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Minutes: Thornbury Business Improvement Area

MEETING DATE: March 5, 2014

MEETING TIME: 8:05 a.m.

LOCATION: Town Hall, Council Chamber

**PREPARED BY: Donna Gorrie
Recording Secretary BIA**

A. Call to Order

BIA Chair George Matamoros welcomed new BIA business owner Deborah LaLande and the others present and called the meeting to order with BIA Board of Management present including: Leslie Lewis, Casey Thomson, Sean Brady and Councillor Gail Ardiel. Absent: Meredith Brown.

▪ **Approval of Agenda**

Moved by: Leslie Lewis

Seconded by: Sean Brady

THAT the Agenda of March 5th be approved as circulated, including any items added to the Agenda being an addition of C.8.1: unaudited Financial Statements, and C 8.2: Meaford Big Apple, Carried.

▪ **Declaration of Pecuniary Interest and general nature thereof, none**

B. Deputation

None

C. Meeting

C.8.1: Treasurer Rob Cummings reviewed the draft Statements of Operations and Net Financial Assets for the BIA for 2013. With the statements now ready the board can go ahead and schedule the AGM. C. Giles will check dates and availability regarding this and report back to the directors.

Moved by: Casey Thomson

Seconded by:

George Matamoros

THAT the Thornbury BIA Board of Directors direct that the Thornbury BIA Annual General Meeting be scheduled to present the unaudited 2013 financial statements and the proposed 2014 budget of the Thornbury BIA to the BIA Membership for discussion, Carried.

C.1 Update on Bridge Banner (Sean Brady):

Sean advised that he had located a company that could provide a system to raise and lower the banner over the bridge without requiring bucket trucks and road closures. Before proceeding any further he suggested that the BIA enter into an agreement with the Town giving the BIA the revenues from advertising on the banner in exchange for the BIA looking after getting the banner logistics worked out and paid for

Councillor Ardiel suggested that the BIA comes as a deputation and presents what they wish to Council and Corrina suggested that there might be room on the agenda for the March 31st meeting.

Moved by: George Matamoros

Seconded by: Sean Brady

THAT the Thornbury BIA request that Council consider transferring any revenue received from renting the bridge banner space to the Thornbury BIA, with all costs associated for insurance, installation, and replacement of the banners to be borne by the BIA;

AND THAT the Thornbury BIA request that an agreement be entered into between the Town and the Thornbury BIA to confirm the agreement, Carried.

C.2 BIA Sponsored Bus Link from Village to Town (Sean Brady)

Sean spoke about the transportation from Wasaga Beach, to Collingwood and on to Blue Mountain and would like correspondence that this transportation route/bus link extends to Thornbury since regional transportation is the new buzz word in the province and there is none to Thornbury.

Councillor Ardiel stated that the trial period ends in the spring.

Moved by: George Matamoros

Seconded by: Sean Brady

THAT the Thornbury BIA supports bringing the bus transit link to Thornbury, Carried.

C.3 Update on Canada Day (Casey)

Casey stated that this is the only event that Clarksburg will be doing and that she has sent a letter to Rotary to request they host/fundraise a lunch with the location to be determined.

Discussion ensued with regards to a drumming circle and costs, cake/refreshments.

The tent issue will be resolved by the summer with either a 10' x 10' (does not require permits) or a 15' x 15' (may be needed.)

This event will cost approximately \$2500-\$3000.

Casey will carry on with plans

C.4 Economic Development Advisory Committee (Casey)

Casey identified that the following are a part of the ECAC: Committee made up of representatives from: Village Association, Chamber of Commerce, Georgian Triangle Tourist Association (GTTA), Thornbury BIA, Council, Small Business Enterprise Centre, Youth, and the Agriculture Advisory Committee.

Casey spoke of a plan for the business retention program from the Economic Development Advisory Committee and suggested that the BIA could help find volunteers to conduct interviews with businesses. The volunteers would only interview businesses who are not directly involved with the same area of business. E.g. retailers would not interview other retailers. Names are to be given to Casey.

This project should be completed before a year and there will be a one day training seminar for those conducting the interviews and surveys.

C.5 Business Retention and Expansion Project (Elizabeth)

Elizabeth Cornish clarified that the project will cover all areas of the Town of the Blue Mountains and not just the BIA. Casey is the BIA representative and she will come back with information from the BIA to offer advice for the committee.

The EDAC is currently seeking 20 volunteers to broaden the involvement and the ideas, and requests anyone to suggest people.

C.6 Thornbury Visitation Program (Elizabeth)

Elizabeth spoke about the program which had taken place before she began with the Town of Blue Mountains. The ideas generated from the group confirmed the richness of this area and how to capture it in one idea. Concerns noted identified that while driving through the area signs were not very visible, that public washrooms were not well signed and that more tourism information was needed and information on 'where to go for it'.

George asked about follow-up and it was stated that the information was presented to Council and that Shawn Everitt is looking at the ideas, with tourism information being discussed. George asked that the BIA be included in any follow up information and it'd be nice to see some concrete plans based upon the program.

C. Giles suggested that anyone can sign up for e-blasts for further information and that if there is anything on the Council Agenda, that they should write in so that comments can be then shared with Council.

Sean Brady left the meeting at this point.

George stated he'd prefer specific issues highlighted for him to review versus reading the entire budget, and Elizabeth offered to try and advise when she sees information relevant to the BIA.

C.7. Advertising Requests (George)

George stated that the BIA is continually receiving advertising opportunities and he suggested that it would be good to have a strategy in place to promote the events and make decisions when faced with these opportunities. He asked for 2 volunteers to work on a committee to come up with a strategy and Leslie and Casey agreed to take that on.

C.8 Additions to Agenda

C8.2: Big Apple requested by Councillor Ardiel

Councillor Ardiel spoke regarding what we are doing for tourism, and ideas on how to promote tourism.

Elizabeth is looking at this issue and will get back to the BIA.

Shawn Everitt was not present, but is also looking into this issue and will get back with more information.

Councillor Ardiel stated that the Lighting budget has been approved by Council. Shawn Everitt and George Matamoros will review the information and go forward. BIA awaiting their budget to be approved.

D. Closed Session

Moved by: Gail Ardiel

Seconded by: George Matamoros

THAT with regard to subsection 239 of the Municipal Act, 2001, this Council do now move into closed session in order to address matters pertaining to labour relations or employee negotiations AND WITH REGARD TO a personnel matter.

The BIA Board moved into closed session at 9:25 a.m.

The BIA Board moved from closed session to public session at 9:43 a.m.

E. Meeting Dates

BIA Monthly Meeting, April 2, 2014, 8:00 a.m.
Town Hall, Council Chamber

F. Adjournment

Moved by: Casey Thomson

Seconded by: Leslie Lewis

THAT this meeting does now adjourn at 9:44 a.m. Carried.