



# Agenda

## Thornbury Business Improvement Area

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**Meeting Date:** Wednesday, May 6, 2026  
**Meeting Time:** 8:00 a.m.  
**Location:** Town Hall, Council Chambers  
**Prepared by:** Niki Hilton – BIA General Manager

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### A. Call to Order

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#### A.1 Traditional Territory Acknowledgement

We would like to begin our meeting by recognizing the First Nations, Metis, and Inuit Peoples of Canada as traditional stewards of the land. The municipality is located within the boundary of Treaty 18 region of 1818 which is the traditional land of the Anishnaabek, Haudenosaunee, and Wendat-Wyandot-Wyandotte peoples.

#### A.2 Board of Directors Attendance

#### A.3 Approval of Agenda

**Recommended** (Move, second)

THAT the Agenda of Wednesday, May 6, 2026, be approved as circulated, including any additions to the Agenda.

#### A.4 Declaration of Pecuniary Interest and general nature thereof

NOTE: In accordance with the *Municipal Conflict of Interest Act* Business Improvement Area Directors must file a written statement of the interest and its general nature with the Clerk for inclusion on the Registry.

#### A.5 Previous Minutes (Wednesday, April 1, 2026)

**Recommended** (Move, second)

THAT the Minutes of Wednesday, April 1, 2026, be approved as circulated, including any revisions to be made.

### B. Deputations and Public Comment Period

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#### B.1 Deputations, if any

None

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

NOTE: Ten (10) minutes are 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:** Comments received from the public that have not been included on the Agenda will be read at the meeting by the BIA Manager.

## **C. Matters for Discussion**

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- C.1 Council Update – Councillor Shawn McKinlay**
- C.2 Review: Procedural By-Law Comments – Chair Smith and Niki Hilton**
- C.3 Review: Purchasing Policy – Chair Smith and Niki Hilton**
- C.4 Review: Social Media Policy – Chair Smith and Niki Hilton**
- C.5 Update: BIA Reserve Account – Councillor Shawn McKinlay**
- C.6 Review: 2026 Budget – Chair Smith**
- C.7 MAT Update – Joe Halos**
- C.8 Meeting & Group Business Opportunities – Andrea Fernandes**
- C.9 Canada Day Discussion – Niki Hilton**
- C.10 Sub-Committee Updates**
  - 1. Budget & Administration Sub-Committee:** Doug, Shawn, Joe
  - 2. Procedural By Law Committee:** Doug, Marco, Shawn
  - 3. Marketing Sub-Committee:** Shawn, Andrea
  - 4. Beautification Sub-Committee:** Lesley, Renee
  - 5. Events & Cultural Tourism Sub-Committee:** Renee, Shawn

## **D. Correspondence**

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None

## **E. Bylaws**

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- E.1 Adoption of Procedural By-law for the Thornbury Business Improvement Area**

**Recommended (Move, second)**

THAT Bylaw 2026-1 of the Thornbury Business Improvement Area, being a Bylaw for Governing the Calling, Place and Proceedings of Meetings of the Thornbury Business Improvement Area be passed this 6<sup>th</sup> day of May, 2026.

## **F. New and Unfinished Business**

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**F.1 Additions to the Agenda**

**F.2 Items Identified for Discussion at the Next Meeting**

## **G. Notice of Meeting Dates**

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Wednesday, June 10, 2026 – BIA Annual General Meeting  
Town Hall, Council Chambers (in-person)

## **H. Adjournment**

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**Recommended** (Move, second)

THAT this meeting does now adjourn at (time) to meet again on Wednesday, June 10, 2026, at 5:30 p.m. at Council Chambers, Town Hall or at the call of the Chair.

