



# Minutes

## Thornbury Business Improvement Area

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**Meeting Date:** June 1, 2022  
**Meeting Time:** 8:00 a.m.  
**Location:** Town Hall, Council Chambers  
**Prepared by:** Kyra Dunlop, Deputy Clerk

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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**

Chair Matamoros called the meeting to order at 8:03 a.m. with all members in attendance except Nicole Craig, who sent her regrets.

Town staff present were Director of Community Services Ryan Gibbons.

#### **\*A.3 Motion to Waive the Procedural By-Law as it relates to Electronic Participation**

Moved by: Tony Poole

Seconded by: Lesley Fisher

WHEREAS the Town of The Blue Mountains Declared State of Emergency ended on March 16, 2022;

THAT the Thornbury Business Improvement Area waives the provisions of the Thornbury Business Improvement Area Procedural By-Law 2013-1 Section 7 that prohibits electronic participation for Thornbury Business Improvement Area meetings unless the municipality is in a Declared State of Emergency to allow Renee Desrochers to attend the meeting virtually and count towards quorum solely for the June 1, 2022 meeting.

Yay (6): Lesley Fisher, Stephanie Hensel, Tony Poole, Councillor Hope, Bruce Young, Chair Matamoros

Absent (2): Renee Desrochers, Nicole Craig

**The motion is carried (6 to 0, 2 absent)**

#### **A.4 Approval of Agenda**

Moved: Tony Poole

Seconded: Lesley Fisher

THAT the Agenda of June 1, 2022 be approved as circulated, including any additions to the Agenda.

Yay (7): Renee Desrochers, Lesley Fisher, Stephanie Hensel, Tony Poole, Councillor Hope, Bruce Young, Chair Matamoros

Absent (1): Nicole Craig

**The motion is carried (7 to 0, 1 absent)**

#### **A.5 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.

None

#### **A.5 Previous Minutes (May 2, 2022 and May 4, 2022)**

Moved: Tony Poole

Seconded: Lesley Fisher

THAT the Thornbury BIA Annual General Meeting Minutes of May 2, 2022 and the Thornbury BIA Meeting Minutes of May 4, 2022 be approved as circulated, including any revisions to be made.

Yay (5): Lesley Fisher, Stephanie Hensel, Tony Poole, Councillor Hope, Chair Matamoros  
Nay (1): Bruce Young

Absent (2): Renee Desrochers, Nicole Craig

**The motion is carried (5 to 1, 2 absent)**

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

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#### **B.1 Deputations, if any**

##### **B.1.1. Blue Mountains Pottery Exposition – Andrea Wilson**

Andrea Wilson introduced herself and provided an overview of her presentation.

Lesley Fisher noted that she would be interested in participating in the scavenger hunt portion of the program if Blue Mountain Pottery was organizing it. Andrea confirmed that Blue Mountain Pottery would be preparing material and organizing the event, generating interest in the community and providing ballot boxes for businesses to use.

Chair Matamoros asked how many stores were needed to participate in the scavenger hunt, and Andrea advised there were 5 pottery pieces that could be placed in 5 businesses for customers to find.

Chair Matamoros noted that the BIA Website could include information on the Exposition if Andrea sent it to the BIA Coordinator and that communication should be sent out to BIA Members so they were aware of the Exposition and indicate if they would like to participate in the scavenger hunt.

Moved: Tony Poole

Seconded: Lesley Fisher

THAT the Thornbury Business Improvement area receives Item B.1.1 for information and that the BIA agrees to support the Blue Mountain Pottery Exposition scavenger hunt for 2022.

Yay (7): Renee Desrochers, Lesley Fisher, Stephanie Hensel, Tony Poole, Councillor Hope, Bruce Young, Chair Matamoros

Absent (1): Nicole Craig

**The motion is carried (7 to 0, 1 absent)**

### **B.1.2. Pom Pom Waste Disposal – Rheanna Kish**

Rheanna Kish introduced herself and provided an overview of her presentation.

Chair Matamoros noted that this was a timely discussion to have as there was a lot of garbage in the area and it was an ongoing issue. George noted that the Town had been working on putting in more receptacles and commended Ms. Kish for sorting through the garbage in her area to pick out the recycling. Chair Matamoros noted that the BIA did not have the budget to contribute to purchasing additional garbage receptacles unless the Board considered an expenditure through reserve finding.

