



Agenda

Thornbury Business Improvement Area

Meeting Date: October 7, 2020
Meeting Time: 8:00 a.m.
Location: Town Hall, Council Chambers: Remote
Prepared by Donna Gorrie, Recording Secretary

A. Call to Order

A.1 Approval of Agenda

Recommended (Move, second)

THAT the Agenda of October 7, 2020 be approved as circulated, including any additions to the agenda.

A.2 Declaration of Pecuniary Interest and general nature thereof

A.3 Previous Minutes

Recommended (Move, second)

THAT the Thornbury BIA Minutes of September 2, 2020 be adopted as circulated, including any revisions to be made.

B. Deputations and Public Comment Period

B.1 Deputations, if any

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

C.1 BIA correspondence

C.2 Economic Development Advisory Committee (EDAC) update: Tony Poole
Review of the Commercial Retail Gap Analysis completed by The Tate Group. The Town hired the firm to do research and identify opportunities for business growth in the community.
As such the research group reviewed the official plan, conducted retail services inventory, forecasted population growth and identify short and long term needs. COVID was also reviewed relative to impact and opportunities.
They identified socio economic characteristics of urban and rural markets and the increasing population growth issues.
The average age in our urban area ie Thornbury is 53 and rural areas is 49. The income average is \$117K.
Some highlights: Opportunities exist for Furniture, Tom, Clothing, Health medical, personal care and Electronics businesses.
Trends include value oriented and higher end boutiques that are destination oriented. Experience vs cost. Convenience food service, essential services and e-commerce.

C.3 Olde Fashioned Christmas

Recommended: (moved, second)

THAT the Thornbury Business Improvement Area cancel the 2020 Olde Fashioned Christmas event.

C.4 Bruce Street Barriers: We have previously approved using the best of last year's banners for winter supplemented by some Thornbury logo banners if we have them.
What do we do for 2021? Do we look for some colourful stock banners similar to Collingwood's "welcome" banners to keep costs down or do we go back to the drawing board and try to come up with distinctive Thornbury banners.

C.5 Member Survey: Nicole Craig

C.6 Lights update: Ryan Gibbons

The Request for Quotation closes October 15th and was distributed to 6 contractors including Landmark. We will work with the successful bidder to coordinate the installation and will provide the dates to the BIA as soon as it is available.

C.7 Leisure Activities Plan: What leisure activities attract the most visitors?

C.8 Social Media Strategy: Leslie Lewis

· Our social media has always been based primarily on our events, and so we have been limited with our reach with no events this year

·I have been trying to showcase what we can in terms of safety, beautification and "mood" hoping it is inviting to folks wanting to visit without inundating people as advised

· Roadblock: it's difficult to responsibly "attract" people to our area right now while keeping safety a priority. Frustrating as that is 50% of our mandate therefore limiting our online presence

· **Recommendations:** as the BIA board, put forth what you feel your needs are and have some ideas about 2 things:

How we can still attract people under current and pending COVID-19 restrictions to support downtown businesses

Come up with what the board wants to see as a social media strategy and budget overall. Perhaps a subcommittee is effective for that. Social media, via our BIA Facebook and Instagram accounts, have potential to be an inexpensive avenue for attracting people and showcasing our beautiful BIA area, and perhaps the board may want to redirect funds from the budget to utilize for more paid reach etc. on those platforms. It doesn't have to eat too much current overall budget. The board or sub-committee would need decide on the input as to direction, how much content and how often and overall ad spend

C.9 Preliminary Budget Discussion: Stephanie Hensel

D. Adjournment

Recommended (Move, second)

THAT this meeting does now adjourn at (time) to meet again on November 4, 2020 at 8:00 a.m. at Council Chamber Town of The Blue Mountains, or at the call of the Chair.