# THORNBURY BUSINESS IMPROVEMENT AREA

## BY-LAW NO. 2026-XX

### **“Being a By-law for governing the calling, place and proceedings of meetings of the Thornbury Business Improvement Area”**

WHEREAS the *Municipal Act, 2001, S.O. 2001, c. 25*, section 238, requires that every municipality and local board shall pass a procedure by-law for governing the calling, place and proceedings of meetings;

AND WHEREAS the Thornbury Business Improvement Area, being a Local Board of the Town of The Blue Mountains, deems it expedient to pass such a by-law;

NOW THEREFORE the Thornbury Business Improvement Area (hereinafter referred to as the “BIA”), enacts as follows:

#### **1. DEFINITIONS:**

“BOARD OF MANAGEMENT” is a body corporate and shall consist of a minimum of six directors and a maximum of nine directors. The Board of Management of the Thornbury BIA (hereinafter referred to as the “Board Members”) shall be composed of one director (member of Council) appointed directly by the municipality; and the remaining directors selected by a vote of the BIA Membership and appointed by the municipality. Following appointment of the Board of Management, the Board shall elect a Chair, Vice-Chair and appoint a Secretary who may or may not be a member of The Board.

“CLOSED SESSION” shall mean closed to the public as defined in Subsection 9.2 of this By-law.

“CONFLICT OF INTEREST” means a pecuniary interest as defined in the *Municipal Conflict of Interest Act*.

“COUNCIL” means the elected and sworn members of the Council of the Town of The Blue Mountains.

“DESIGNATE” or “PROXY” is a person who has been appointed by a Member of the BIA to represent the interests of the member at a regular, special, committee or other meeting of the BIA. A Designate may be a BIA Member, and said Designate may hold no more than one Proxy.

“MEETING” shall mean any regular, special, committee or other meeting of the BIA.

“BIA MEMBERSHIP” or “MEMBERS” are Members of an improvement area consisting of persons who are assessed, on the last returned assessment roll, with respect to rateable property in the area that is in a prescribed business property class and tenants of such property, as defined in the *Municipal Act*.

“QUORUM “ shall mean a majority (more than half) of the number of Board Members appointed at the time of the meeting except where a Board Member has or Board Members have declared a pecuniary interest pursuant to the *Municipal Conflict of Interest Act*, the quorum may be less than half plus one of the whole number of Board Members but shall not be less than two.

“VOTING DELEGATE” is a Member of the BIA that has been nominated (with a seconder) by a BIA Member to stand for election to the Board of Management.

#### **2. INTENT OF BY-LAW**

1. The rules and regulations hereinafter provided shall govern the proceedings of the BIA. Any part or parts of this By-law may be suspended if agreed upon by a majority of the BIA Board present unless the part or parts is prescribed by statute or law. In the event of conflict in procedure, the *Municipal Act* will prevail. This by-law shall be amended to reflect any changes to the *Municipal Act*, and shall be reviewed annually by the BIA Board for that purpose.

2. All Points of Order or procedure not provided for in these Rules shall be decided in accordance with Robert's Rules of Order and the BIA Board Chair shall submit the ruling without debate. This By-Law shall be read in conjunction with and apply the principles of the following policies of the Town of The Blue Mountains:
  - a) Corporate Policy POL.COR.24.05 Accountability and Transparency of Town Actions to the Public Policy;
  - b) Corporate Policy POL.COR.21.06 Code of Conduct for Members of Council, Local Boards and Advisory Committees;
  - c) Corporate Policy POL.COR.09.08 Closed Session Meetings Policy.

### 3. PURPOSE

1. Council of the Town of The Blue Mountains appoints the BIA Board of Management to:
  - a) oversee the improvement, beautification and maintenance of municipally-owned land, buildings and structures in the area beyond that provided at the expense of the municipality generally;
  - b) promote the area as a business or shopping area;
  - c) engage in strategic planning necessary to address BIA issues;
  - c) advocate on behalf of the interests of the BIA; and
  - d) manage the money that is collected by the Town of The Blue Mountains from the required special BIA levy for these activities.