Director of Community Services Ryan Gibbons noted that staff had also recognized the issue given the increase in tourism and the number of permanent residents growing in the area. Ryan noted that staff had been collecting waste on weekends since 2021 and that a second shift had been added recently to address the increased volume of garbage along the waterfront and park properties. Ryan noted that staff would look at opportunities to do a second pick-up in the downtown areas on weekends too. Ryan noted that staff had been meeting with respect to looking at other areas for garbage receptacles which would likely be a 2023 budget consideration.

Tony Poole thanked Ms. Kish for bringing the matter forward and noted that he had witnessed the deluge of garbage in the downtown area from takeout containers and bags, and noted that some of the residents living in the downtown area had also put their garbage in the receptacles. Tony noted that there were examples of corporate citizens that would go out within the area of their locations to pickup garbage and that if local business owners did the same thing that could be beneficial.

Moved: Councillor Hope

Seconded: Lesley Fisher

THAT the Thornbury Business Improvement Area receives Item B.1.2 for information;

AND THAT the Thornbury Business Improvement Area Board strike a Waste Diversion sub-committee consisting of Members being Rheanna Kish, Lesley Fisher, and Stephanie Hensel, for the purposes of addressing and finding solutions to the increased garbage in the downtown core, with assistance from Town staff.

Yay (7): Renee Desrochers, Lesley Fisher, Stephanie Hensel, Tony Poole, Councillor Hope, Bruce Young, Chair Matamoros

Absent (1): Nicole Craig

**The motion is carried (7 to 0, 1 absent)**

## **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: Comments received from the public that have not been included on the Agenda will be read at the meeting by the Coordinator.

None

## **C. Matters for Discussion**

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### **C.1 Winter Lights Project Update – Director of Community Services Ryan Gibbons (verbal)**

Director of Community Services Ryan Gibbons noted that staff had received a written proposal from the proponent and that staff had requested a visual rendering as well, which would be shared with Board members once available. Chair Matamoros noted that the proposal should be circulated as soon as possible for the Board and the Sub-Committee to review.

### **C.2 Economic Development Update – Tony Poole**

Tony Poole noted that the Economic Development Advisory Committee had one meeting scheduled for the balance of the 2018-2022 Term of Council and that Advisory Committees would not be meeting through the summer of 2022 until after the election and once Committees were re-instated.

Councillor Hope noted that the Blue Mountain Film Festival started on June 1, 2022 and that the Town, through the Economic Development Advisory Committee, had provided a sponsorship of \$25,000 for the event.

Chair Matamoros thanked Manager of Communications and Economic Development Tim Hendry for Town funding for the Taste Toronto initiative which took pressure off of the BIA Budget.

### **C.3 Confirm Upcoming Event Sub-Committees – Chair Matamoros**

Chair Matamoros noted that there were a number of events coming up in 2022 and that the Board should strike Sub-Committees to assist with the strategic planning of those events, with assistance from the BIA Coordinator. The Board discussed what Sub-Committees should be struck.

Director of Community Services Ryan Gibbons noted that there would be more opportunity to support Pride Week in 2023 and that the Pride Week flag was being raised at Town Hall on June 1, 2022. Ryan advised that pride crosswalk installations would also be installed soon. Chair Matamoros noted that it was good to support the community.

Tony asked if there would be a parade for Canada Day, and Ryan confirmed there would be a parade starting in Clarksburg and ending in Thornbury with street control from the OPP. There would not be an airshow for 2022.

Moved: Lesley Fisher

Seconded: Tony Poole

THAT the Thornbury Business Improvement Area Board strike an Apple Harvest Festival sub-committee consisting of (2) Members, being Lesley Fisher and Stephanie Hensel, for the purposes of preparing for Canada Day celebrations in the downtown core in 2022.

THAT the Thornbury Business Improvement Area Board strike an Old Fashioned Christmas sub-committee consisting of (3) Members, being Bruce Young, Nicole Craig and Tony Poole for the purposes of preparing celebrations in the downtown core in 2022.

THAT the Thornbury Business Improvement Area Board strike a Pride Week sub-committee consisting of (2) Members, being Stephanie Hensel and Chair Matamoros for the purposes of preparing celebrations in the downtown core in 2022.

THAT the Thornbury Business Improvement Area Board strike a Canada Day sub-committee consisting of (2) Members, being Renee Desrochers and Chair Matamoros, for the purposes of preparing for Canada Day celebrations in the downtown core in 2022.

