



Minutes

Thornbury Business Improvement Area

Meeting Date: Wednesday, October 2, 2024
Meeting Time: 8:00 a.m.
Location: Town Hall, Council Chambers
Prepared by: Niki Hilton, Thornbury BIA General Manager

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 8:03 a.m. In attendance were Renee Desrochers, Kelly Gale, and Councillor Shawn McKinlay. Lesley Fisher joined the meeting at 8:11 a.m. Regrets were received by Mark McEwan and Marco Santaguida.

Town staff present were Ryan Gibbons, Director of Community Services, Tim Hendry, Manager of Communications & Economic Development, and Allan Gibbons, Communications & Economic Development Coordinator.

A.3 Approval of Agenda

Moved: Councillor Shawn McKinlay Seconded: Kelly Gale

THAT the Agenda of October 2, 2024, be approved as circulated, including any additions to the Agenda.

Yay (4): Renee Desrochers, Kelly Gale, Councillor Shawn McKinlay, and Chair Beveridge

Absent (3): Lesley Fisher, Mark McEwan and Marco Santaguida

The motion is Carried (4 to 0, 3 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 (September 4, 2024)

Moved: Renee Desrochers

Seconded: Kelly Gale

THAT the Minutes of September 4, 2024 be approved as circulated, including any revisions to be made.

Yay (4): Renee Desrochers, Kelly Gale, Councillor Shawn McKinlay, and Chair Beveridge

Absent (3): Lesley Fisher, Mark McEwan and Marco Santaguida

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

B. Deputations and Public Comment Period

B.1 Deputations, if any

None

B.2 Public Comment Period

Joe Halos commented that he is impressed with the new BIA newsletter format for members. He requested more photos of the Hwy 26 corridor used in marketing. He's happy to see the Meet & Greet is scheduled and will attend.

C. Matters for Discussion

C.1 Council Update – Councillor Shawn McKinlay

Councillor McKinlay turned the floor over to Tim Hendry, Manager of Communications and Economic Development.

Tim Hendry provided updates including:

- Two roundtable tourism strategy meetings held last week
 - Third session which is a virtual roundtable discussion is scheduled for October 17 at 2 p.m., can email Tim or Allan directly to register
 - Hosted a community open house for the tourism strategy last week
 - Ribbon cutting ceremony scheduled for Wednesday, October 9 at 11:30 a.m. at The Port Tavern
 - Saturday, October 5 from 10 a.m. – 5 p.m., Open Fields Farm Tour
 - Looking for businesses interested in working with the Town for their Business Spotlight Series
- Niki will include this information in the next BIA members' newsletter

Kelly asked about business improvement grants. Tim explained there's no intake right now.

C.2 Sub-Committee Updates

1. Budget & Administration Sub-Committee: Chair Beveridge, Renee Desrochers

Chair Beveridge has made contact with the new Director of Corporate and Financial Services, Monica Quinlan and will be meeting with her and Niki after the board meeting today. We have not yet pursued a new purchasing policy – this is still on the list.

2. Marketing Sub-Committee: Kelly Gale, Councillor Shawn McKinley, Andrea Fernandes (Owner of Soma Leaf)

Niki noted the thornbury.ca website is now updated with a basic business listing. We will work toward including business descriptions, photos, and social media handles in a bigger outreach in 2025. Olde Fashioned Christmas banner will appear on the bottom of the site as soon as possible. Niki plans to contact Andrea for advice on building the rest of the website.

Niki needs to review the current newsletter list with someone in the know as she continues the list management process. A public-facing newsletter stream is a future project on her list.

3. Beautification Sub-Committee: Lesley Fisher, Chair Beveridge, Renee Desrochers

Chair Beveridge spoke about meeting with the Lighthouse Group to review the winter lighting project for this year. Niki was also present at the meeting. We plan to move forward with this project and Niki is looking to start introducing a sponsorship element this year.

Chair Beveridge asked Ryan about the direct purchase request regarding the winter lighting project. Ryan spoke to the finance team about this subject and will be going through a negotiated procurement process.

Councillor McKinley shared an update about veteran's banners. A template was released by the Legion which made the design process easy. When the banners are ready, he will coordinate the installation of 4-6 banners on Bruce St S. The banners are funded by Legion members and the Blue Mountains Historical Society. Ryan suggests connecting with board members about the location of the banners so everyone is on the same page.

4. Events & Cultural Tourism Sub-Committee: Renee Desrochers, Kelly Gale, Councillor Shawn McKinlay

Niki provided an update about Harvest Weekend. She will start setting up pumpkin décor in 3 different spots and including Kelly's photo op board in the Hester Street Parkette. Tim indicated the board would be dropped off in the parkette after Open Fields. Niki mentioned she approached additional artists about the project but no one else was interested this year. We will try again next year when more time permits.

The apple giveaway is underway for Thanksgiving weekend. Niki will deliver apples from TK Ferri Orchards to businesses that indicated interest.