### 4. BIA MEMBERSHIP or BIA MEMBERS

1. Only BIA Members or their Designate have the right to nominate and vote for representatives to the BIA Board of Management and to vote on issues brought to a General Meeting of the BIA. Each BIA Member has one vote regardless of the number of properties that the BIA Member may own or lease in the improvement area, and may nominate just one individual for appointment to the BIA Board.
2. The boundaries of the BIA as established by the Council of the Town of The Blue Mountains are as attached as Schedule "A" to this By-law. All businesses within the designated area, in a prescribed business property class, are assessed for a special levy that is collected by the Town of The Blue Mountains to support the activities of the BIA.
3. All BIA Members are entitled to voting privileges at the Annual General Meeting. A BIA Member may nominate by proxy, in writing, one individual to vote on behalf of them or their corporation. No more than one proxy vote may be held and cast by any individual. Attached as Schedule "B" is the accepted Designate Form (Proxy).
4. With reasonable notice, any BIA Member may request that issues or items of interest be placed on the agenda of any BIA meeting, including monthly Board Meetings and Annual General Meetings for discussion and/or resolution. They may contact any BIA Board Member or the BIA Secretary for inclusion of an item on an upcoming agenda. Additionally, with reasonable notice, any BIA Member may make a request to make a deputation or presentation to the BIA.

### 5. APPOINTMENT TO THE BOARD OF MANAGEMENT

1. Council of the Town of The Blue Mountains appoints a **minimum of six and a maximum of nine members** to the Board of Management as follows:
  - a) One (1) member appointed from the elected Councillors for the Town of The Blue Mountains; and

- b) Up to Eight (8) members as selected by the BIA Membership at a General Meeting
- 2. The Board of Management may appoint ex-officio members (without voting privileges) to the BIA Board at its own discretion.
- 3. Board members may resign by resignation in writing via regular lettermail or email to the Town Clerk that shall be effective upon any time or date requested.
- 4. Where a vacancy on the Board occurs for any reason, the municipality may appoint a person to fill the vacancy in accordance with the provisions of the *Municipal Act*.

**6. RESPONSIBILITIES OF THE BOARD OF MANAGEMENT**

- 1. Oversee the improvement, beautification and maintenance of municipally-owned land, buildings and structures in the area beyond that provided at the expense of the municipality generally.
- 2. Promote the area as a business or shopping area.
- 3. Drafting and approving of Policies and Procedures to ensure the effective operation of the BIA and for amending these Policies and Procedures as necessary.
- 4. Ensuring that Board Policies and Procedures are implemented effectively.
- 5. Acting as a legal entity to enter into contracts required by the activities of the Board, such as the maintenance, beautification, promotion and advertising of the downtown designated area.
- 6. Electing a Board of Directors who will also act as Signing Officers for the Board, it being noted that the Chair will act as the Signing Officer for the Board. In the absence of the Chair, the Vice-Chair will act as the Signing Officer for the Board.
- 7. Drafting an annual budget for presentation to the BIA Membership for discussion, submitting the proposed budget to Council of the Town of The Blue Mountains and implementing the annual budget as approved by the Town of The Blue Mountains Council.
- 8. Ensuring that financial transactions are appropriately carried out, that records of all financial transactions are maintained and that these records are audited annually by the auditing firm specified by the Town of The Blue Mountains.
- 9. Ensuring that minutes of all Board meetings are recorded and distributed to the Town of The Blue Mountains Council and the BIA Membership.
- 10. Establishing sub-committees and appointing representatives to those sub-committees as required to deal with issues identified by the BIA Board or as requested by the Town of The Blue Mountains.
- 11. Hiring staff to carry out the BIA Board's directives.
- 12. Maintain communication with the BIA Members regarding its activities, including but not limited to, arranging General Meetings of the BIA Membership.
- 13. All other activities necessary to the effective operation of the BIA Board and the BIA Membership.

