



# Minutes

## Thornbury Business Improvement Area

**Meeting Date:** October 4, 2023  
**Meeting Time:** 8:00 a.m.  
**Location:** Town Hall, Council Chambers  
**Prepared by:** Jenna Robinson – BIA Coordinator

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### A. Call to Order

#### 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 & Motion to Waive the Procedural By-Law 2013-1

Chair Beveridge called the meeting to order at 8:00 am and proposed a motion to waive the procedural By-Law 2013-1 as it relates to Electronic Participation for Lesley Fisher. In attendance were Renee Desrochers, Kelly Gale, Mark McEwan, and Councillor McKinlay. Lesley Fisher joined remotely.

Town staff present were Director of Community Services, Ryan Gibbons and Manager of Communication and Economic Development, Tim Hendry.

#### **Motion to Waive the Procedural By-Law 2013-1 as it relates to Electronic Participation for Lesley (Move, second)**

Moved: Councillor McKinlay

Seconded: Renee Desrochers

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 Board Member Lesley Fisher to attend the meeting virtually solely for the October 4, 2023 meeting.

Yay (5): Renee Desrochers, Kelly Gale, Councillor McKinlay, Marck McEwan and Chair Beveridge

**The motion is Carried (5 to 0)**

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

Moved: Mark McEwan

Seconded: Renee Desrochers

THAT the Agenda of October 4, 2023, be approved as circulated, including any additions to the Agenda.

Yay (5): Renee Desrochers, Kelly Gale, Councillor McKinlay, Mark McEwan, and Chair Beveridge

Absent (1): Lesley Fisher

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

**\*Due to technical issues, Lesley Fisher left the meeting.**

### **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 (September 6, 2023)**

Moved: Kelly Gale

Seconded: Mark McEwan

THAT the Minutes of (September 6, 2023) be approved as circulated, including any revisions to be made.

Yay (5): Renee Desrochers, Kelly Gale, Councillor McKinlay, Mark McEwan, and Chair Beveridge

Absent (1): Lesley Fisher

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

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

The owner of Venti Venti, Marco joined the Board Meeting to introduce himself and discuss possible signage on Bruce Street to direct visitors down Louisa Street East towards his and other businesses. Town staff commented there are signage restrictions within the Town, however, the BIA Board and Town staff can explore possible signage opportunities to encourage foot traffic down Louisa Street.

## **C. Matters for Discussion**

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### **C.1 Sub-Committee Updates**

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

The committee is looking towards the 2024 budget and will be meeting at the end of October to discuss the Budget for Administration and the BIA Coordinator Job Description and will begin drafting a new document. The committee has also spoken to other businesses about joining the Board of Directors. The BIA Coordinator has received the 2023 Actuals from the Finance Department at the Town and is in the process of updating these numbers in the BIA Budget document.

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

The BIA Coordinator confirmed they have been working with Halton Creative on a new BIA website and are in the early stages of this process. The BIA can keep the domain name "Thornbury.ca". The new "Four Seasons of Charm" Banners have been installed; the banner design was also done by Halton Creative. The new banners will stay installed for October and tentative date for removal before Winter is being discussed.

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

Chair Beveridge confirmed the BIA Board is ready to move forward with the Winter Lighting Project with the Lighthouse Group and all necessary paperwork has been completed with the Town to move forward.

THAT the Thornbury Business Improvement Area Board move forward with the approval of Lighthouse Groups 2023 Decorative Lighting Project at a total cost of \$95,138.08.

Moved: Mark McEwan

Seconded: Renee Desrochers

Yay (5): Renee Desrochers, Kelly Gale, Councillor McKinlay, Mark McEwan, and Chair Beveridge

Absent (1): Lesley Fisher

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

Chair Beveridge provided an update on the new Garbage and Recycling Receptacles, the BIA will move forward with ordering two new receptacles in 2023 to be installed in Spring 2024. There may be a possible partnership and donation with the Green Team at Grace United Church.

THAT the Thornbury Business Improvement Area move forward with the partnership with the Green Team from the Grace United Church for a possible donation of 50% for one of the receptacles.

Moved: Mark McEawn

Seconded: Councillor McKinlay

Yay (5): Renee Desrochers, Kelly Gale, Councillor McKinlay, Mark McEwan, and Chair Beveridge

Absent (1): Lesley Fisher

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

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

The Committee will be delivering Apples from T&K Ferri Orchards this week to businesses that confirmed they'd like to receive some over the Thanksgiving Long Weekend. Music was organized for Saturday and Sunday of the Long Weekend, however, due to poor weather the music will be pushed to the following weekends.

The BIA Coordinator confirmed Olde Fashioned Christmas planning has begun, the event will be held on December 9<sup>th</sup>, 2023, and is a late afternoon, evening event. The BIA Coordinator has received inquiries from businesses to sponsor certain animations for the event. The coordinator will work with Town staff to clarify how sponsorships are managed and will follow up with the businesses once direction is received from Town staff.

#### **C.4 Council Update – Councillor Shawn McKinlay**

Councillor McKinlay congratulated LoveBird Brewing on their opening and shared they did a ribbon cutting for the new business. The Coordinator will reach out to the Communications Department for photos from the ribbon cutting.

#### **D. Correspondence**

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The BIA has received correspondence from Exar Studios looking to discuss event opportunities with the Board. Chair, Sarah Beveridge and Vice Chair, Renee Desrochers will connect with Ben from Exar Studios for an introductory meeting.

#### **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**

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

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November 1, 2023 – BIA Board Meeting  
Town Hall, Council Chambers (in-person)

## **G. Adjournment**

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THAT this meeting does now adjourn at 8:56 am to meet again on November 1, 2023, at 8:00 a.m. in Council Chambers, Town Hall or at the call of the Chair.

Moved: Mark McEwan

Seconded: Renee Desrochers

Yay (5): Renee Desrochers, Kelly Gale, Councillor McKinlay, Mark McEwan and Chair Beveridge

Absent (1): Lesley Fisher

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