



# Minutes

## Thornbury Business Improvement Area

**Meeting Date:** September 2, 2020  
**Meeting Time:** 8:00 a.m.  
**Location:** Town Hall, Council Chambers: Remote  
**Prepared by** Donna Gorrie, Recording Secretary

### A. Call to Order

Chair George Matamoros called the meeting to order at 8:03 a.m. with Board members Renee Desrochers, Tony Poole, Deputy Mayor Rob Potter and Matthew Cundy present. Melanie Johns was absent but joined the meeting at 8:21 a.m.

Also present were Chief Administrative Officer Shawn Everitt, Manager of Communications and Economic Development Tim Hendry, Director of Community Services Ryan Gibbons, Communications and Economic Development Coordinator Carling Fee and BIA Events coordinator Leslie Lewis.

#### A.1 Approval of Agenda

Moved by: Deputy Mayor Potter

Seconded by: Matthew Cundy

THAT the Agenda of September 2, 2020 be approved as circulated adding item C.7: Introduction of new staff.

Cundy, Matthew	Yay
Desrochers, Renee	Yay
Johns, Melanie	Absent
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: Tony Poole

Seconded by: Renee Desrochers

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

Cundy, Matthew	Yay
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Desrochers, Renee	Yay
Johns, Melanie	Absent
Poole, Tony	Yay
Potter, Rob	Yay
Matamoros, George	Yay

The motion is Carried.

## **B. Deputations and Public Comment Period**

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### **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.

**NOTE:** Board meetings are taking place virtually to assist with social distancing with respect to COVID-19. Comments received from the public that have not been included on the Agenda will be read at the meeting by the Recording Secretary.

George mentioned that he had received an email from Susan McDonald asking why isn't the BIA meeting in the Council Chamber now that Covid restrictions are relaxed. George replied that the meeting is virtual and mentioned that a recording of the meeting is posted onto the Town website afterwards. He also stated that comments can be sent in for the next meeting. Susan then asked why are we not reverting back to the regular meetings in the Town Hall where we can properly follow COVID 19 rules to which George replied that likely it would require too many staff.

George asked Tim if he felt this was correct.

Tim stated it did and that the Town were still continuing to hold all committee and Council meetings virtually and Shawn Everitt also clarified that they are still following the protocol of Council but are anticipating probably by the end of October to transitioning back to a hybrid and staff are still working on the logistics of that.

## **C. Meeting**

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### **C.1 Potential Training Opportunity for BIA Members: Chief Administrative Officer Shawn Everitt**

Shawn spoke to idea of holding a workshop for the members of the Business Improvement Area (BIA) and the Executive to help to understand the roles and responsibilities of the BIA. Hopefully an option to hold it virtually and recorded so that other members could also be reminded of the roles and actual responsibilities are.

Deputy Mayor Potter supports the idea to help everyone including all businesses, new members and council to have a better understanding of how the BIA operates and what the roles are.

George hoped this could be done virtually and to be recorded and Shawn spoke of the need to have that and to be able to use the recording as a learning tool in the future to explain roles, responsibilities and the mandate of the BIA

Tim will take the lead on this, will contact Ontario Business Improvement Area Association (OBIAA) and work with the Ontario Ministry of Agriculture, Food and Rural Affairs (OMAFRA) to outline the programs, find possible funding and will email George details and report back.

Tony welcomes this additional training for existing and new members.

George asked the directors if they were in favour and Renee stated she was.

Shawn felt a motion would be beneficial and for staff that this was organized with support and recommendation from the BIA board.

**Moved by: Tony Poole**

**Seconded by: Renee Desrochers**

**THAT the Thornbury Business Improvement Area Board ask the Town to proceed with a potential training opportunity for BIA members through OMAFRA.**

Cundy, Matthew	Yay
Desrochers, Renee	Yay
Johns, Melanie	Absent
Poole, Tony	Yay
Potter, Rob	Yay
Matamoros, George	Yay
The motion is Carried	

## **C.2 New BIA Members: Board Member Tony Poole**

Tony mentioned there were a lot of new members and wondered if there was anyone that was welcoming them. George mentioned that as soon as Donna knows she gets in touch with them and puts them on the new website.

Renee spoke to the fact that she and Melanie are welcoming the new members as they are made aware of them and Donna sends out the Welcome Letter.