## 7. BOARD OF DIRECTORS

1. The Board of Directors may appoint:

1 Chair  
1 Vice-Chair  
1 Secretary

**Chair** shall have the general management and direction, subject to the authority of the BIA Board, of the business and affairs of the BIA.

**Vice-Chair** will assume the duties of the Chair if absence or disability occurs.

**Secretary** shall keep proper minutes of every meeting of the BIA Board and shall be responsible for keeping all of the records of the BIA Board with the exception of the accounting records. The Secretary may or may not be a member of the BIA Board.

In accordance with the By-Law to designate an improvement area, the **Treasurer** of the Board of Directors shall be the Treasurer of The Corporation of the Town of The Blue Mountains, or their designate, who shall be responsible to keep the books and accounts of the BIA Board and to assist the BIA Board in the preparation of annual estimates and financial statements.

## 8. LOCATIONS, MEETING TIMES AND NOTICE

1. BIA Board Meetings will be held on the first Wednesday of the month, 8:00 a.m., at the Town of The Blue Mountains, Council Chamber, or at the call of the Chair. A quorum of the Board Members must be present to constitute a meeting.
2. Notice of BIA Meetings shall be given by publication of future meetings in previous Agendas and posting of Meeting Agendas on the BIA website and the Town website prior to the meeting. In the case of Special Meetings called in accordance with Section 10.0 of this By-law, notice shall be given by posting of the Agenda on the BIA website as soon as is practicable after notice of the Special Meeting has been given and any other notification that is permitted under this By-law and within the timeframe.

## 9. MEETINGS OF THE BIA

1. At the hour appointed, when a quorum is present, the Chair shall call the Board to order and if a quorum is not present within fifteen (15) minutes after the hour appointed the meeting shall be cancelled.
2. All regular BIA meetings shall be open to the public, but a meeting or any part thereof may be closed to the public, in accordance with section 239 of the *Municipal Act*, if the subject matter being considered is:
  - a) the security of the property of the municipality or local board;
  - b) personal matters about an identifiable individual, including municipal or local board Employees;
  - c) a proposed or pending acquisition or disposition of land for municipal or local board purposes;
  - d) labour relations or employee negotiations;
  - e) litigation or potential litigation, including matters before administrative tribunals, affecting the municipality or local board;
  - f) the receiving of advice that is subject to solicitor - client privilege, including communications necessary for that purpose;

- g) a matter in respect of which a Council, board, Committee or other body has authorized a meeting to be closed under another Act.
  - h) related to consideration of a request under the *Municipal Freedom of Information and Protection of Privacy Act* if Council or Committee or Board is the head of an institution for the purposes of that Act.
  - i) the educating or training of Council or a Committee or a Local Board and at the meeting, and no member discusses or otherwise deals with any matter in a way that materially advances the business or decision-making of the Council, Committee or Local Board.
3. All votes of the BIA Board shall be open to the public except those votes taken during a meeting or part thereof that is closed to the public in accordance with Section 9.2 of this By-law unless said vote is for a procedural matter or for giving directions or instructions to BIA Board to rise from closed session.
  4. Before holding a meeting or part of a meeting that is to be closed to the public, the BIA Board shall state by Resolution the fact of the holding of the closed meeting and the general nature of the matter to be considered at the closed meeting.
  5. The Chair of the BIA Board, prior to a regularly scheduled meeting, may cancel the meeting due to inclement weather, a matter of respect or a lack of corporate business requiring immediate attention.
  6. Meetings will be open to any BIA Member or the public who may attend but may not take part in the proceedings unless invited to do so by the Chair.
  7. **Electronic Participation – Members may participate at Meetings electronically, subject to the following provisions:**
    - a) Any Member participating electronically will be counted in determining a quorum in open and closed meetings of any Meeting;
    - b) Any Member participating electronically shall have their camera turned on for the duration of the meeting;