Yay (7): Renee Desrochers, Lesley Fisher, Stephanie Hensel, Tony Poole, Councillor Hope, Bruce Young, Chair Matamoros

Absent (1): Nicole Craig

**The motion is carried (7 to 0, 1 absent)**

### **C.4 Sub-Committee Updates, if any**

- **Procedural By-Law Sub-Committee – Tony Poole and George Matamoros**
  - None
- **Taste Toronto Sub-Committee – Stephanie Hensel and BIA Coordinator**
  - Stephanie Hensel noted that she and BIA Coordinator Jenna Robinson had discussed bringing forward a request that future budgets include a blog post on an annual basis to promote the area

- **Love Local Sub-Committee – Nicole Craig, Renee Desrochers, Lesley Fisher**
  - Lesley Fisher noted that 60 businesses had participated in the Spring Love Local 2022 campaign and that the radio advertisement had been very successful
  - Lesley noted that for the next Love Local event a budget should include a banner as the balloons did not last very long, and that the Sub-Committee were preparing a survey to send out to businesses about their experience and feedback
  - Tony advised that the Love Local event did not seem to meet the expectations of some business owners in driving traffic through stores as overall business for May 2022 was 10% below what his store generated in May 2019. COVID-19 had had significant impacts on businesses. Tony thanked the Sub-Committee for their hard work on the event and that the visibility of the area through the radio advertisement was very positive
  - Chair Matamoros noted that there should be some consideration given to how the ballots were collected from businesses as currently the time to drop off ballots was a very quick turn around and some businesses may not be able to deliver their ballots on time.

Moved: Tony Poole

Seconded: Lesley Fisher

THAT the Thornbury Business Improvement Area Board strike a Banner sub-committee consisting of (3) Members, being Tony Poole, Lesley Fisher and Chair Matamoros for the purposes of preparing for banners to be placed in the downtown area.

Yay (7): Renee Desrochers, Lesley Fisher, Stephanie Hensel, Tony Poole, Councillor Hope, Bruce Young, Chair Matamoros

Absent (1): Nicole Craig

**The motion is carried (7 to 0, 1 absent)**

#### **C.5. Council Update – Councillor Hope**

Councillor Hope provided the following Council updates:

- Council nominations were open, and the Municipal Election would be on October 24, 2022
- Committees of Council were winding down by June 2022
- Funding had been received for electric parking stations, and Council had asked staff to look into electric bicycle charging stations too.
- Official Plan Review Steering Committee was holding two Public Information Centres, one at Town Hall on June 1, 2022 starting at 2:30 p.m. and one at the Craighleith Community Centre on June 4, 2022 at 9:30 a.m. The Official Plan Review Survey had generated very informative results.
- Blue Mountain Film Festival started on June 1, 2022 and ran until June 4, 2022

Lesley Fisher left at 9:12 a.m.

Councillor Hope thanked BIA members for their comments related to secondary suites as provided to the Official Plan Review Steering Committee and noted that the Committee was looking into the best options to connect with business owners.

Tony asked if the BIA was included in the list of Committees that would need to wind down, and Councillor Hope confirmed that the BIA was not required to stand down.

Chair Matamoros noted that the Board's term ran until the end of the year and that in the fall the Board would need to have an indication from BIA members of their interest in joining the Board. Chair Matamoros noted he was planning on retiring from the Board after 15 years of service and that it would be great to attract new members and new ideas to the Board membership.

Bruce Young left the meeting at 9:18 a.m.

#### **D. Correspondence**

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None

#### **E. New and Unfinished Business**

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##### **E.1 Additions to the Agenda**

##### **E.2 Items Identified for Discussion at the Next Meeting**

- **Council Update (standing item)**
- **Sub-Committee Updates (standing item)**

#### **F. Notice of Meeting Dates**

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July 6, 2022

Town Hall, Council Chambers (in-person)

#### **G. Adjournment**

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Moved: Tony Poole

Seconded: Stephanie Hensel

THAT this meeting does now adjourn at 9:19 a.m. to meet again on July 6, 2022 at 8:00 a.m. at Council Chambers, Town Hall or at the call of the Chair.

Yay (6): Renee Desrochers, Lesley Fisher, Stephanie Hensel, Tony Poole, Councillor Hope, Chair Matamoros

Absent (2): Nicole Craig, Bruce Young

**The motion is carried (6 to 0, 2 absent)**