

further noting it will be dependent on the number of involved members. George noted that larger events could be considered to bring all areas of the BIA catchment area in.

Meredith then spoke noting it is the goal of the BIA to expand the boundaries to bring all businesses into the BIA.

Casey then questioned if moving the route of the Olde Fashioned Christmas horse and wagon ride closer to Gyles store brought more business to the Gyles store, Marty replying yes, somewhat. Casey spoke noting each business owner must advocate for their business.

Sean Brady then joined the meeting.

Casey then spoke noting lighting the trestle bridge will move the foot traffic to the bridge and would assist in bringing traffic to the north end of Bruce Street.

Gail spoke noting the Town has approved its draft budget to proceed to the public for comment, then subsequent approval, and noted that the draft budget includes \$26,000 for the lighting project. Gail noted she is hopeful that the expansion will increase the BIA boundaries and that input will be sought from new BIA members.

George noted that the BIA needs to increase the events budget to bring in new things to cover outside of the core area. George noted he would like to see more involvement from the BIA members, but are restricted by the current BIA budget.

Joe Halos, owner of King's Court, spoke regarding the Olde Fashioned Christmas event. Joe noted that he arrived at the downtown core area at 8:00 pm and found that the event had ended. Casey noted that the evening was extremely cold, so many left because of this.

Joe then spoke as a member of the Town of The Blue Mountains Council, noting that Council looks to the BIA to voice their opinion on the development of the Town Hall site.

Sean Brady then spoke noting that the Olde Fashioned Christmas event was anchored at the Town Hall, where everyone gathered. Sean noted that this event is contingent on the weather as to where people will gather. Sean noted that the Town Hall space should be capitalized on.

C.2 BIA Draft 2014 Budget

George spoke noting the draft budget presented reflects the changes discussed at the January 20, 2014 BIA Meeting.

Director of Finance, Robert Cummings spoke noting the unaudited financial statements will be ready early in March.

Moved by: Meredith Brown

Seconded by: Leslie Lewis

THAT the BIA Board of Directors approve the draft budget as written for presentation to the BIA Membership, Carried.

C.3 Apple Harvest Festival Survey (Leslie)

Leslie then spoke regarding the survey results from the Apple Harvest Festival Survey. Leslie noted that 54% of the respondents were from outside of the area, and that many were young families. Leslie noted that the fish ladder was a big draw to the area. Leslie noted that much can be improved to increase traffic to the area and that a special festival should be created. Leslie noted that Apple Pie Trail and Harvest is a great theme.

Casey then questioned why the increased interest in the fish ladder, Leslie responding that Breakfast Television sent a tweet about the fish ladder. Leslie noted that 99% of the visitors advised that they would return to the area.

Meredith then spoke noting that the BIA needs to encourage businesses to be open on holiday Monday from 10:00 to 4:00 pm as this was the busiest day of the weekend, Leslie concurring.

George then requested Donna send an email out to the members asking them to be open on Family Day.

C.4 Lighting Committee (George)

George then spoke asking that the lighting committee meet and start looking at options as the turnaround time is two to four months before improvements can be made.

Gail spoke noting that the lighting committee has not scheduled a meeting, further noting a meeting is proposed once the Georgian Trail meeting occurs to confirm what construction is required on the bridge.

George then spoke noting he would like the Lighting Committee to meet as soon as possible to identify specific areas to light to get some direction. Gail spoke in response noting that the Town budget is in draft form right now. Gail confirmed she is waiting on information from suppliers with pricing so that when they meet, they can make decisions.

Moved by: Sean Brady

Seconded by: George Matamoros

THAT the Thornbury BIA expand its Lighting Committee to include two additional members, and that Brendan Thomson be appointed as a new member, Carried.

C.5 Beaver Valley Agricultural Society

Re: Request for financial support

George spoke regarding the request for financial support from the Beaver Valley Agricultural Society noting that financial support is outside the mandate of the BIA.

George requested that Donne advise the Beaver Valley Fall Fair that the BIA is unable to financially support the event.

C.6 Canada Day Event (Casey)

Casey spoke regarding Canada Day and that planning has started. Casey noted that Canada Day falls on a Tuesday and that many may take the Monday off for an extra long weekend.

Marty from Gyles Sails and Marine spoke noting the Canada Day budget is small and questioned if it should be increased. George spoke noting the Town plays a big part in the Canada Day celebration, further noting that the events budget has been lumped into one celebration to give flexibility.

Marty then questioned if there is a Canada Day Committee, further noting she would like to volunteer for the Canada Day Committee, once formed. George noted that no committee has been struck yet, but confirmed that yes, a committee should be formed.

Casey then spoke noting Canada Day event needs animation, further noting that the Rotary may hold a BBQ in the back parking lot as a fundraiser.

George noted that the BIA needs to discuss if it will continue with an events coordinator.

Moved by: Meredith Brown

Seconded by: Leslie Lewis

THAT the Thornbury BIA continue the services of an Events Coordinator for the 2014 year, Carried.

C.7 Additions to Agenda

C.7.1 Advertising Opportunity (Casey)

Casey spoke regarding the Blue Mountain magazine, noting that this is specifically geared to those at Blue Mountain, and is geared to visitors at the resort. Casey noted that it offers full page ads only. Casey noted that the magazine has a maximum of 20 pages and that individual businesses cannot be advertised. Casey noted that the deadline is fast approaching and that the cost to advertise is \$1500 for a one page ad.

George spoke noting there is no money in the budget for marketing this way, but noted that each event could be charged a portion of the cost to advertise.

Sean spoke noting that the Chamber and the BIA should advertise together, further noting that the deadline is March 19.

Gail spoke noting that she will speak with Elizabeth Cornish at the Town and will communicate with the Chamber to determine if they are interested in partnering with advertising.

Moved by: George Matamoros Seconded by: Casey Thomson

THAT the Thornbury BIA reserve space in the Blue Mountain magazine at the cost of \$1500 and that partnerships be pursued to assist with the cost, Carried.

C.7.2 Beaver Valley Curling Club Upcoming Event “Beaver Valley Rocks”

Alex Maxwell spoke on behalf of the Beaver Valley Curling Club and the upcoming Curling Club event. Alex noted that the Curling Club is requesting the support of the BIA for the event.

George spoke noting that the correspondence from the Curling Club is self-explanatory. George noted that the mandate of the BIA is not to provide financial support to events, but noted that the BIA could send the information out to its subscribers and individual BIA members could contact the Curling Club to provide support if they wish.

Casey then spoke noting that the BIA could post this to the Thornbury BIA website, and could advertise through social media. Casey noted this is a great event for the area.

C.7.3 Town Budget Committee (George)

George spoke noting that a three member committee should be formed to review the Town Budget.

George noted that he will write a letter of support for the economic development portion of the Town budget and request that the lighting project be included in the 2014 Town Budget.

Gail then spoke regarding the bridge banner, noting that she will speak with the Director of Engineering and Public Works, Reg Russwurm and Director of Community Services Shawn Everitt, and will report back.

Sean Brady spoke noting that the Meaford Apple is for sale and that the BIA should consider purchasing it.

D. Meeting Dates

BIA Monthly Meeting, March 5, 2014, 8:00 a.m

Town Hall, Council Chamber

E. Adjournment

Moved by: George Matamoros Seconded by: Meredith Brown

THAT this meeting does now adjourn at 9:16 a.m., Carried.