**10. ANNUAL GENERAL MEETINGS and/or SPECIAL MEETINGS**

1. The Chair, if requested in writing by any three members of the BIA Board, shall call a special meeting of the BIA Board other than as described in this section of the By-law.
2. The Chair may call a special meeting to deal with a matter which is deemed to require immediate action. Notice of such a special meeting shall be given by contacting each Board Member and verbally advising them of the time and place of the meeting, or notice may be given in writing or via voice recording or via e-mail message.
3. Special meetings require minimum notice of one clear day unless otherwise agreed to by a majority of BIA Board to the satisfaction of the Chair.
4. At special meetings of the BIA, no financial decisions shall be made or incurred, unless the same shall be referred to in the notice calling the meeting.
5. At the Annual General Meeting, financial statements for the previous year and proposed budgets for the next calendar year must be presented to the BIA Membership for discussion, after which time the proposed budget will be put before Council for adoption, and the levy requested.
6. The BIA Membership should receive written notice of the Annual General Meeting not less than 10 days prior to the meeting date and public notice must appear in one (1) local newspaper prior to the meeting date and be posted to the BIA website and the Town website. The accidental omission to give notice to any BIA Member, Board Member, officer or auditor shall not invalidate any action taken at any meeting held

pursuant to such notice. An agenda for the Annual General Meeting with copies of the most recent audited financial statement should be distributed to the BIA Membership not less than 10 days prior to the meeting.

#### **11. EXPENDITURES BY THE BOARD OF MANAGEMENT**

1. As per section 204 of the *Municipal Act, 2001*, BIA funds can only be used to promote the area as a business or shopping area, or for the improvement, beautification and/or maintenance of municipally-owned land, buildings or structures in the area, other than those provided at the expense of the municipality generally. Funds are not to be used for improvements to individual businesses or private properties.
2. The fiscal year of the BIA is from January 1<sup>st</sup> to December 31<sup>st</sup>. The budget proposed by the BIA Membership at the Annual General Meeting must be set out for the new calendar year and be followed without major modifications. Spending and debt may not exceed the time limits of the calendar year, except where approved at a regularly scheduled AGM or Special General Meeting and with the concurrence of the Town of The Blue Mountains' Council, and in accordance with the provisions of the *Municipal Act, 2001*.

#### **12. ELECTIONS and TERM OF OFFICE**

1. It is the responsibility of BIA Members to register their Voting Delegate before the election process begins. A Voting Delegate must be made by nomination from the floor with a seconder. If desired, the Chair, for the purpose of counting ballots, may appoint one or more scrutineers (who need not be members). A BIA Member may only nominate one Voting Delegate for the purposes of election to the BIA Board.
2. The BIA Board Term of Office is for a period of four years, provided that they continue to be qualified as provided in Section 1.0 above, to run concurrent with the term of Council. BIA Board Members are eligible for reappointment on the expiration of their term of office.

#### **13. CONDUCT OF BOARD MEMBERS**

1. Every Board Member shall confine his/her remarks to the question and shall not use any indecorous or offensive language and shall avoid personalities.
2. Should more than any one Board Member at one time wish to address the Chair, the Chair shall name the Board Member who is to speak first.
3. No person other than the one proposing a question (who shall have leave to reply) shall speak more than once without leave of the Chair, unless it is to explain their remarks which have been misunderstood, and then the Board Member shall not introduce any new matter.
4. The Chair may call a Board Member to order while speaking, whereupon the Board Member called to order shall be silent on the matter and shall not further speak until the point of order is determined, unless it be to appeal the decision of the Chair.
5. When a Board Member is speaking no member shall hold discourse or interrupt the speaker except to a question of order, nor pass between the speaker and the Chair.

#### **14. BIA MINUTES**

1. The Minutes of the BIA as taken by the Secretary or designate shall consist of a record of all proceedings taken in the BIA Meeting. Pursuant to the *Municipal Act, 2001*, the Minutes shall be a factual recount without note or comment.

