



Agenda

Thornbury Business Improvement Area

Meeting Date: Wednesday August 4, 2021
Meeting Time: 8:00 a.m.
Location: Town Hall, Council Chambers (Virtual)
Prepared by: Leslie Bochna, BIA Coordinator

A. Call to Order

- **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.

- **Board of Directors Attendance**

- **Approval of Agenda**

Recommended (Move, second)

THAT the Agenda of August 4, 2021 be approved as circulated, including any additions to the Agenda.

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.

- **Previous Minutes July 7, 2021**

Recommended (Move, second)

THAT the Minutes of July 7, 2021 be approved as circulated, including any revisions to be made.

B. Deputations and Public Comment Period

B.1 Deputations, if any

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.

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 Coordinator.

C. Meeting

C.1 BIA CORRESPONDENCE

Recommended (Move, second)

Motion wording, if needed

C.2 TOTBM SUSTAINABILITY PLAN: Nicholas Cloet

Sustainability plan and The Blue Mountains Future Story overview.

Recommended (Move, second)

Motion wording, if needed

C.3 THORNBURY ROTARY REQUEST: Tony Poole

From Palma Barbieri, Chair, T-C Rotary Kindness Committee:

I'm writing to you in your role as Chair of the Thornbury BIA. As you know the T-C Rotary is embarking on a year with the theme of "Our Community Runs on Kindness" and launching a Community Kindness Challenge on July 1st to run until June 30th of next year. We are looking to engage the whole community in this initiative with the vision of helping our community to recover from and build its resiliency after the past 16 challenging months. The attached note explains why we are launching this initiative and what kind of activities we have planned. We ask that you share this email and the attached note with your membership.

Our Kindness Committee will be happy to arrange for a presentation or Q&A session at one of your upcoming meetings if your membership wishes. The attached note contains contact information should any of your members wish to reach out. We would welcome the opportunity to partner with the BIA on one or more future kindness activities.

Recommended (Move, second)

Motion wording, if needed

C.4 STRATEGIC PLAN/ACTION PLAN DISCUSSION: George Matamoros & Nicole Craig

Address the priorities resulting from the OBIAA workshop of July 7: strategic planning, insurance, etc.

Recommended (Move, second)

Motion wording, if needed

C.5 WINTER BANNERS: George Matamoros

Discussion and committee.

Recommended (Move, second)

Motion wording, if needed

C.6 CANADA DAY GRANT: George Matamoros & Leslie Bochna

We were not able to execute an event for Canada Day, and are required to submit a final activity report. We have two options: plan and host an actual event before September 6, 2021, or announce to Heritage Canada that we cancelled and forfeit the \$2800.

Recommended (Move, second)

Motion wording, if needed

C.7 WASTE RECEPTACLE UPDATE: Leslie Bochna

I was asked to research/recommend waste receptacle options for the 2022 budget in order to manage the increased amount of garbage/recycling in the downtown core. I recommend the purchase of waste receptacles matching those purchased by the town, for continuity and visual consistency. The BIA bins may have different graphics than those of the town, as decided by the BIA. Cost per 'Griffin' receptacle to the town at the time of purchase in 2020 was \$1495/unit, which included the custom paneling on all 4 sides of the unit. The second option was the basic 2-stream Griffin at \$1100.00 including the stream graphics. Details on the units may be found [HERE](#). Should the board be in agreement I will follow up with the supplier for updated pricing and availability.

C.8 www.thornbury.ca WEBSITE UPDATE: Leslie Bochna

The website is at the point in its lifecycle where an update can be very useful to keep it current and functioning correctly. The average website 'lifespan' before a full update is five years, which is approximately how old www.thornbury.ca is, according to James Palmer at Palmer Andersen. An overhaul such as this will improve functionality and also offer the opportunity to make changes as requested. A ballpark figure for this is \$2500 to \$3500. Should this be of interest to the board I will request a more accurate quote for final decision.

Recommended (Move, second)

Motion wording, if needed

C.9 OLDE FASHIONED CHRISTMAS PLANNING: Leslie Bochna

Hybrid event, consisting of a selection of regular, in person activities plus a “OFC at home” option with livestream for those who would like to stay home but still partake on a smaller level.

LIVE EVENT

Visit with Santa, distancing in place as required

Reindeer on site

Fire barrels with fire dept. staff on site

OFC selfie station with socials signage

Carolers, as permitted

Horse drawn wagon rides if possible

Cookie decorating, either in person or a take home kit with contest

Tyler Boyle Groove dancing, as permitted

Magic show as available/permitted

Balloon twisting (not likely face painting)

OFC swag masks (if that’s still relevant)

Library involvement for supplemental activities, story time real or virtual, etc.

Note – I don’t have any files containing OFC information, except for one planning sheet from 2020. I’m drawing on that and memory but not sure if I’ve missed anything significant in terms of standard event offerings?

OFC AT HOME

Order online, in advance – a home experience kit including make your own s’mores kit (Marsh Street Sweets or other supplier), livestream link (professional media company to facilitate this), cookie decorating kit, craft activity provided by the library, OFC swag masks, social directions to tag and pos

t (perhaps along with a small sign/banner/etc), more ideas to come...?

Available on a limited first come first served basis

Either free or by donation to a selected charity? Provide a direct link to donate to said charity.

We need to establish an event committee please.

Recommended (Move, second)

Motion wording, if needed

**C.10 SPECIAL EVENT FOR FALL BUSINESS PROMOTION - GRANT APPLICATION STATUS:
Nicole Craig/Economic Development Department**

Recommended (Move, second)

Motion wording, if needed

C.11 WINTER LIGHTS PROJECT UPDATE: Nicole Craig

Recommended (Move, second)

Motion wording, if needed

D. Correspondence

None

E. Notice of Meeting Dates

September 1, 2021
Town Hall, Council Chambers (virtual)

F. Adjournment

Recommended (Move, second)

THAT this meeting does now adjourn at (time) to meet again on September 1, 2021 at 8:00 a.m. at Council Chamber Town of The Blue Mountains, or at the call of the Chair.