



Minutes

Thornbury Business Improvement Area

Meeting Date: Wednesday, April 3, 2024
Meeting Time: 8:00 a.m.
Location: Town Hall, Council Chambers
Prepared by: Taylor Raffy - Interim BIA Coordinator

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, Kelly Gale, Councillor Shawn McKinlay, and Marco Santaguida. Regrets were received by Lesley Fisher and Mark McEwan.

Town staff present were Sustainability Coordinator, Nicholas Cloet, virtually; and Manager of Communications and Economic Development, Tim Hendry, was present as of 8:15 am.

Kelly Gale vacated Council Chambers at 9:48 a.m.

A.3 Approval of Agenda

Moved: Renee Desrochers Seconded: Councillor Shawn McKinlay

THAT the Agenda of April 3, 2024 be approved as circulated, including any additions to the Agenda.

Yay (5): Renee Desrochers, Kelly Gale, Councillor Shawn McKinlay, Marco Santaguida, Chair Beveridge

Absent (2): Lesley Fisher, Mark McEwan

The motion is Carried (5 to 0, 2 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 February 7, 2024

Moved: Kelly Gale Seconded: Councillor Shawn McKinlay

THAT the Minutes of February 7, 2024 be approved as circulated, including any revisions to be made.

Yay (5): Renee Desrochers, Kelly Gale, Councillor Shawn McKinlay, Marco Santaguida, Chair Beveridge

Absent (2): Lesley Fisher, Mark McEwan

The motion is Carried (5 to 0, 2 absent)

B. Deputations and Public Comment Period

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.

C. Matters for Discussion

C.1 Welcoming New Interim Coordinator

Chair Beveridge noted that Jenna Robinson has relocated and therefore vacated the BIA Coordinator position. Chair Beveridge introduced Taylor Raffy as the Interim BIA Coordinator. The BIA will be developing a more fulsome staffing solution following budget approval.

C.2 Circular Economy Project Presentation – TBM Sustainability

The Circular Economy Project aims to identify opportunities for local businesses to reduce and divert waste, find collaborative waste solutions and advance circularity in the community. The Town consultant, MJ Waste Solutions, identified they would like to conduct interviews with local business owners to understand what businesses are

already doing to incorporate circularity into their waste solutions, and gain insights on how the Town could support small businesses in the community.

Moved: Councillor Shawn McKinlay

Seconded: Marco Santaguida

THAT the Thornbury BIA Board receives for information the Circular Economy Project Presentation from The Town's Sustainability Division and consultant, MJ Waste Solutions,

AND THAT be accepted with additional follow-up with the BIA Coordinator.

Yay (5): Renee Desrochers, Kelly Gale, Councillor Shawn McKinlay, Marco Santaguida, Chair Beveridge

Absent (2): Lesley Fisher, Mark McEwan

The motion is Carried (5 to 0, 2 absent)

C.3 Draft BIA 2024 Budget

Joe Halos of 99 King St. East brought forward comments regarding the 2024 draft budget during the public comment period. Mr. Halos notes his building at 99 King St. East represents about 10% of the businesses BIA Membership. Mr. Halos wished to advocate for beautification efforts within the East-end of Thornbury, and an overall reduction in the BIA levy.

Chair Beveridge introduced the Draft BIA 2024 Budget, outlining the 2023 Budget and the 2023 Actuals. The main focus of the Draft Budget discussion was the \$20,000 Town Subsidy for Flower Watering and increasing the Administrative Services budget up to \$45,000 to build a full-time BIA Coordinator position. Chair Beveridge noted that there are parts of the Draft Budget that need comment from Town Staff, such as the Park Services.

The budget for banners is proposed at \$5,000 to order additional banners. Final numbers will be presented at the May 1, 2024 BIA Meeting.

Chair Beveridge is looking to approve the draft budget on May 1, to then bring forward to the Annual General Meeting on May 15th. After which, the budget will be brought to Town council.

C.4 2024 Sub-Committees

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

Chair Beveridge discussed doubling the 2023 Administrative Coordinator position budget from \$15,000 to at least \$30,000, and possibly up to \$45,000. Chair Beveridge noted that if the budget were to move to \$45,000 but only \$30,000 was used, then \$15,000 could be transferred into reserves and pulled for the following years budget. Tim Hendry identified an opportunity for the BIA to apply for the Economic

Development Grant of \$5,000 to contribute towards this position. Mr. Hendry advised that the BIA could outline how this position improves operations and therefore the community within their grant application. Kelly Gale and Chair Beveridge noted that this is an important role to drive new initiatives within Thornbury, as the Board members are too busy to take on and see projects through in addition to Olde Fashioned Christmas and Canada Day. Chair Beveridge more discussions need to occur to develop this role with Town Staff, such as Sam Dinsmore, Ryan Gibbons, and the HR department.