2. Minutes of BIA meetings shall be prepared by the BIA Secretary and be made available to the BIA Board prior to the next meeting for consideration and revision and adoption at the next meeting, following which they will be made available to the public save and except those minutes and reports recorded during a meeting or part thereof that was closed to the public

**15. MOTIONS / RESOLUTIONS**

1. After a Motion has been moved and seconded, and placed under the direction of the Chair, it shall be considered to be in the possession of the Board but may be withdrawn with the consent of the mover and the support of a majority of the BIA Board.
2. Every motion as herein provided when duly moved and seconded shall be read by the Chair in the precise form in which it was introduced and in which it will be recorded in the Minutes and the question shall then be open for discussion and consideration.
3. Prior to a question being voted on, each Board Member present shall take their seat in respect of the vote unless they have declared a pecuniary interest pursuant to the *Municipal Conflict of Interest Act*.
4. After a question is deemed to be finally put by the Chair no Board Member shall speak to the question nor shall any other motion be made until after the vote is taken and the result has been declared.
5. The decision of the Chair as to whether the question has been finally put shall be final, except on appeal by any Board Member, upon which the decision of a majority of the BIA Board shall be conclusive.
6. Any Board Member may require any question to be repeated from the Chair prior to the voting on such question.
7. If a Board Member present at a meeting at the time of a vote requests immediately before or after taking of the vote that the vote be recorded, each Board Member present, except a Board Member who is disqualified from voting by any Act, shall announce his or her vote openly and the Secretary shall record each vote with the Chair voting last. A Board Member expressing preliminary intent to call for a recorded vote does not act to minimize, terminate or quash debate on a matter.
8. A failure to vote under Clause 7, above, by a Board Member who is present at the meeting at the time of the vote and who is qualified to vote shall be deemed to be a negative vote.
9. A tie vote shall be declared to be a lost vote.

The Rules of Procedure for the BIA operation shall be those contained in this By-law unless otherwise prescribed by statute or law.

AND FURTHER that this By-law does hereby repeal and replace By-law No. 2013-1, as revised, in its entirety.

THIS By-law shall come into force and take effect upon the enactment thereof.

