



# Minutes

## Thornbury Business Improvement Area

**Meeting Date:** June 7, 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

#### 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, Kelly Gale and Councillor McKinlay.

Town staff present were Director of Community Services Ryan Gibbons.

Regrets were sent by Mark McEwan.

#### A.3 Approval of Agenda

Moved: Councillor McKinlay

Seconded: Lesley Fisher

THAT the Agenda of June 7, 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 (May 10, 2023 AGM)**

Moved: Lesley Fisher

Seconded: Shawn McKinlay

THAT the Minutes of (May 10, 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

**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.

None.

## **C. Matters for Discussion**

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### **C.2 2023 Final Budget**

Chair Beveridge provided an overview of her attendance at the Council Meeting on May 29, 2023. Chair Beveridge noted that she brought attention to the back page of the budget which broke down the costs and that Council was very appreciative of that. Chair Beveridge noted that the BIA's budget was passed by Council and she read to the Board the Motion that was passed by Council.

### **C.3. 2023 Sub-Committees**

#### **1. Budget Sub-Committee**

Chair Beveridge noted that Tim Henry, Manager of Communications for the Town of The Blue Mountains advised that the BIA was awarded a \$5000 grant and would be provided to the BIA at the June 19, 2023, Council meeting and that she would be in attendance that day. Chair Beveridge further noted that this funding would assist with events such as music and art in the parkette.

## **2. Digital Sub-Committee**

Chair Beveridge noted that this committee hasn't met in a while, but they are still busy at work on the website development with Halton Creative.

## **3. Culture and Tourism Sub-Committee**

Chair Beveridge noted that this committee was successful at connecting with the South Georgian Bay Tourism and Bruce Grey Simcoe so the BIA Coordinator will now be sending them events that are happening at the Town, and they will advertise them.

## **4. Visuals Sub-Committee**

Chair Beveridge noted that this committee has not met recently but she noted there has been leeway with the website development and discussions have occurred around the website development with assistance from Trevor Halton from Halton Creative. Chair Beveridge noted the Board decided to move forward with the website in-house as it was a more user-friendly option that could be easily updated. She noted that Trevor has assisted in putting together a basic template that the board can work within. Chair Beveridge further noted that there is exciting new imagery and ideas that are reflective in the design and style in the banners.

- New BIA Banners by Halton Creative

The board reviewed the four banners that were created by Trevor Halton of Halton Creative. The board noted that each banner reflects a different season and activities that this area offers in a very creative and dynamic. The board discussed ordering the banners within the budget and when to order them.

Chair Beveridge noted the flowers are coming June 15 and Terry Green, is going to work on having the Pride and Canada Day banners put up at the same time. The board further discussed the placement of the banners and the flowers within the town.

## **5. Beautification Sub-Committee**

## **6. Lighting Sub-Committee**

Chair Beveridge looked to board members to see if they were in agreeance to combine the Lighting Sub-Committee with the Beautification Sub-Committee, to eliminate one of the committees. The board was in agreeance. Chair Beveridge noted a meeting will be scheduled soon to look at the estimates and ideas that have come forward from Lighthouse Group and Landmark, to re-wrap the light poles.

Director Gibbons provided an update on the plan to refurbish the light poles. He noted the pilot project that was initiated to see if the poles could be refurbished was successful and now there is a process in place, and this can be brought forward in the proposed budget for 2024.

## **7. Events Sub-Committee**

Chair Beveridge noted the committee has not met but noted the BIA Coordinator has been meeting with Director Gibbons regarding Canada Day. Director Gibbons provided an update noting submissions for floats for the parade are being received. He further noted the OPP are in place, the road closure has been confirmed and the Grey County Road Permits are ready. Director Gibbons noted the Collingwood Circus Company will be in attendance and face painters. He further noted that there will be Canada Day cupcakes to hand out to children and that they are working on the final logistics, but all looks at this time.

Councillor McKinlay noted there is an event after the parade. Director Gibbons noted that those who wish to have their float available for those to view after the parade, there will be an area near the Community Centre available for that. He further noted that a BBQ is being prepared as a thank you to those who participated in the parade.

The Board discussed how it is Thornbury's 130 Anniversary and when would be the appropriate time to celebrate.

## **8. Full-Time BIA Position Sub-Committee**

Chair Beveridge noted this committee hasn't had the opportunity to meet to discuss this position and that it needs to come forward since she has been in the role of Chair for six months and has a good idea of the work involved. She further noted the importance of assessing what the role would look like and taking notes of what will benefit the BIA moving forward.

Director Gibbons agreed that now is the time to start this conversation as the board has been in place for a while now and the new BIA board vision is established and therefore having a better idea of what tasks would be tied to the position. He further noted that finance has given the initial nudge to start thinking about the 2024 budget, so this would line up with the budget.

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

Councillor McKinlay noted that the Noise Bylaw relief has been granted for the use of the parkette for the BIA's purposes.

## **D. Correspondence**

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### **D.1 Director Resignation – Stephanie Hansel**

Chair Beveridge read the resignation of Director Stephanie Hansel. She thanked her for her work with the board and noted that her resignation will be going to Council on June 19, 2023, for their information. Chair Beveridge further noted that the board can seek individuals who may be interested in joining the board and they will then be appointed by Council to the board.

## **D.2 Use of Parkette – Kelly Borgers**

Chair Beveridge read the correspondence from Kelly Borgers requesting use of the parkette for a pop-up.

The board discussed how to deal with these requests going forward. Director Gibbons noted the need of having structure around this parkette for those who wish to use the space.

The board discussed other options that they could provide Kelly and other artists that do not have a physical space but want to showcase their work.

Moved: Renee Desrochers

Seconded: Shawn McKinlay

THAT the Thornbury Business Improvement Area Board recommends the use of the parkete, and the establishment of criteria be part of the culture and tourism subcommittee moving forward.

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)**

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

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

Councillor McKinlay noted there are some deficiencies with some of the bike racks in town and the lights in the Thornbury sign has light bulbs out. Director Gibbons noted that the light is being discussed in the lighting committee and he further noted he will follow-up with the bike racks.

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

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

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July 5, 2023 – BIA Board Meeting  
Town Hall, Council Chambers (in-person)

## **G. Adjournment**

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THAT this meeting does now adjourn at 9:23 am to meet again on July 5, 2023, at 8:00 a.m. in Council Chambers, Town Hall or at the call of the Chair.

Moved: Councillor McKinlay

Seconded: Kelly Gale

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)**