



week outside of the Christmas season and people are drawn to this area. Casey requested that an Apple Harvest Festival schedule of events be sent out to the BIA members breaking down the events for each day and sending it out the night before.

The Fish Ladder brochures are finally in. BIA members have been advised via email that they can come by the Diamond Studio or Thornbury Graphics to get some. We are awaiting the final upgrades at the fish ladder to be able to place brochures there. The GTTA will help with distribution of 1500 brochures over the next few months.

Shawn mentioned that the police are set to work from 9:00 a.m. to 5:00 p.m. Saturday, and Sunday at the Fish Ladder for traffic management.

**Olde Fashioned Christmas 40<sup>th</sup> Anniversary plans:** Sarah revealed the new website for the event. It's very interactive and intuitive with a lot of pictures on it, a spot for vendors to apply which is filling quickly. Currently booking the animation and family activities. Daytime events will be similar to last year and evening events may include a nighttime movie on Bruce Street North. Sarah's currently looking for alternate sources for fireworks and is in discussion for ideas and quotes. George asked about a small laser show but the cost would be approximately \$50,000. Sarah mentioned that this would be a long term plan needing grants and more sponsorship. Ads have gone out in Escarpment magazine which will also have an editorial on the event, and in Mountain Life. Thornbury Graphics will be printing 2000 postcards for this weekend free of charge. An email to members will be sent allowing members the opportunity to take part in sponsorship.

Sarah was asked to check the status of our membership and involvement in Festivals and Events Ontario, to confirm whether we booked an ad for OFC.

Casey suggested that some of the animation at each event should remain up for a few days after the events to add to the town atmosphere and provide ready props for visitors. Casey also put forth the idea to have old fashioned sparklers for OFC, and they would all be lit at a specific time and Sarah will follow up with this idea. Shawn mentioned that he would check with AJ Lake.

Skot suggested including a window contest for December 1<sup>st</sup> and will send information out to the members. Donna and Sarah will set a few member reminders and emails to go out during November.

## **C.2 Winter Flags: Committee, discussion and design**

Casey has met with Cindy Schultz and did a walkabout assessing the flags and noticed that the Thornbury flags haven't stood up well. Cindy will work on some concepts over the winter, with a goal to have the new banners ready for spring. Casey also mentioned how good the Thornbury logo looks on the side of Foodland and suggested that the Board look replacing the east gateway with something similar next year.

Councillor Seguin mentioned the expansion of the Thornbury Brewery and suggested that the BIA connect and communicate with them as this can very well become a big draw for Thornbury.

## **C.3. New director: George Matamoros**

Gary Nordeman has resigned from the Board due to business demands preventing him from devoting time to properly discharge his role as director. The board will schedule a special meeting to put forward a replacement for approval by Council.

Councillor Seguin also reminded the board that Gary was the BIA's representative on the Sign By-Law committee and will need to be replaced. Their next meeting will be on Wednesday, October 12.

Casey asked whether it would be possible to expand the board to take on two new directors. George will follow up with Corinna Giles, Town Clerk, to make sure the correct procedure for securing a new Director is followed, and to find out the answer to Casey's question.

#### **C.4. Website: Skot Beaumont/George Matamoros**

George has contacted the current website provider to investigate upgrades and improvements to the site which may be more effective than redesigning a whole new site. The Town of The Blue Mountains now owns [www.thornbury.ca](http://www.thornbury.ca).

#### **New Business:**

Councillor Seguin mentioned a media training session on November 7 from 1:00 pm to 4:00 p.m. for Council that might be a good idea to have a BIA representative there. It is open to the public.

Shawn will get Elizabeth Cornish to send out the information to the BIA board to share with members.

#### **D. Adjournment**

Moved by: Leslie Lewis

THAT this Board does now adjourn at 9:17 a.m. to meet again Wednesday, November 2, 2016, 8:00 a.m., Town Hall, IPW&PD meeting room or at the call of the Chair.