Minutes
Thornbury Business Improvement Area

Meeting Date: June 5, 2019
Meeting Time: 8:00 a.m.
Location: Town Hall, Council Chambers
Prepared by Donna Gorrie, Recording Secretary

A. Call to Order

George Matamoros welcomed everyone and called the meeting to order at 8:02 a.m.

In attendance were BIA directors Tony Poole, Melanie Johns, Renee DesRochers, Matthew Cundy and Councillor Rob Potter (arrived 8:44 a.m.) Regrets from Keith Turner. Also in attendance were Events Manager Sarah McNulty, Acting Director of Community Services Ryan Gibbons, Cassidy Holt of Daisy Market, Riley Smith of Smitty’s Bike Shop, Samantha Pollock of Sparrow Marketing and Heather Carroll of the Loft Gallery

Approval of Agenda

Moved by: Renee DesRochers  Seconded by: Melanie Johns

THAT the Agenda of June 5, 2019 be approved as amended with the addition of C.8 Council Motion regarding plastics. Carried

A.1 Declaration of Pecuniary Interest and general nature thereof: none

A.3 Previous Minutes

Moved by: Matthew Cundy  Seconded by: Tony Poole

THAT the Thornbury BIA Annual General Meeting Minutes of May 1, 2019 be adopted as circulated. Carried.

B. Deputations: none

C. Meeting

C.1 Website Listings for non BIA members: There are businesses located within the BIA area in premises not subject to the levy. The medical clinic for example is exempt because the property is owned by the Town. As a service to visitors who use the website, the BIA has been listing the clinic and its tenants on the website. The tenants are not BIA members by virtue of being located on exempt property. The board has previously approved associate memberships for those businesses, but the BIA by-law needs to be changed to implement that category of membership.
The question before the board was whether we should include, or not include these businesses on the website. Matt suggested that the listings be left as they are, until we can change the by-law.

Moved by: Matthew Cundy         Seconded by: Tony Poole

That the Thornbury BIA leaves the non-BIA members listings as they are. Carried.

C.2 Décor/Gateway Signage and Improvements: Melanie stated that she’d like new posts and improve them right away. George stated that the signage looks very dated and mentioned the costs would be significant

Moved by: Melanie Johns         Seconded by: Matthew Cundy

That the Thornbury BIA moves to use reserve money to redo the gateway signage. Carried.

Ryan stated that the staff needs to bring a report back for the BIA. George also requested information if the town would have any funds towards this project.

Improvements to the Parkette: a gathering place within the BIA is considered one of the must haves to encourage visitors to linger. A discussion ensued regarding the possible changes to make the gathering area larger. Tony questioned the direction of this proposal, and Melanie mentioned that the goal was to improve the Parkette as a gathering place.

George stated that he would rather deal with the concept right now as to whether we should investigate changes to the Parkette to create a better gathering space, noting that costs may prove prohibitive.

Moved by: Matthew Cundy         Seconded by: Melanie Johns

That the Thornbury BIA investigate making improvements to the Parkette area. Carried.

C.3 Events/Canada Day and Summer Event: Sarah spoke on the activities that will be taking place on Monday July 1 to include face painting, balloon twisting, a parade, Rotary chili and hot dog picnic in the Parkette, an air show, birthday cake at noon a photo booth, and music in the parkette and on the main street. There will be a refillable water post, and port-a-potties in the parkette.

Summer event: Matt, Sarah, and George met with Lisa from Elephant Thoughts and the committee recommends that we go ahead with a summer event proposed for August 24th and based upon the Indigenous Life festival. Part of our mandate is to attract visitors which the summer dance wasn’t achieving. It was more of a friends and family event. The Indigenous event ticks a lot of the right boxes for a summer event. A lot of people want to know more, and the event is highly interactive and educational. Summer is a time when many people travel in the province and having an interesting event will target those travelers. The indigenous event is current in its subject matter and is planned for a Saturday when most retail stores are open. This event will feature many interactive and educational components including
story telling by elders, tastings of indigenous foods with celebrity chef Zach Keeshig, and a craft making section. The total cost is budgeted at $10,500.00, $9,000 from the BIA and $1,500 from the Town, and is to be held in the Hester Street parking lot and will include a large tipi. Visit South Georgian bay will supply volunteers and event ambassadors to help out and to collect data about attendees.

Moved by: Melanie Johns  Seconded by: Renee DesRochers

That the Thornbury BIA host The Indigenous Life Festival event for 2019.

Carried

C.4  Member relations: The committee sent in reports which are attached to these minutes.

