



# Minutes

## Thornbury Business Improvement Area

**Meeting Date:** December 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 8:00 a.m. and welcomed directors Nicole Craig, Stephanie Hensel, Melanie Johns, Tony Poole and Deputy Mayor Potter. Regrets were received from Renee Desrochers.

Also present were: Director of Community Services Ryan Gibbons.

#### A.1 Approval of Agenda

Moved by: Tony Poole

Seconded by: Melanie Johns

THAT the Agenda of December 2, 2020 be approved as circulated, including any additions to the agenda including Leslie Lewis' Resignation Letter.

Craig, Nicole	Yay
Desrochers, Renee	Absent
Hensel, Stephanie	Yay
Johns, Melanie	Yay
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: Nicole Craig

THAT the Thornbury BIA Minutes of November 4, 2020 be adopted as circulated, including any revisions to be made

Craig, Nicole	Yay
Desrochers, Renee	Absent
Hensel, Stephanie	Yay
Johns, Melanie	Yay
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: 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 Recording Secretary.

None

## **C. Meeting**

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### **C.1 BIA correspondence:**

#### **November 25, 2020 Susan McDonald wrote:**

I am sure a lot of the Bruce Street stores have noticed over the past six weeks that the small metal black garbage cans that are in front of various stores by Friday/Saturday morning are spilling over. I contacted the Town and raised my concern and was advised that the BIA owns these 5/6 garbage units. We do have a challenge with numerous take out shops and just a few items placed causes these units to overflow. Further it was mentioned that the Town empties these units as a favour to us.

I would like to see this on the next Agenda and feel if we remove these black garbage containers and then present to the Town to put up large black receptacles with grey lids this will allow more garbage to be held. I saw a lot of social media about this concern and it certainly doesn't make our quaint little town attractive and clean for shoppers to enjoy.

Thank you for your consideration.

George read the Resignation Letter from Leslie Lewis.

Moved by: Tony Poole

Seconded by: Nicole Craig

THAT the Thornbury Business Improvement Area Board moves to receive the correspondence.

Craig, Nicole	Yay
Desrochers, Renee	Absent
Hensel, Stephanie	Yay

Johns, Melanie        Yay  
Poole, Tony            Yay  
Potter, Rob            Yay  
Matamoros, George   Yay  
The motion is Carried.

## **C.2    Economic Development Advisory Committee (EDAC) update: Tony Poole**

Tony mentioned that they are in the process of producing a budget and that there is also a shop local campaign that was just launched and emailed out. He is hoping that it propels additional activities and supports the local merchants.

There will be a Community Task Force meeting later this week.

George asked whether the BIA should be asking EDAC for a review of the annual \$5000 economic development grant from the Town which has not changed in over 10 years. Tony will check with the committee.

The Town has asked the various committees to have a back up representative to ensure quorum. Nicole has volunteered to be the alternate for EDAC meetings and will be forwarded the appropriate information.

Speaking to George's inquiry about the ED grant, Ryan mentioned that if there would be a specific ask for a specific project it would be helpful for Council to consider. Deputy Mayor Potter agreed to come with a project and will it get more interest. Budget considerations would begin today and suggested to do it quickly. Tony mentioned the lighting project or décor as examples. Deputy Mayor Potter identified garbage cans as an example and stated that this would then include someone to pickup the garbage.

George suggested that the directors keep this in mind during the budgeting process.

## **C.3    Preliminary Budget Discussion: George Matamoros**

For 2020: the town billed the BIA \$35,000 for watering the flowers, garbage cleanup, and placement of flowers and banners, bringing the BIA's expenditures for this budget item to \$40,000 when the cost of the flowers is factored in. The town contributed \$20,000 from the Covid-19 budget to help with this expense for 2020 but going forward we may not have this assistance.

Garbage can discussion ensued with George suggesting that removing the cans would force people to take their garbage with them. Tony suggested that bigger cans are not the answer, but more frequent pickups would help. He also suggested that if take-out food containers were the main problem, then maybe the restaurants could be asked to help out and clean out the garbage cans.

Stephanie stated that it is not just take-out, but random garbage and liked more frequent pickups. She mentioned it is not just the downtown core, but throughout the town.

