Community Service Shawn Everitt, and that they have found a 10' x 10' caravan canopy that is fire rated at a cost of \$185. Casey noted that a permit is not required to erect a 10' x 10' tent.

Moved by: Casey Thomson

Seconded by: Leslie Lewis

THAT the Thornbury BIA purchase two 10' x 10' caravan canopy tents at a cost of \$185 each, Carried.

D. Meeting Dates

BIA Monthly Meeting, May 7, 2014, 8:00 a.m.
Town Hall, Council Chamber

E. Adjournment

Moved by: Leslie Lewis

Seconded by:

George Matamoros

THAT this meeting does now adjourn at 6:57 p.m., Carried.