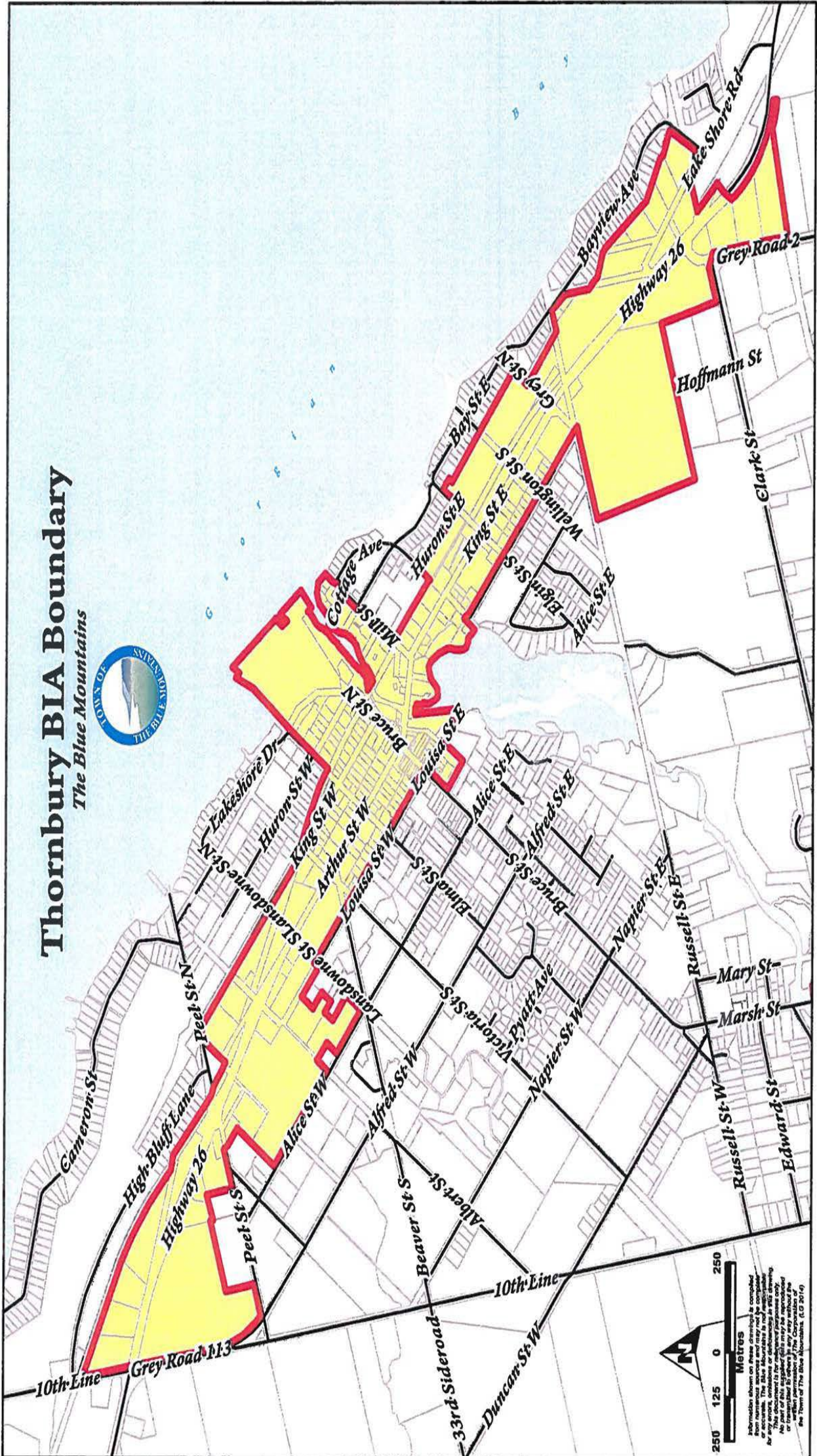
Enacted and passed this                      day of                      , 2026

.....  
Chair

.....  
Secretary

Schedule "A"

NOTE: The Thornbury BIA Boundary below is established in By-law 2014-30.



**SCHEDULE "B"**  
**DESIGNATE FORM (PROXY)**

**DESIGNATE FORM (PROXY)**

This form allows a Member of the Thornbury Business Improvement Area ("BIA") to appoint an individual (a "Designate") to vote on his or her behalf at the BIA Meeting on the following date:

\_\_\_\_\_.

It is recommended that completed forms be received by the BIA Secretary at least three business days before the above noted BIA Meeting. Completed Designate Forms will be received at the BIA meeting, but is only recommended in emergency situations.

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I, hereby authorize \_\_\_\_\_ to serve as my Designate to vote on my behalf on all matters voted on at the above noted Thornbury BIA Meeting. This Designation shall be revocable, in writing, at any time at the request of the undersigned voting member (see "Revocation" below).

**Name – BIA Member** \_\_\_\_\_

Property Owner  or Business Operator  or Both  (check one box)

Address within BIA: \_\_\_\_\_

Signature \_\_\_\_\_ Date: \_\_\_\_\_

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**Name of Designate** \_\_\_\_\_

Address: \_\_\_\_\_

Signature \_\_\_\_\_ Date: \_\_\_\_\_

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Submit completed Designate Form and BIA member proof of property or business ownership (i.e. copy of property tax bill, utility bill,) to:

Thornbury Business Improvement Area  
Attention: Secretary

Designate Form is NOT valid if:

- Information provided is not legible
- Designate has already been nominated by another BIA member
- BIA Member or Designate fails to sign the form and provide required information

NOTE: The Designate must present identification at the Meeting.

