A. Call to Order

George Matamoros welcomed everyone and called the meeting to order at 8:07 a.m.

In attendance were BIA directors Tony Poole, Melanie Johns, Matthew Cundy, Renee DesRochers and Councillor Rob Potter. Also in attendance were Communications & Economic Development Coordinator Tim Hendry, Acting Director of Community Services Ryan Gibbons, Riley Smith of Smitty’s Bike Shop, Nicole Craig of Cherchez la Femme and Julie Traversa, (OEYC) Ontario Early Years Coordinator Facilitator/Volunteer Coordinator Staff at (BVO) Beaver Valley Outreach.

A.1 Approval of Agenda

Moved by: Councillor Potter        Seconded by: Melanie Johns

THAT the Agenda of November 6, 2019 be approved as circulated including any revisions made. CARRIED

A.2 Declaration of Pecuniary Interest and general nature thereof: none

A.3 Previous Minutes

Moved by: Tony Poole        Seconded by: Councillor Potter

THAT the Thornbury BIA Minutes of October 2, 2019 be adopted as circulated including any revisions to be made. CARRIED

B. Deputations

None
C. Meeting

C.1  **Apple Harvest Festival:** Review of the event, receive comments on going forward with the event next year.

Since the final debriefing meeting will be held November 13 the only details presented were that this year's event was very busy and successful, and that only 44 people took advantage of the bus shuttle between Thornbury and the Village.

Tony spoke on the fact that no one was in the parkette regarding the apple education/farming industry and that people seemed confused by the apple display. It would be good to have someone there for the whole time. Leslie Lewis did offer some support on Sunday. Tony mentioned that parking was an issue and clearly not available.

C.2  **Olde Fashioned Christmas (OFC):** Summary of planned animation and promotion.

Request to extend street closure to Bruce Street North from Hwy 26 to King St. W.
Request to extend street closure south from Louisa St to Alice Street

The planned animations will be same as 2018. Matt will get the 2019 OFC web link up and running this week. George mentioned that Sarah should supply him with the information. More details will be presented at the December meeting.

There have been 2 requests for extending the Bruce Street closure. From Highway 26 north on Bruce Street to King St. W, and south from Louisa Street to Alice Street.

The BIA has in the past performed both closures resulting in complaints from businesses and residents on both north and south Bruce Street. It is hard to put animation on the hill on account of the slope, and the policing cost for closing the street at Alice would be higher as the barricades need to be staffed to prevent vehicles from driving around them, which was the case in prior times.

The request for closure was more for the safety of children as some Harbour Mews businesses wish to put out activities on the sidewalk. George mentioned the possibility of barricading the west side parking on Bruce Street North.

Tony suggested the open area near Harbour Mews as a good area for children.

Ryan stated that four weeks are needed to complete a road closure request and that ideally it should be done at least a couple of months ahead as the request must go before Council. It was agreed that for this year the road closure would remain as is, but that planning for 2020 extending the road closure would be considered.

C.3  **Thornbury Indigenous Life Festival:** Summary of proposal and preliminary budget.

George summarized that in previous meetings it was agreed that a summer event was needed but that it needed to be more than just a street dance and steps had to be taken to ensure that it was properly promoted to ensure success. The Indigenous Life Festival was proposed and approved by the board for 2019 but subsequently cancelled by the committee as the timeline proved to short for appropriately marketing the event. The committee suggested that the event be put on in 2020
with good lead time. The event was placed on the agenda to get a pre-approval of
the budget for 2020 before proceeding.

Tony expressed that his understanding was that there was no desire for a summer
event but rather that the consensus was a need for an event during the shoulder
season from January through May. Most retailers he had spoken to would like this.

Discussion ensued.

Nicole mentioned that at a recent “this is Thornbury” meeting many voiced the fact
that they didn’t want a summer event.

Moved by: Matthew Cundy   Seconded by: Councillor Potter
That the Thornbury BIA hold a summer event for 2020. Motion defeated.

C.4  Strategic planning update

Tony chaired a sub-committee with Nicole Craig and Keith Turner and shared a
draft for discussion which will be a base for strategic planning. The draft looks at
operational plans i.e. events and is determined by setting a budget, with longer
range basis and what are the priorities and what will the BIA spend its resources,
both financial and human, on.

It identifies beautification and other activities within the community from a BIA
standpoint and it sets the parameters, drives out the activities and sets the
priorities.

Tony has asked the directors to review and to comment on what is important, not
important and any additions if needed. The committee will then re-address it and
develop a strategic plan with the group members beyond just the board. Tony
stated that this could be a survey, or smaller more intimate discussions and/or
meetings or going door to door.

Attendance at past meetings was low and the committee is wanting to gain broader
and wider views and find a way to engage them. A framework will be put together to
move forward and help to drive out an operational plan looking for specific items i.e.
events. Ultimately the budget will determine this.

What has been put forth thus far will not affect the operations for 2020 but will
affect the following years. Due to time restraints regarding where we are now, and
where we want to take the BIA for the next 5 years.

George suggested that the draft should be simplified and then circulated to
members by the next meeting.

Melanie asked that the basis on which the levy is assessed be changed from the
current basis to one based on commercial assessment, and whether a motion was
needed. George will find out the process to get this change made.
George questioned Ryan regarding the lampposts and Ryan stated it has yet to go through the purchasing process. George didn’t want to have to ask Landmark to re-quote on something they’d already quoted on. Ryan will review notes from the meeting and check up on it.

Nicole would like to see the final report from the 2017 Strategic Plan. George stated it was more to establish a vision and that this is the next step. Nicole said that members would like to see this.

C.5 **Recruiting BIA Coordinator/job posting update:** the job has been posted both internally and externally. The applications are going through the Town’s Human Resources process.

Tony stated that the board agreed to begin the process to identify and recruit a candidate to operate on a part time basis as the BIA coordinator to give dedicated time, effort and energy to ensure the activities are followed up on. Tony put together a job description and with the assistance of Nicole and George. The process is what the town wishes the BIA to engage in. The position is specific with skill set and background and with a broad description including social media to web platform usage, coordinating, to brochures and covers the full gamut. From a budget standpoint there are some funds and the BIA will address this in the 2020 budget in the range of $12-15,000.

HR will shortlist the applicants and then it is the BIA’s discretion to decide.

C.6 **2020 Budget discussion:**

George would like to have some direction from Strategic Planning and to put together a draft budget for the December meeting.

C.7 **Banners:**

George spoke on the winter banners that are not in good condition and that are limited in numbers. He has requested the town to put them in the most visible places on Bruce St. north, south and on highway 26 but not in the high wind areas.

There are now plans for new banners for 2020.

Tim spoke on a follow up with the parking lot near post office and suggested that at this time and since the town hesitates to place a new post that the Operations department use 2 banner spots for the parking area that would be an opportunity to help solve the issue of parking signage for now.

Melanie stated that she would like a parking sign at the Medical Centre. Tim will bring that to the person who needs to address it and will follow up after a few locations were identified.

Moved by: Melanie Johns           Seconded by: Councillor Potter

That the BIA supports putting up parking banners at all parking lots. CARRIED.
D. Adjournment

Moved by: Melanie Johns  Seconded by: Councillor Potter

THAT this meeting does now adjourn at 9:35 a.m. to meet again on December 4, 2019 at 8:00 a.m. at The Town of The Blue Mountains Council Chamber or at the call of the Chair.