2. Visuals & Digital Sub-Committee: Kelly, Shawn, Andrea

The board discussed adding way-finding signage to increase visibility of businesses located on Louisa St. East. Tim Hendry recommended doing a walkabout with Town Staff and the Board to further develop this idea. Mr. Hendry noted that there are regulations stipulating locations of signage, as per the By-law, and that this is something that needs to be considered when developing this idea further. Chair Beveridge proposed the idea of introducing a QR code and mapping that can build the BIA presence by cross-promoting the BIA, its branding, and the local businesses.

Marco Santaguida made comment regarding the budget for website administration, noting that \$3,000 may not be adequate. He raised the idea of uploading introduction videos of each of the 120+ businesses onto the website; Chair Beveridge advised that is a plan that the BIA Coordinator will be advancing through Instagram this year and linking it to the website. Chair Beveridge noted that the business directory continues to be built for the website.

Tim Hendry offered that the Town actively creates business profiles for businesses within the Town, averaging about 15 a year, and noted that it would be a great resource for the BIA to leverage.

Lorraine of C&G Furniture made comment to share her idea of uploading new content onto the website from experts, to build readership, rather than focusing solely on what businesses sell. Chair Beveridge noted that the BIA website is a landing page to guide visitors to the businesses respective website.

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

Chair Beveridge explained that the \$22,000 outlined in the draft budget is from \$11,000 remaining from the Town grant, which is then matched by the BIA from transferring from reserves. Lighthouse Group had previously quoted approximately \$15,000 to reinstall the lighting for the 2024 season; Chair Beveridge noted that the BIA will work with Town staff in the Parks & Trails division to install some of the lighting, helping minimize the reinstallation cost.

Kelly Gale noted that the lighting project for 2023 was a project that the BIA inherited; Chair Beveridge concurred and noted it's important the BIA move forward and maintain the project.

Provided the 2024 BIA Budget is passed as drafted, additional banners will be ordered to install along the Highway Corridor and throughout the Town core.

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

Further budget discussion regarding Canada Day and Pride Community event will be facilitated through an Events Sub-Committee meeting.

The budget still outlines a commitment to support Music in the Parkette.

Lorraine of C&G Furniture noted that maintaining current and promoting new events is an important factor in creating the charm which Thornbury is known for. She supports growing the BIA Coordinator position so that there is the administrative power needed to promote local events.

Chair Beveridge raised the upcoming Blue Mountains Film Festival (BMFF), noting that the BIA will extend a promotional email to the membership asking businesses to promote the event through window displays, etc. The Town will be installing the BMFF flags on the Bridge to promote the culture and event.

Renee Desrochers congratulated Chair Beveridge on receiving the Good Neighbour Volunteer Recognition Award; the awards ceremony is taking place on April 17th at 4:00 p.m. at the Beaver Valley Community Centre and noted that the BIA will have a booth set up and encouraged board members to come and join.

Chair Beveridge noted the date of an upcoming Meet & Greet as being June 18, 2024 with the location possibly being the Thornbury Cidery for the event. Renee Desrochers and Interim BIA Coordinator Taylor Raffy will be organizing this event. This will be an annual event to connect with the membership.

D. Correspondence

None

E. New and Unfinished Business

E.1 Additions to the Agenda

Moved: Councillor Shawn McKinlay

Seconded: Renee Desrochers

THAT the board proceed with the date of Tuesday, June 18th for the Thornbury BIA Meet & Greet, location to be determined.

Yay (5): Renee Desrochers, Councillor Shawn McKinlay, Marco Santaguida, Chair Beveridge

Absent (2): Lesley Fisher, Mark McEwan, Kelly Gale

The motion is Carried (4 to 0, 3 absent)

E.2 Items Identified for Discussion at the Next Meeting

F. Notice of Meeting Dates

Wednesday, May 1, 2024 at 8:00 a.m.
Town Hall, Council Chambers (in-person)

Wednesday, May 15, 2024 at 8:00 a.m, Annual General Meeting
Town Hall, Council Chambers (in-person)

G. Adjournment

Moved: Marco Santaguida

Seconded: Renee Desrochers

THAT this meeting does now adjourn at 9:50 a.m. to meet again on Wednesday, May 1, 2024 at 8:00 a.m. at Council Chambers, Town Hall or at the call of the Chair.

Yay (4): Renee Desrochers, Councillor Shawn McKinlay, Marco Santaguida, Chair Beveridge

Absent (3): Lesley Fisher, Mark McEwan, Kelly Gale

Kelly Gale vacated Council chambers at 9:48 a.m.

The motion is Carried (4 to 0, 3 absent)