



Minutes

Thornbury Business Improvement Area

Meeting Date: October 7, 2020
Meeting Time: 8:00 a.m.
Location: Town Hall, Council Chambers: Remote
Prepared by Sarah Merrifield, Executive Assistant Committees of Council

A. Call to Order

Chair George Matamoros called the meeting to order at 8:04 a.m. with Board members Melanie Johns, Tony Poole, and Deputy Mayor Rob Potter present. BIA Coordinator Leslie Lewis joined the meeting at 8:14 a.m.

Town staff present were Director of Community Services Ryan Gibbons, Manager of Communications and Economic Development Tim Hendry, and Communications and Economic Development Coordinator Carling Fee.

Regrets were sent by Board members Matthew Cundy and Renee DesRochers.

A.1 Approval of Agenda

Moved by: Tony Poole

Seconded by: Rob Potter

THAT the Agenda of October 7, 2020 be approved as circulated, including any additions to the agenda, being Item C.10 Information from Dr. Ian Arra, Medical Officer of Health

Cundy, Matthew	absent
DesRochers, Renee	absent
Johns, Melanie	Yay
Poole, Tony	Yay
Potter, Rob	Yay
Matamoros, George	Yay

The motion is Carried.

A.2 Declaration of Pecuniary Interest and general nature thereof

None

A.3 Previous Minutes

Moved by: Rob Potter

Seconded by: Tony Poole

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

Cundy, Matthew	absent
DesRochers, Renee	absent
Johns, Melanie	Yay
Poole, Tony	Yay
Potter, Rob	Yay
Matamoros, George	Yay

The motion is Carried.

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.

None

C. Meeting

C.1 BIA correspondence

None

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 identified 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, 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

Moved by: Tony Poole

Seconded by: Rob Potter

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

Cundy, Matthew	absent
DesRochers, Renee	absent
Johns, Melanie	Yay
Poole, Tony	Yay
Potter, Rob	Yay
Matamoros, George	Yay

The motion is Carried.

The Board discussed that some type of "Shop Local" holiday campaign would be a good alternative to the traditional Olde Fashioned Christmas model. Manager of Communications and Economic Development Tim Hendry noted he will investigate options and follow-up with the Board.

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.

Board member Melanie Johns agreed to assist with reviewing the existing Thornbury banners to determine which ones can be reused. The Board agreed to revisit the banner discussion when the 2021 budget is being developed.

C.5 Member Survey: Nicole Craig

Discussion deferred to November 2020 meeting.

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?

The Board discussed the Leisure Activities Plan work that is being undertaken. Tim Hendry noted the tie between the Leisure Activities Plan and the Economic Development Strategy. He noted the Town has learned about the need to tie into health and encourage amenities that draw younger families to the area.

Director of Community Services Ryan Gibbons confirmed that the survey has been extended to October 16, 2020 and members of the public are encouraged to fill it out.

Deputy Mayor Potter noted the Town recently purchased a property on Napier Street that could be potentially used for a “hub” from a facilities standpoint.

The Board members agreed they should contribute ideas to the Leisure Activities Plan process and will contact Ryan Gibbons with insight and feedback to support the Plan’s development.

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.

The Board agreed about the importance of increasing the BIA's social media presence and requested Coordinator Leslie Lewis to develop a proposal for the Board's consideration. Following receipt of the proposal, the Board noted a sub-committee could be formed to help further strategize the social media campaign. George noted the social media campaign should focus on safety practices that BIA stores are exercising to promote safe shopping.

Deputy Mayor Rob Potter confirmed the Communications Advisory Committee is working on a Communications Strategy that should be provided to the BIA for Board input.

C.9 Preliminary Budget Discussion: Stephanie Hensel

Discussion deferred to November 2020 meeting.

C.10 Information from Dr. Ian Arra, Medical Officer of Health: Deputy Mayor Potter

Deputy Mayor Rob Potter noted the Province has put in place new requirements that require business owners to ensure customers comply with mask wearing orders. Deputy Mayor Potter agreed to provide Board members with a news release from the Health Unit that can be forwarded to all Board members. Deputy Mayor Potter advised the Board that the Town has received complaints from businesses not enforcing mask wearing orders.

D. Adjournment

Moved by: Rob Potter

Seconded by: Melanie Johns

THAT this meeting does now adjourn at 9:02 a.m. 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

Cundy, Matthew	absent
DesRochers, Renee	absent
Johns, Melanie	Yay
Poole, Tony	Yay
Potter, Rob	Yay
Matamoros, George	Yay

The motion is Carried.