Nicole stated that it goes beyond the main street and felt there was need for partnership with the town. Garbage is piled around containers and stated that it seems to be more of a problem on the weekends. She agreed with more frequent pickups and adding garbage cans near restaurants.

Deputy Mayor Potter added that many municipalities are having this problem of increased garbage this past summer. He was not in favour of removing the cans and felt they needed to be more attentive to it.

Ryan suggested that if the cans were removed there would need to be a significant communications plan. Referring to Susan's letter he felt there might have been a miscommunication since the BIA is billed back for the garbage collection.

There is a reduction of collection on the weekends once summer ends. Cans were added by the bakery and near Pom-Pom and in the parkette. Ryan will follow up on having increased collection.

Tony felt they needed to pay the additional expense and have additional pickup since there is an increase in garbage on the weekend.

George asked Ryan to come back with the additional cost of three guaranteed pickups per day, every day from the BIA area. It is included in the \$35,000 in the bill from Parks and wants to know how much more it would cost for increased pickup.

Melanie would like the bin from Kings Court removed immediately. BIA garbage picked up by town. Cars pull in and dump their garbage. Ryan mentioned that one is unique if it is on Kings Court property and he will have staff remove that garbage can. If the BIA wishes to have garbage cans removed from Municipal property, then a recommendation to Council must be put forward. George suggested that the relocation of the Kings Court can could be left to the Parks Department to come back with a recommendation for a spot.

Ryan will return with a costing of options and bring it forward to the board for consideration.

George would like separate numbers for the Parks charges for the placement of banners and flowers, watering, garbage clean-up, maintenance of the lights wrapped on the lampposts, and any other charges to help with budgeting for 2021. Please include the charges from the subcontractor who provides the bucket truck. Ryan will check with Mr. Green.

George asked if the BIA wanted banners for 2021 and there was support. Discussion ensued regarding the choices and challenges. Ryan will follow up with engineering to find out whether a lower arm can be added for the banners which might extend their life expectancy. It was agreed to go with colourful banners featuring the BIA four trees logo to keep the costs down. It was agreed that \$15,000 would be budgeted initially.

The lights on lampposts will cost approximately \$10,000 and are part of the 2020 budget. Ryan stated that the lights should be here any day, with installation shortly afterwards. The bids came in separately and maintenance was not included. For

2021 Ryan will try to coordinate the maintenance contract. The lights have a two year warranty and the only expense will come from staff changing them out.

George suggested \$2000 more for labour and maintenance.

Banner placement will include the flowers being placed. Ryan will include these details in his report.

Preliminary budget for Parks transfers: \$35,000. This amount will be reassessed when Ryan brings his report and breakdown.

The budget to buy the flowers is being left at \$5000.

Nicole suggested trees versus flowers on Bruce Street to provide shade.

George reminded the directors that 5/6 directors other than council's representative have their businesses on Bruce Street but that the BIA area encompasses much more, and that when we plan we must plan to benefit the BIA as a whole. If we are going to look at adding trees to Bruce St, we need to consider whether adding tree to the highway 26 might make more sense.

Deputy Mayor Potter stated it is a lot more complex from damage to trees, trees eventually blocking signs and more. Council is in the process of looking at trees.

Tony suggested they continue budgeting for the baskets and look at options for strategically place trees for the right locations in the entire BIA area.

George mentioned that in the past, winter beautification has been part of the Olde Fashioned Christmas budget, but suggested that we look at winter décor independently, possibly in partnership with the town. We should revisit the possibility of adding lamppost decorations and light sculptures similar to the Blumination display at the Blue Mountain Village. The weight and cost of lamppost decorations has come down significantly in recent years.

Tony suggested strategically placed lighting throughout the BIA.

Stephanie mentioned that the company she had suggested has lighter weight decorations and were reasonably priced.

George suggested budgeting \$20,000 for winter lighting.

Ryan will circulate the lamppost diagram to the directors and identify the maximum weight load.

Stephanie, Nicole, and George formed a sub-committee to address and review this.

Deputy Mayor Potter suggested budgeting each year an investment of \$20,000 to build up the lighting over the years.

