



# Minutes

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Thornbury Business Improvement Area

**Meeting Date:** March 4, 2020  
**Meeting Time:** 8:00 a.m.  
**Location:** Town Hall, Council Chambers  
**Prepared by** Donna Gorrie, Recording Secretary

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## A. Call to Order

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Thornbury BIA Chair George Matamoros called the meeting to order at 8:01 a.m. with Board members Melanie Johns, Tony Poole and Deputy Mayor Rob Potter. Absent were: Matthew Cundy and Renee DesRochers.

Town staff present were Communications and Economic Development Coordinator Tim Hendry, Acting Director of Community Services Ryan Gibbons. Also in attendance were John Gyles of Gyles Sails and Marine, Kerry Baker of Errinrunga Nursing & Retirement Home, and Heather Carroll of The Loft Gallery.

### A.1 Approval of Agenda

Moved by: Melanie Johns

Seconded by: Deputy Mayor Rob Potter

THAT the Thornbury BIA Agenda of March 4, 2020 be approved as circulated.  
Carried.

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

### A.3 Previous Minutes

Moved by: Melanie Johns

Seconded by: Tony Poole

THAT the Thornbury BIA Minutes of February 5, 2020 be adopted as circulated, including any revisions to be made, Carried.

## B. Deputations and Public Comment Period

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### B.1 Deputations: None.

### B.2 Public Comment Period (each speaker is allotted three minutes)

NOTE: Fifteen (15) minutes is allotted at the Meeting to receive public comments regarding Thornbury Business Improvement Area matters included on the Agenda. The speaker shall provide their name and address, and shall address their comments to the Chair. Comments shall not refer to personnel, litigation, or potential litigation matters.

## **C. Meeting**

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### **C.1 Preliminary draft 2020 BIA Budget: George Matamoros**

Do we implement an annual inflationary adjustment?

A discussion began at the last meeting about inflationary increase to the budget but no motion had been made and George felt it is really important that the BIA includes an inflationary increase each year in order to keep up with costs and asked for a motion:

Moved by: Deputy Mayor Potter

Seconded by: Tony Poole

THAT THE Thornbury BIA increases the draft budget of 2020 by \$2000. Carried.

In the discussion Deputy Mayor Potter felt it was important to keep up with the cost of living increases.

Once the BIA receives the unaudited financial statement for the BIA from the Town, the Annual General Meeting date can be set and the draft budget presented for comment from the members.

### **C.2 BIA Coordinator report: Leslie Lewis**

A report was received from Leslie and George asked for any discussion on it.

EVENTS: Canada Day confirmed - Working with the Town of The Blue Mountains (TOBM) to coordinate festivities and parade. All vendors booked for Thornbury BIA. Apple Harvest Festival (AHF) – have met with TOBM and the Blue Mountain Village Association (BMVA) to discuss taking event to next level in order to create metrics and collectible data for future Celebrate 2021 Grant applications. Assistance from South Georgian Bay Tourism (SGBT) to collect data at future events is in the works/possible. All vendors booked.

OFC – 2019 post mortem. Would like feedback from businesses – Leslie to go door to door. All vendors booked except carolers who will be confirmed as soon as possible.

Street closures and portable toilets requested for all events from TOBM.

DECOR

Banner and baskets – plan for seasonal design baskets will be confirmed early March, as well to work with TOBM to replace banners, create banner strategy to limit damage, improve green space and planters.

Work in progress (WIP): working with R. Gibbons at TOBM on lighting strategy: year round & seasonal accent lighting/trestle bridge project – will need to go to tender to seek out supplier. Quote and tender WIP.

A welcome was extended to Kerry Baker from Errinrunc who has come to see how they can become more involved in the events. George mentioned Canada Day, Apple Harvest Festival and Olde Fashioned Christmas events along with hopes that a new Winter or Spring event will take hold between January and Canada Day.

George spoke on the need to work on banners with suggestions of adding a solid arm at the base of the banners to keep them from flapping. Ryan stated he'd follow

up with the engineering department and report back. George also mentioned spreading the banners out, and possibly using a different material. A committee should be formed.

Ryan will connect with Leslie and get back to the BIA with a report.

### **C.3 BIA By-Law changes: George Matamoros**

In order to change the basis for collecting the BIA levy from a per member to an assessment based formula the BIA By-Law will need to be changed. As this is an involved process, including public meetings, now is the time to consider whether there are any other changes that need to be made to the By-Law.

George stated that they have asked the town to change the basis on which the bylaw is collected from a per business basis to an assessment based method and stated that they will have to look at minimum and maximums since the differences of property values are large. Two thirds of the BIA members will have to be in favour of changing the basis. Assessment based levies are considered more equitable: the bigger the business, the bigger the share of the levy they would pay. It will involve a whole process with public meetings and the Town has asked the BIA if there is anything else before changing the By-Law.

Associate members were mentioned and George stated that the costing would have to be worked out. Associate memberships would be trickier if the BIA goes to an assessment-based collection. Melanie felt the BIA should allow Associate members. Tony mentioned the area needs to be identified. It was stated that associates could purchase listings on the website. John Gyles stated that some in Clarksburg might wish to be associate members and that the BIA should set parameters.

Tony spoke on pop up businesses and the idea of including areas such as Craighleith and Clarksburg and what would be the value of them joining for a fee. Have to identify and define what the value is: website, participation, event. How do we incorporate outside businesses into this?

George stated the need to define what it looks like and that most who want to join, want to be on the website or be involved in events. George needs feedback in writing via email on thoughts on what to incorporate into this. Currently the boundaries of the BIA match the Community Improvement plan that is used for grant applications and if changed, could affect this.

Tony stated that since some communities are beginning to discuss the Coronavirus he also wondered if the Town of The Blue Mountains has begun to put together some kind of game plan.

Ryan stated that they have been in discussion with the Public Health Units (PHU) and that more information will come from that. Tim also stated that they have been in active communication with PHU and more information will come.

Deputy Mayor Potter stated that the Grey Bruce Health Unit (GBHU) gave a lengthy presentation and they are and have been preparing for any future Pandemics and that Town of The Blue Mountains is working with them. County Council Committee of the Whole meeting minutes from Feb. 13, 2020 has a lot of information.

Ryan mentioned that the GBHU information is on their website and it is linked to the province.

Melanie stated that she'd heard that schools in Ontario have cancelled their March break trips so there may be more people within the area.

**D. Adjournment**

Moved by: Melanie Johns

Seconded by: Tony Poole

THAT this meeting does now adjourn at 8:21 a.m. to meet again on April 1, 2020 at 8:00 a.m. at Council Chamber Town of The Blue Mountains, or at the call of the Chair, Carried.