George asked if the new members are met and Renee stated that they are and then requested for Donna to advise the Board before meetings, or once per month.

Melanie Johns joined the meeting at 8:21 a.m.

## **C.3 BIA Preliminary Report on Olde Fashioned Christmas (OFC) 2020: Coordinator Leslie Lewis**

Leslie gave an overview of new ideas for the event and the Covid limitations with regards to safety protocols. Since the situation for December is an unknown, what

stage of re-opening we will be in is questionable. With the current limits now set at 100 people outdoors and in-store protocols being very limited, Leslie discussed what couldn't happen if Stage 3 was still in place and offered some new ideas to add to the mix of what could happen if it was. The need to put a plan together and check with the area Health Unit was mentioned. Discussion ensued.

Leslie mentioned that vendors are on standby and that other communities have used pocket pop ups i.e. hot chocolate stands outside.

Leslie feels that they need input from the businesses to see if they prefer a one day event, a 6 hour or full weekend event.

Deputy Mayor Potter stated that the Chief Medical Officer of Health has yet to give any advice yet. Online activities might be a way to lead in such as the Craighleith Depot and the Library have tapped into.

George suggested that a small committee form and they would try to have information ready for the October meeting. George stated that the things we do centre on visitor experience for both residents and tourists and to focus on an interesting and enjoyable experience. The part that many people remember most is the evening part of this event: the social interaction on the street or in the stores. So that with safe activities and protocols in place for the stores this may be the focus to take. The need to include the other areas of the BIA such as Kings Court which are also important. George felt that narrowing down the focus will help.

Tony spoke of the current guidelines for gatherings and until we get clarity on this, we are restricted and will probably not be close to what we have done in the past.

George stated he agreed with what Tony said and felt they would need a contingency plan and to keep it fairly small, view the safety aspects and speak to the vendors that we will have a go date. He suggested that they plan for it on a restricted one probably with no street closure and they need to look at it as what kind of event could we have if the conditions improve enough.

Deputy Mayor Potter will raise this question on Friday with Dr. Arra. They haven't given any advice yet because they are awaiting some direction from the Province.

Ryan stated that he can try to get a couple of different of scenarios together and will work with Leslie on this.

OFC Committee: Leslie Lewis, George Matamoros, Melanie Johns and Ryan Gibbons.

#### **C.4 Jersey Barrier Review: Board Member Renee Desrochers**

Renee wondered when the barriers would be removed/timeline.

Ryan spoke on the fact it might be the week following Thanksgiving weekend.

#### **C.5 Lights Update: Director of Community Services Ryan Gibbons**

Ryan stated they are still awaiting one final piece, and that once the quotes are in he will report back at the next meeting and hopefully have them installed as soon as they can.

**C.6 Nomination of Two (2) BIA Members to the Board of Directors: Chair George Matamoros**

**Moved by: Matt Cundy**

**Seconded by: Renee Desrochers**

**THAT the Thornbury Business Improvement Area Board nominates BIA members Stephanie Hensel and Nicole Craig to the Board for the balance of the 2018 to 2022 term;**

**AND THAT the Thornbury Business Improvement Area Board requests the Chair to write to the Town of The Blue Mountains Council to advise of the nominations for Council's consideration.**

Cundy, Matthew	Yay
Desrochers, Renee	Yay
Johns, Melanie	Yay
Poole, Tony	Yay
Potter, Rob	Yay
Matamoros, George	Yay
The motion is Carried.	

**C.7 Introduction of new staff: Manager of Communications and Economic Development Tim Hendry**

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Tim introduced Carling Fee, the new Communications and Economic Development Coordinator for the Town. Carling has a background in government and Global development studies and is looking forward to helping out where she can and working with everyone.

Tony and Deputy Mayor Potter welcomed Carling.

**D. Adjournment**

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**Moved by: Tony Poole**

**Seconded by: Deputy Mayor Potter**

**THAT this meeting does now adjourn at 8:45 a.m. to meet again on October 7, 2020 at 8:00 a.m. at Council Chamber Town of The Blue Mountains, or at the call of the Chair**

Cundy, Matthew	Yay
Desrochers, Renee	Yay
Johns, Melanie	Yay
Poole, Tony	Yay
Potter, Rob	Yay
Matamoros, George	Yay
The motion is Carried	