George suggested asking the town to partner in the cost of the lighting.

Looking at planning events, George asked whether we want to attract crowds? In the past we have partnered with the Blue Mountain Village on the Apple Harvest Festival and working with the Town of The Blue Mountains for Canada Day. Do we

want to be optimistic that they will have a parade and an event? Should we budget for the Apple Harvest Festival?

Tony stated that he felt that events will still be an issue into 2021 and there will probably be restrictions. Asked about reinvesting the event money into infrastructure, do a levy, take the events budget using it for infrastructure and restructure the budget?

George reminded the directors that if we do not include money for events and they do happen, there will be no money to support them. AHF is October, OFC is December. Suggested we budget \$20,000 for events as we cannot spend money that is not budgeted. If the events don't happen the money will go into reserves.

Nicole felt that Canada Day and Olde Fashioned Christmas were important locally and agreed on reallocating the funds for events towards infrastructure/beautification. Stephanie agreed.

Tony stated that if there is a restriction of moving funds from one section to another, then budget for it possibly using it then for infrastructure. Discussion ensued regarding the budgeting for funds for events with the hope it can be moved to another section if not utilized for events. Nicole suggested that budgeting for OFC would still be a good idea since it's a year away.

Deputy Mayor Potter suggested a smaller amount put aside in case there is an event. He felt that getting some of the infrastructure projects done would be a good idea.

It was agreed that we would renew our membership in the Ontario Business Improvement Area Association (OBIAA) and budget for website maintenance.

Leslie's resignation means that we will need to advertise for a new person. It was suggested to leave it at \$15,000.

Melanie reminded the directors of the gateway signs and posts. The signs themselves are fine, but the posts are in poor condition. Tony injected it is part of the Economic Development initiatives to Tim's planning and there is money being assigned for signage. The gateway signage will get rehabilitated in 2021.

George spoke on the request to the Town to change the basis for assessing the levy to assessment based rather than per member. The Town is planning to hold a public meeting in late Spring.

Melanie spoke on the need to make it possible for associate members that want to join and want to pay. George stated that the By-law will be needed to be changed to allow for the associate members and that if the by-law is going to be changed to reflect a new assessment method, this would be a good time to include associate members into the By-Law.

#### **C.4 Member Survey update: Nicole Craig**

Nicole had a discussion with Donna and would like to start in the new year possibly starting with one question. Main goal is to have open communication and feedback. Nicole will speak with Tim Hendry regarding method. Would like input from other

board members and would like to pose the question to the members of what kind of things they'd like to know, and how they would like to participate.

George suggested a quarterly newsletter updating the members on things the BIA is doing, or planning on doing, and inviting them to provide feedback, with input or questions, or worries. Felt surveys may not generate a lot and asked Nicole to think about this too.

Tony felt the newsletter was a good idea and people will respond to something concrete.

Stephanie felt there needed to be a way to get communications from the members. George suggested that a specific director could be named in that communication to receive feedback. Tony suggested that the coordinator could be the channel of communication.

Nicole felt it key to hire the right person that can do all of these things.

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

Ryan gave the update earlier in the meeting.

**C.6 Christmas Light Proposal: Stephanie Hensel**

Winter lighting will be included in the 2021 budget.

**C.7 Social Media/Communications Strategy: Nicole Craig**

George will advise the Town's Human Resources (HR) Department regarding Leslie Lewis' resignation and the need to start the hiring process. Tony mentioned we have to follow the towns HR protocol and a hiring committee of three board members will have to be struck to review the applications and conduct the interviews. The committee would then bring back a recommendation to the board.

**D. Adjournment**

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Moved by: Tony Poole

Seconded by: Nicole Craig

THAT this meeting does now adjourn at 9:13 a.m. to meet again on Wednesday, January 6, 2021 at Council Chamber Town of The Blue Mountains, or at the call of the Chair.

Craig, Nicole	Yay
Desrochers, Renee	Absent
Hensel, Stephanie	Yay
Johns, Melanie	Yay
Poole, Tony	Yay
Potter, Rob	Yay
Matamoros, George	Yay
The motion is Carried.	