The Travelling Thornburys will be playing in the Hester Street Parkette on Saturday, October 12 from 1-3 p.m. Niki has already arranged the power to be on with Nathan.

Niki explained the meet & greet is set for Wednesday, October 23 from 5-7 p.m. at Thornbury Craft. We will revisit other venue options in the spring like The Port or Penny's when we can use patio space. Lovebird Snack Club has a capacity of 30 and was deemed too small for this event. The invitation has gone out in the newsletter and there will be a second reminder.

Niki detailed the Halloween event option for this year, knowing we are pressed for time and restricted with the budget. This year, the BIA with support from the Town of the Blue Mountains will host WAG-O-WEEN on Saturday, October 28 beginning at 10 a.m. at Smith Memorial Park. The guided dog walk for dogs in costumes will follow the Georgian Trail, across the trestle bridge, and up Bruce Street North and South, ending in the Hester Street Parkette. Mullin's Pet Market will provide treats and prizes for the costume contest. Uptown Dog will provide a prize for the costume contest and their team will judge the contest. The Cranky Bear Café will be a designated pup cup station. Niki has U Pick Party rentals on hold until the event is approved. Niki has ordered 100 cupcakes from the Thornbury Bakery Café to give out to kids. Niki wondered if speakers and pop-up tents are available to use. Ryan confirmed both items are available.

Chair Beveridge noted the new BIA banner is available to set up for the event. Niki would like to purchase an instant camera for the event. Lesley suggested Jeff Woods as an option for music in the parkette that day.

Chair Beveridge mentioned that Tim said there is funding to bring forward from the Town and the event would be presented as a BIA and TMB event. Niki mentioned she needs the TBM logo file to proceed with marketing components.

In the spirit of Halloween, Niki will ask BIA members to deck out their windows with spooky displays for the weekend of WAG-O-WEEN as well as a call out to see if businesses are having their own Halloween offers we can promote.

Ryan was asked to update about the road closure of Bruce Street North for Olde Fashioned Christmas. Niki will communicate the closure with residents on Bruce Street North. Bruce Street South is county jurisdiction and Bruce Street North is municipality jurisdiction.

Ryan addressed the feedback from last year's tree lighting ceremony and said this year some modifications will be made including closing the parking lot to allow for additional standing room, using the additional speaker available from the Communications and Economic Development team, and working with the Parks team to clear a path if there's snow.

Chair Beveridge added that plans have been made to secure the lit trees that continuously blew over last year. She has communicated this with the Lighthouse Group. A discussion about moving crowds and crossing Highway 26 ensued.

Niki added that most installations and entertainment for Olde Fashioned Christmas are booked at this point. 25% still to do. A pop-up market at Town Hall is still in discussion. We would first ask BIA members who don't have a presence on the main street and then open up the spots to other vendors. Chair Beveridge is concerned about who will manage the vendor market. Councillor Shawn said he will be the one to manage the logistics. Niki will book an events sub-committee meeting to discuss the vendor market more.

4.1 Approval of WAG-O-WEEN

Moved: Councillor Shawn McKinlay Seconded: Lesley Fisher

THAT the event of WAG-O-WEEN be approved.

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

Absent (2): Mark McEwan and Marco Santaguida

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

4.2 Approval of changing Music in the Parkette to Events in the Parkette in the BIA budget categories

Moved: Renee Desrochers Seconded: Lesley Fisher

THAT the change of Music to Events in the Parkette be approved.

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

Absent (2): Mark McEwan and Marco Santaguida

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

C.3 Street Signage – Marco Santaguida

Chair Beveridge noted that Marco put forward this topic but is not in attendance. She will inform him of the virtual round table tourism meeting for him to attend.

C.4 Message from the Chair

Chair Beveridge spoke about her resignation at the end of the year after a two-year term. We will work toward making a call for new board members through November and nominations in early December. One additional board seat is available to fill. Chair Beveridge would like to pass a motion that the position of Chair becomes a 2-year term and to call for new board members. Carrie Fairley, Legislative Coordinator, asked for

clarification of the entire board was resigning or if it's for one or two positions. Chair Beveridge confirmed it is for one or two positions.

Joe thanked Chair Beveridge and suggested looking at the municipal act. Carrie clarified the term states it is for 4-years. There is no current Vice-Chair appointed.

Ryan thanked Chair Beveridge. He and Carrie will look into procedural items and recommended bringing the topic to the November board meeting.

Chair Beveridge will bring a written document to the November meeting.

D. Correspondence

None

E. New and Unfinished Business

E.1 Additions to the Agenda

None

E.2 Items Identified for Discussion at the Next Meeting

None

F. Notice of Meeting Dates

Wednesday, November 6, 2024 – BIA Board Meeting
Town Hall, Council Chambers (in-person)

G. Adjournment

Moved: Councillor McKinlay Seconded: Lesley Fisher

THAT this meeting does now adjourn at 9:40 a.m. to meet again on Wednesday, November 6, 2024, 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 Shawn McKinlay, and Chair Beveridge

Absent (2): Mark McEwan and Marco Santaguida

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