



Minutes

Thornbury Business Improvement Area

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

A. Call to Order

Thornbury BIA Chair George Matamoros called the meeting to order at 8:04 a.m. with Board members Tony Poole, Melanie Johns, Matt Cundy and Renee DesRochers. Councillor Rob Potter joined the meeting at 8:06 a.m.

Also in attendance were BIA Coordinator Leslie Lewis, Communications and Economic Development Coordinator Tim Hendry and Susan McDonald of C & G Solid Wood Furniture.

A.1 Approval of Agenda

Moved by: Renee DesRochers Seconded by: Tony Poole

THAT the Thornbury BIA Agenda of January 8, 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: Matthew Cundy

THAT the Thornbury BIA Minutes of December 4, 2019 be adopted as circulated, including any revisions to be made, Carried.

Closed Meeting Minutes

Moved by: Matthew Cundy Seconded by: Melaine Johns

THAT the Thornbury BIA Closed Meeting Minutes of December 4, 2019 be adopted as circulated. Carried.

Councillor Potter joined the meeting.

B. Deputations and Public Comment Period

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.

George welcomed Leslie Lewis as the BIA Coordinator.

C. Meeting

C.1 Preliminary 2020 BIA Budget

Using the overhead Tony presented the draft budget the same as was shown in December 2019. He stated he would like agreement in principle so that it can be circulated to the members and presented at the Annual General Meeting (AGM). There has been some discussion from Directors regarding the fact that sufficient funds be allocated to the events therefore Tony proposed to increase the budgets for Apple Harvest Festival (AHF) and Olde Fashioned Christmas (OFC) back to \$21,000 as it was in 2019. Tony suggested removing the \$5000 transfer to reserves.

Tony stated that there is no change for the amounts for flower baskets and watering, and that the budget should include amounts to cover new banners and lights on the lampposts, including ongoing upkeep.

Discussion ensued regarding banners and lights.

Tony outlined an additional expense for 2020 regarding lights to be lit in the parkette which had been free in the past. It includes lights and installation. The money for this is part of the OFC budget.

Discussion took place regarding year round lighting and many were in agreement. Changes were made in the budget.

Music in the Parkette was discussed and will continue.

The OBIAA (Ontario Business Improvement Area Association) and also Visit South Georgian Bay memberships were discussed and included.

Tim mentioned that 2019 was a transitional year for Visit South Georgian Bay and that the Town is a paying member but that the BIA would have to take out their own membership, which is the standard practice.

Leslie Lewis will be attending the OBIAA conference and Councillor Potter was also asked if he could attend.

The amounts were adjusted and the board members confirmed that there would be no increase in the levy, which meant that any shortfall would be financed from reserves. Once the draft budget is approved, it will be circulated to the membership and the board will receive comments at the Annual General Meeting (AGM). The membership does not get to vote on the budget but comments will be taken into consideration prior to finalizing it.

Moved by: Tony Poole

Seconded by: Matthew Cundy

THAT the Thornbury BIA adopt the 2020 Draft Budget as amended. Carried.

C.2 Celebrate Ontario 2020 Grant

Tim spoke on this annual or bi-annual grant application with a deadline of January 21st at 5:00 p.m. but holding a January 17th deadline to the Town finance department. For a new event it is 50% of the projected expenses or 15% of the operating cash expenses.

Discussion ensued and it was decided this was an item that Leslie could address with Tim assisting. Matt and Renee also offered to assist.

C.3 Consideration regarding Associate Members

Deferred.

C.4 Gateway and Wayfinding Signage Appearance

George mentioned he was still awaiting information from Ryan. Tim explained that the Town owns and is responsible for the Gateway signs. A graphic design company has been retained to look at a way to brand the entire municipality. The process is strictly a way for them to access the signage. Meetings will follow along with a report to council and the process will be underway at the end of January. Tim thought that if the BIA kept money in reserves it would be a good safety net. Nothing yet has been budgeted by the town through the Economic Development budget for 2020 for the upgrading and the maintenance of gateway signs because they have been awaiting this initial review. Tim mentioned the importance of The Town of The Blue Mountains branding.

Councillor Potter spoke on previous signage and how Clarksburg handled unique signage in the past. George spoke on the lengthy process and his wish for Thornbury to have a distinctive sign that doesn't necessarily fit in with the rest of the Blue Mountains signage but understands that the Thornbury sign applies to a greater than just the Thornbury BIA and mentioned that the BIA may need to look at Thornbury BIA signage.

C.5 Strategic Planning

Tony would like to work with Leslie and George to implement and to get the information out to all members for review as the next stage of the process.

The committee will bring forward a report.

C.6 Report on New Membership to the Thornbury BIA

Renee mentioned that a welcome letter has been sent to new members with recipients requested to reply to Melanie about website updates.

C.7 Olde Fashioned Christmas (OFC) review

George spoke on the overall aspects of the event with the weather not cooperating and that he felt that the event needed to be rejuvenated.

Comments passed on to the directors included: the need to have the carolers back. The screen on the side of Bread and Butter was great and that the snow globe was a great success. Some felt that there were not enough events to keep people busy, that the reindeer seemed to be in the dark and that overall there was a lack of communication prior to the event.

Leslie stated that it was her first time attending the event and it was dark downtown and the Victorian feeling was missing.

Susan mentioned the lack of printed material to share with customers and since many people do not use social media this needs to be looked at.

Tony suggested that Leslie meet with the members to get some feedback in order to go forward with their ideas and suggestions.

Tim will go through Ryan to follow up with lights on lamp posts.

C.8 Appointment of Additional Directors

Tony stated that he felt there needed to be a dialogue with the board, felt they were at a crossroads and with bringing in Leslie, he felt some new additions to the board might revitalize it. He felt that the board needed to be more proactive by going out and talking to various candidates and would like to see 2 more directors.

It was mentioned that it would be good to have someone that represents one of the larger businesses on the board, and someone outside of Bruce St.

It was identified that a recruitment committee with 1 or 2 directors working with Leslie is needed.

D. Adjournment

Moved by: Melanie Johns

Seconded by: Renee DesRoches

THAT this meeting does now adjourn at 9:12 a.m. to meet again on February 5, 2020 at 8:00 a.m. at Council Chamber Town of The Blue Mountains, or at the call of the Chair, Carried.