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Minutes: Thornbury Business Improvement Area

MEETING DATE: July 2nd, 2014
MEETING TIME: 8:05 am
LOCATION: Town Hall, Council Chamber
PREPARED BY: Donna Gorrie, Recording Secretary

A. Call to Order

BIA Chair George Matamoros, called the meeting to order with BIA Board of Management: Sean Brady, Leslie Lewis and Casey Thomson. Absent: Meredith Brown and Councillor Ardiel.

- Approval of Agenda

Moved by: Sean Brady

Seconded: Leslie Lewis

THAT the Agenda of July 2nd, 2014 be approved as circulated, including any items added to the Agenda. Carried.

- Declaration of Pecuniary Interest and general nature thereof: none
- Minutes

Moved by: Casey Thomson

Seconded: Sean Brady

THAT the Thornbury BIA Minutes of June 5, 2014 be approved as circulated. Carried.

B. Deputation

None

C. Meeting

C.1 Upcoming events - Steph Comrie. Absent, no report.

C.2 Canada Day update Casey

Casey was thrilled with the success of the event and the attendance stating that the parade was shorter, with fewer floats, likely due to more businesses working. Sean Everitt and the Town staff were very helpful and the cooperation between all parties resulted in an event well done. The Beaver Crawl had its largest number of entrants, and the Lions Club served over 500 breakfasts. The Rotary had a successful bbq, and the drumming circle and the air show were also great. The band and afternoon music were excellent, as were the cake and cupcakes. More animation in the morning would be good, but that the challenge is holding people after 2 pm. In 2015 the holiday is on a Wednesday so the BIA needs to analyze what will be going on, likely smaller crowds.

George mentioned that the Rotary chili lunch sold out of hot dogs (300) and it was a great turnout. He also mentioned that the BIA should send a thank you to Gord Price for the air show. It was awesome and easy to see from the Hester parking lot. He also noted that the Town employees were great to work with and were there to provide help. The sidewalk sale was good and should be included again next year, extending it to other merchants in the BIA by inviting them to set up on Bruce Street. Idea of a market place with 10 x10 booths was expressed. It was suggested to extend the music longer. People came from surrounding areas, like Meaford and Collingwood, and commented on how impressed they were.

C.3 Apple Harvest: Leslie

Leslie expressed the need to 'ramp up' the festival if we intend to use the term festival as a part of this event and make it something incredible and also stated that the budget needs to be analyzed and that we need to draw the numbers from village who are willing to work with our area. She suggested to look at street closures and possibly a licensed cider area. Sean suggested including something at night along the lines of Lobsterfest.

George suggested that for the next meeting all should to try to recruit more people for new ideas and to launch a bit this year and to address the budget then.

Leslie is to look for ways to get additional funding.

George stated that this is a big event and big promotion and we really don't do much for it yet.

Casey asked about the fish ladder and MNR staff and it was stated that they normally do staff it but hadn't last year.

Casey mentioned the need to include Friday and Monday into the Sat/Sun-weekend event and that there are areas for businesses to be involved.

The idea of a Scavenger hunt to incorporate a larger area and the need to establish a committee for this that includes the BIA membership was put forward.

C.4 Associate members Proposal for Membership – George

Discussion took place to decide a fee for an Associate Member. A consensus was reached that \$400 was a good rate for the Associate members who would receive some great benefits with website exposure, inclusion during events held and a monthly e-blast opportunity. It was noted that it is important to make all BIA members and associate members feel included in all events and that promotion of members on the website for events would be limited to 'events' not sale promotions. Any non BIA businesses wishing to participate in a BIA event has to be an associate member.

Gary Nordeman supported the idea that more activity is better.

Associate memberships will be restricted to organizations within the Town of Blue Mountains in order to focus on this area and to help the Thornbury area as a whole. It was also stated that an associate membership listing on the website will be secondary to a full BIA member listing and that the BIA will outline "this is what we will do for you" stating all rights and privileges.

Casey mentioned that Website statistics could be obtained if needed.

With regards to the Anti-spam legislation, George stated all members/subscribers will be asked via an e-blast.

THAT the BIA Board of Management set the annual fee for Associate members at \$400.
Carried

C.5 Strategic planning next steps – George

George received a memo from Elizabeth regarding strategic planning versus business planning that included brainstorming ideas and priorities and moving forward. George mentioned that it would be helpful if the BIA had a roadmap for the next couple of years and the need to form a committee/focus group.

Casey suggested a public meeting and committee since the past public meeting was successful and important to reach out to members for their ideas.

Moved: George Matamoros

Seconded: Casey Thomson

THAT the BIA Board of Management call a public meeting to get priorities for BIA spending going forward. Carried

C.6 Update on Bridge Banner - Sean

As low man power impact on the banner.

Simpler system: top and bottom with winches. Will still require bucket truck. Uses standard equipment.

Approx. \$1200

Discussion took place. Will take idea to Engineering and discuss this with Shawn Everitt.

Will have it asap. Cost estimate will come to us, BIA will then vote, and move forward.

Casey questioned the time frame to get the Apple Harvest banner up by September and Sean confirmed that it is the goal. Casey will design the banner with Leslie.

The Board needs to decide what will be charged to use this banner space and will use the initial banner to figure out what it will be for 2015 for others to buy in.

C.7 Additions to Agenda:

Casey discussed the Sign Variance regarding an overhanging sign. The Cheese Gallery's request for a variance for an overhanging sign was initially turned down based upon the idea that there were no other overhanging signs in town when there are several. It was agreed that the Sign by-law needs updating and the variance process needs to be reviewed. It was also agreed that the BIA should have representation on this committee or at least be involved on applications within the BIA catchment area.

Elizabeth mentioned that the update is a 2 step process and that the Mayor will be addressing vertical signage to allow changes and amend the current By-law which will be ready by the Spring of 2015 and will apply to all areas of the Town of the Blue Mountains.

Casey questioned why the Sign Variance committee did not physically meet and feels that this needs to be addressed.

Moved: George Matamoros

Seconded: Sean Brady

THAT the BIA Board of Management request that Council assign a BIA Board member to the Sign Variance Committee. Carried.

Elizabeth introduced the Town's new hire who will manage the Business Retention and Expansion Study, Kavanagh Stoeklin. The board welcomed her and is looking forward to the results of the study.

Meeting Dates

BIA Monthly Meeting, Wednesday, August 6, 2014, 8:00 a.m.
Town Hall, Council Chamber

D. Adjournment

Moved by: Casey

Seconded by: Sean

THAT this meeting does now adjourn at 9:05 a.m. Carried.