



Moved by: Meredith Brown

Seconded by: Sean Brady

THAT the Thornbury BIA Board of Management delegate Chair George Matamoros to meet with Town Staff to develop a job description for the part-time contract positions, being a secretary and an event coordinator position, and to advertise for the positions before the next monthly BIA Meeting, Carried.

## **B.2 Website Maintenance and Updating**

Chair George Matamoros spoke regarding the website maintenance and updating and noted he will contact Dan Plouffe of Sui-Generis Marketing, to bring the website up to date and to develop a contract for his services.

Moved by: Sean Brady

Seconded by: Leslie Lewis

THAT the Thornbury BIA Board of Management delegate Vice-Chair, Casey Thomson, to obtain a contract quote from Dan Plouffe of Sui-Generis, to bring the Thornbury BIA website up-to-date and for ongoing maintenance of the website, Carried.

## **B.3 2013 Canada Day Event**

- **Blackbelt Jones Band** (Meredith)
- **Update and decisions on Canada Day event** (Casey)

BIA Board Member Meredith Brown spoke regarding the 2013 Canada Day event and suggested the band, Blackbelt Jones, be hired to play in downtown Thornbury following the parade, Director of Recreation Shawn Everitt spoke noting the parade ends at the stoplights in Thornbury and the last parade float is a band, further noting it does not make sense to have two bands playing in downtown Thornbury. Shawn noted that the festivities end at 2:00 p.m. and confirmed that the road is reopened at that time.

Vice-Chair Casey Thomson then joined the meeting.

Shawn then spoke noting that he, Sean Brady and Casey Thomson met to discuss the Canada Day Parade and confirmed that the parade ends at 12:30. Shawn noted that there will be face-painters and balloon artists, and that there will be 300 cupcakes from the Thornbury Bakery. Shawn confirmed that Gord Price will perform his aerial performance at 1:15.

Shawn then noted that the BIA will support the marketing and decorating, balloons and face-painters. Shawn noted that the BIA must decide how many cupcakes to order, noting the cost is \$1.50 per cupcake.

John Bailey then questioned how the public may apply to be in the parade, George replying through Linda Wykes.

Shawn then noted that Canada Day banners are being considered for the lamp posts. Shawn noted that he has called MP Kellie Leitch to determine if there is any possibility to receive more Canada flags.

Moved by: Meredith Brown                      Seconded by: Leslie Lewis

THAT the Thornbury BIA will purchase 500 cupcakes from the Thornbury Bakery for the Canada Day celebration, at the cost of \$1.50 per cupcake, Carried.

#### **B.4 Report from BIA Banner Committee, (Casey and Leslie)**

Leslie spoke on behalf of the BIA Banner Committee, and noted the Committee will be receiving quotes for banners through the Town. Shawn then spoke noting the tender will go out today, and that 80 summer and 60 winter banners are being considered. Shawn noted that the tender closing date will be May 16, and that the suppliers have been asked to send a banner to the set specifications, for consideration by the BIA Banner Committee. Shawn noted it is good to go through the competitive process and confirmed the banners are 51 x 24.

#### **B.5 Advertising Opportunities**

- **Rogers TV** (George)
- **Mountain Life** (Casey)

#### **Rogers TV**

George spoke noting Rogers TV would like to feature the Town of Thornbury on the Rogers TV, "Grey County Life" program and confirmed that Rogers has requested that The Diamond Studio and the Farmer's Pantry in Clarksburg be featured.

Moved by: Casey Thomson                      Seconded by: Meredith Brown

THAT the Thornbury BIA acknowledges receipt of the request from Rogers TV to showcase Thornbury; and

THAT the Thornbury BIA delegates Sean Brady to follow-up with Rico Zorzati of Rogers TV to showcase "all things Thornbury" for broadcast on the "Grey County Life" magazine show, Carried.

George noted that the show will be broadcasted nine times over the summer months, Sean Brady noted that he will let Rogers TV decide which businesses they would like to focus on.

## **Mountain Life**

Casey Thomson spoke regarding advertising opportunities in Mountain Life, and questioned if the BIA would like to advertise in print. Casey then spoke regarding radio advertising and the costs associated. Meredith spoke noting events such as the rodeo event and the apple harvest will perform their own advertising.

Sean Brady spoke noting radio ads are effective for the day of the events and are more successful than printed advertisements.

Moved by: Casey Thomson                      Seconded by: Meredith Brown

THAT the Thornbury BIA Board of Management members, George Matamoros, Sean Brady and Leslie Lewis be appointed as the BIA Advertising Committee; and

THAT the BIA Advertising Committee shall meet and report back to the Thornbury BIA of Management at the next regularly scheduled meeting, Carried.

Director of Finance and IT Robert Cummings spoke confirming that the Treasurer's Report will be included on the next BIA Agenda.

### **B.6 Amendments to the Procedural By-Law**

- **Monthly Meeting Schedule (Leslie)**

George spoke noting one of the goals of the BIA Board of Management is to increase the BIA membership attendance at the BIA Meetings. Leslie spoke noting she would like to move the time of the BIA meetings, on a trial basis, to determine if the BIA membership will attend.

Moved by: Leslie Lewis                      Seconded by: Sean Brady

THAT the Thornbury BIA shall commence a pilot project, to move the monthly Board Meetings for the months of September, October and November, 2013 to the second Tuesday of the month, commencing at 6:00 p.m., in an effort to increase BIA Member attendance, Carried.

### **B.7 Additions to the Agenda**

B.7.1 John Bailey, member of the Thornbury Clarksburg Rotary Club, spoke noting he is the Rotary Club liaison for the Thornbury BIA and the Chamber of Commerce. John noted he will attend the monthly BIA meetings to be of assistance from the Rotary and to advise the BIA of upcoming Rotary events.

John noted that the Rotary Club Golf day at Lora Bay is June 17 with the registration fee being \$200, and advised that a half marathon is being planned for October 2013.

John thanked the BIA Board for allowing him to appear before the BIA Board.

### **B.7.2 Hydro Outage**

Sean Brady then spoke regarding the power outage on April 28 and noted that he did not receive notice of the outage. Leslie spoke noting the Hydro One outage was a planned outage.

Sean noted that to many businesses, the weekends are their main business time, further noting that midweek outages are better. Sean noted that the outages should be on a weeknight.

Director of Recreation Shawn Everitt then spoke noting that residents were made aware of the outage about a month ago, and that the planned outage time was from 6:00 a.m. to 12:30 p.m., which was then extended to 3:30 pm

Sean then questioned how Hydro One decides on an outage date, George replying that the day that is seen to be the least disruptive to the most businesses.

Meredith noted that a letter should be sent to Hydro One. Shawn noted that Sunday winter outages are a concern at the Beaver Valley Community Centre.

George noted that he will draft a letter to Hydro One and will send to the BIA for input.

### **C. Notice of Meeting Dates**

BIA Monthly Meeting, June 5, 2013 8:00 a.m.  
Town Hall, Council Chamber

### **D. Adjournment**

Moved by: Meredith Brown                      Seconded by: Leslie Lewis

THAT this meeting does now adjourn at 9:17 am, Carried.