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**REVOCATION**

DESIGNATION REVOKED THIS \_\_\_\_\_ DAY OF \_\_\_\_\_, 20\_\_\_\_.

SIGNATURE OF VOTING MEMBER: \_\_\_\_\_

## Thornbury Business Improvement Area

### Social Media Policy

**Adopted: April 2026**

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The Thornbury Business Improvement Area (BIA) uses its social media channels to promote the area as a vibrant place to shop, dine, explore, and connect.

Our goals are to:

- Support and promote local businesses in our catchment area that are BIA members
- Encourage residents and visitors to spend time in Thornbury
- Build community pride and engagement
- Share stories that reflect the character and charm of Thornbury

### Guiding Principles

All social media activity will be:

- Community-focused – highlighting local businesses that are BIA members, people, and experiences
- Positive and authentic – celebrating Thornbury in a genuine way
- Strategic – aligned with BIA campaigns, events, and priorities
- Inclusive – representing the diversity of our business community
- Engaging – encouraging interaction and participation

### Content Approach

Content may include:

- Business features and spotlights
- Events, activations, and seasonal campaigns
- Shopping, dining, and experience ideas
- Community storytelling and placemaking initiatives
- Collaborative campaigns (i.e. shop local, holiday promotions, local community groups)

Priority is given to:

- BIA-led initiatives and events
- New businesses, milestones, and time-sensitive promotions
- Content that aligns with current campaigns and seasonal themes
- BIA members hosting their own events



## **Business Representation**

The BIA is committed to promoting members in a fair and balanced way.

- Businesses are featured on a rotational basis where possible
- Not all businesses will be featured equally or at the same frequency
- Tagging the BIA does not guarantee a repost or feature
- Requesting collaboration does not guarantee acceptance
- Content is selected based on timing, relevance, and overall balance

Businesses are encouraged to:

- Tag the BIA in posts and stories
- Request collaboration on Instagram
- Share high-quality, on-brand content
- Engage with BIA channels

## **Engagement and Response**

The BIA will:

- Engage with member businesses and community content
- Respond to comments and messages when appropriate
- Encourage conversation through interactive content

**Response time:** Within 2-3 business days, where possible

Social media is not a primary customer service channel. Users may be directed to appropriate contacts for specific inquiries.

## **Comment Moderation**

We welcome open and respectful dialogue. The BIA reserves the right to remove or hide comments that include:

- Harassment, discrimination, or hate speech
- Personal attacks or defamatory remarks
- Spam or irrelevant content
- Offensive or inappropriate language

Repeat violations may result in users being blocked.

## **Content Sharing and Permissions**

- The BIA may share or repost content that is tagged in or that is publicly available
- Credit will be given where appropriate
- Users may request that their content not be shared

## **Tone and Voice**

Our voice is:



- Warm, welcoming, and community-driven
- Positive and encouraging
- Conversational, with a sense of local pride

We aim to inspire people to visit, explore, and spend time in Thornbury.

### **Use of AI Tools**

The Thornbury BIA may use artificial intelligence (AI) tools, such as ChatGPT, to support content creation, including drafting captions, comments, and ideas.

All AI-assisted content is:

- Reviewed and edited by BIA staff (General Manager)
- Aligned with the BIA's voice, tone, and strategic priorities
- Intended to enhance efficiency while maintaining authenticity

***The BIA does not currently use AI-generated imagery. Visual content reflects real businesses, places, and experiences within the community.***

### **Roles and Responsibilities**

The BIA staff (General Manager or designate) is responsible for:

- Managing social media accounts
- Planning and posting content
- Monitoring engagement and moderating comments

Sensitive or high-risk topics may require approval from the Board of Directors.

### **Ongoing Review**

This policy will evolve as needed to reflect changing platforms, community needs, the use of AI, and BIA priorities.