



# Minutes

## Thornbury Business Improvement Area

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**Meeting Date:** September 6, 2023  
**Meeting Time:** 8:00 a.m.  
**Location:** Town Hall, Council Chambers  
**Prepared by:** Carrie Fairley, Executive Assistant Committees of Council

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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 Beveridge called the meeting to order at 8:00 am. In attendance were Renee, Desrochers, Lesley Fisher (virtually), Kelly Gale and Councillor McKinlay.

Town staff present were Director of Community Services Ryan Gibbons.

Regrets were sent by Mark McEwan.

The Board passed the following motion to allow for the electronic participation of Board Member Lesley Fisher:

Moved: Councillor McKinlay

Seconded: Renee Desrochers

THAT the Thornbury Business Improvement Area Board 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 Board Member Lesley Fisher to attend the meeting virtually solely for the September 6, 2023, meeting.

Yay (5): Renee Desrochers, Lesley Fisher, Kelly Gale, Councillor McKinlay, and Chair Beveridge

Absent (1): Mark McEwan

Lesley Fisher vacated the meeting at 8:45 a.m.

### **A.3 Approval of Agenda**

Moved: Councillor McKinlay

Seconded: Kelly Gale

THAT the Agenda of September 6, 2023, be approved as circulated, including any additions to the Agenda.

Yay (5): Renee Desrochers, Lesley Fisher, Kelly Gale, Councillor McKinlay, and Chair Beveridge

Absent (1): Mark McEwan

**The motion is Carried (5 to 0, 1 absent)**

### **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.

None.

### **A.5 Previous Minutes (July 5, 2023)**

Moved: Renee Desrochers

Seconded: Councillor McKinlay

THAT the Minutes of July 5, 2023, be approved as circulated, including any revisions to be made.

Yay (5): Renee Desrochers, Lesley Fisher, Kelly Gale, Councillor McKinlay, and Chair Beveridge

Absent (1): Mark McEwan

## **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)**

None.

## **C. Matters for Discussion**

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### **C.1 2023 Sub-Committees**

#### **1. Budget & Administration Sub-Committee: Sarah, Renee**

The Board discussed the vacant spot on the board and the call for new members. Chair Beveridge noted that there have been no responses received to date. Chair Beveridge

updated the rest of the board on the plans that Renee and herself have to speak in-person to other business owners about the joining the board.

**2. Visuals & Digital Sub-Committee:** Kelly, Shawn, Andrea (public member)

Chair Beveridge provided an update on the banners, noting that they are still delayed but they have been working hard on getting the banners from Flags Unlimited. The Board discussed the current banners, the pride banners, and Canadian banners and if those banners should be removed now, when there is nothing to replace them with. The Board discussed the cost to have a lift truck attend to remove the banners and whether the cost-efficient avenue would be wait until the new flags come in and take the current banners down and replace them at the same time, only needing the lift truck once. The Board decided to leave the banners as is, until the new ones arrive.

The Board discussed the status of the artwork for the banners and the process. Kelly noted that maybe some information should be provided to the community about the banners and why they haven't been changed and Kelly suggested providing a sort of "teaser" of that the new banners will look like.

The Board discussed the flowers around the community and the compliments that have been received about the flowers.

Chair Beveridge provided an update on the status of development and progress on the rebuilding of the website.

Chair Beveridge discussed Instagram and the work that is being put into the social media platform. Chair Beveridge noted that the BIA is following the businesses in the community and is highlighting a different business heading into each weekend. Chair Beveridge discussed the Board providing more guidance on how the Board wants to use social media. Kelly provided suggestions to get tourists and residents engaged with their adventures around the Town.

**3. Beautification & Lighting Sub-Committee:** Lesley, Sarah, Renee

Chair Beveridge provided an update to the Board on the walk-thru meeting with Lighthouse Group regarding the winter lights for the Town. Chair Beveridge spoke about the vision that this committee has for the lights. Chair Beveridge provided a verbal breakdown of the cost associated with this project and noted the need to have the budget include the lighting for each winter season as the cost is quite high. Councillor McKinlay noted the cost being significant and Director Ryan Gibbons noted there may need to be an increase to the base budget.

**4. Events & Cultural Tourism Sub-Committee:** Renee, Kelly, Shawn

Chair Beveridge noted that music has been playing in the parkette thanks to the grant that was received from the Town. She further noted that they are going to try to have music over every long weekend, until the Thanksgiving long weekend. The Board discussed having a list of musicians that are willing to play and can be called upon.

Renee provided an update on the Harvest Festival and obtaining apples from local apple growers to provide the apples to the local businesses, as they have in the past. Chair Beveridge noted that she has received a quote from Lighthouse Group on fall décor.

## **C.2 Council Update – Councillor, Shawn McKinlay**

Councillor McKinlay spoke noting that the second Community Improvement Program is now underway and noted the deadline dates and where to find more information.

Chair Beveridge spoke noting that the storage unit is close to being completely cleaned out. She noted that the intention of the storage unit moving forward is to store things like the décor and lights, to hopefully save future costs for storing them off-site.

Chair Beveridge noted that the meet and greet will be happening at the end of October, early November and will be combined with the survey and receiving feedback.

Renee spoke seeking an update on repainting the lamp posts and bike racks. The Board discussed how some bike racks need repairing or possibly removed all together and, the one at the parkette on Arthur Street may need to be re-located to another area. Chair Beveridge noted that the lamp post repainting is coming forward in the next Town budget.

## **D. Correspondence**

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None.

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

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

None.

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

October 4, 2023 – BIA Board Meeting  
Town Hall, Council Chambers (in-person)

## **F. Adjournment**

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Moved: Renee Desrochers

Seconded: Kelly Gale

THAT this meeting does now adjourn at 9:14 a.m. to meet again on October 5, 2023, at 8:00 a.m. at Council Chambers, Town Hall or at the call of the Chair.

Yay (5): Renee Desrochers, Lesley Fisher, Kelly Gale, Councillor McKinlay, and Chair Beveridge

Absent (1): Mark McEwan, Lesley Fisher