Melanie introduced the idea of a welcoming gift for new businesses within the BIA area and discussion ensued. Ryan mentioned that Tim might be able to partner and the committee should follow up. Ryan will check with Tim and work with him to find out more information and bring it back to the board.

Moved by: Melanie Johns  Seconded by: Renee DesRochers

That the Thornbury BIA approve up to $1000 for the year and for the member relations committee to go ahead with the idea of welcome gifts.

Melanie mentioned that she has been visiting the members, updating some information, and encouraging them to update their web listings.

Discussion regarding a local map within a hybrid brochure with things to do, a listing of members (not necessarily pinpointed on a map) might be a good idea. There is money earmarked in the budget for the Fish Ladder brochure, which could be expanded/adapted to include additional information for visitors.

Samantha asked about members being approached to be included and George explained that the BIA cannot be selective on who they include but that there could be a section for advertising to help defray the cost. George then asked if anyone else was in favour of having a brochure.

Matt declared pecuniary interest.

Councillor Potter stated that he was in favour of the idea since he feels it does help people find their way around. Suggested smaller doses possibly once a year with an update so it’s not so out of date.

George also suggested that the brochure would have an online version and that members could also be on the committee to develop this idea and move it forward.

Discussion included the use of the fish ladder brochure with its distribution area and possibly to expand this to have more activities and to also list the BIA businesses. Since there is already a budget, the added cost would not be that much.

Renee suggested a map of the area, with all the businesses included, information about the events, and in a mobile friendly version.
Moved by: Renee DesRochers  Seconded by: Councillor Potter

That the Thornbury BIA explore the cost of developing a brochure for the BIA area. Carried.

Councillor Potter mentioned the new videos that had been created and that there is funding available for more. Broaching an idea to tie the 2 items of video and a handheld brochure together. The next step is to produce a 3rd video and asked for $1000 to commit to a social media campaign in order to help promote it.

George mentioned that the budget already does include this amount and asked for a motion.

Moved by: Councillor Potter  Seconded by: Matthew Cundy

That the Thornbury BIA approve $1000 in support of a social media campaign. Carried.

C.5  Bruce Street Pedestrian Mall: the committee report was received and George read highlights: the objective of the plaza is to provide a safe, car free neighbourhood zone for foot and bike traffic on the main street, to attract visitors to the main street so that they can linger, encourage them to stay, and to support and promote our local businesses. Further exploration is needed in terms of what attractions could be offered. The report is attached to these minutes.

C.6  Signage and Parking: George relayed that the committee had not yet met and that the town is working on signage. Ryan stated a full report will be done.

Melanie asked if the medical centre was public parking and Ryan will check and reply.

C.7  By-law review: Corinna Giles the Town Clerk had suggested the procedural by-law needs to be reviewed and that a motion is needed. After discussion it was noted that there needs to be something in the by-law specifically to add a members comments section to the BIA meetings.

Moved by: Melanie Johns  Seconded by: Renee DesRochers

That the Thornbury BIA under-take a By-Law review with the Town Clerk. Carried.

C.8  Banning of Single use plastics: Tony lead the discussion regarding the Motion placed before Council on June 3rd, mentioning involvement in various committees and groups. There had been no previous information shared between them. There was a question as to what the motion actually was, do others understand it, and how it will apply.

Councillor Potter stated that the Sustainability Committee had not had an opportunity to address it, and there was no staff input or review. The motion has now been deferred to the Sustainability Committee.

The first part of the motion was a voluntary ban to reduce waste which was agreed upon, and from there on all was deferred to the Sustainability Committee and will be shared with others.
Ryan stated that the motion will be posted to the Town’s website, and encouraged members to view the motion and deliberation of Council on The Town of The Blue Mountains website.

Tony mentioned that the directors all had their own personal views, and personal views aside, the board represents the BIA and it’s not as simple as eliminating a water bottle. Tony requested clarification from the sustainability committee as to what does it mean, and who does it affect.

George suggested directors pay attention to what the BIA’s role might be, and much of this issue is outside of our mandate.

Councillor Potter stated that Council will need to know how it affects individual businesses.

Tony asked the Chair what the BIA’s role is from a mandate standpoint and George stated that we couldn’t enact a ban but that if being a plastic free zone is a positive in terms of attracting visitors and residents, then the BIA could support such a ban with a letter.

D. Adjournment

Moved by: Councillor Potter Seconded by: Tony Poole

THAT this meeting does now adjourn at 9:37 a.m. to meet again on July 3, 2019 at 8:00 a.m. at The Town of The Blue Mountains Council Chamber or at the call of the Chair.