



# Minutes

## Thornbury Business Improvement Area

**Meeting Date:** Wednesday, November 6, 2024  
**Meeting Time:** 8:00 a.m.  
**Location:** Town Hall, Council Chambers  
**Prepared by:** Niki Hilton, Thornbury BIA General Manager

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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 8:02 a.m. In attendance were Renee Desrochers, Kelly Gale, Lesley Fisher, and Councillor Shawn McKinlay. Regrets were received by Mark McEwan and Marco Santaguida.

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

#### A.3 Approval of Agenda

Moved: Kelly Gale                      Seconded: Lesley Fisher

THAT the Agenda of November 6, 2024, be approved as circulated, including any additions to the Agenda.

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)**

#### 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 (October 2, 2024)**

Moved: Lesley Fisher                      Seconded: Renee Desrochers

THAT the Minutes of October 2, 2024 be approved as circulated, including any revisions to be made.

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)

## **B. Deputations and Public Comment Period**

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### **B.1 Deputations, if any**

None

### **B.2 Public Comment Period**

Chair Beveridge welcomed Doug Smith from Thornbury Bakery and Joe Halos to the meeting.

## **C. Matters for Discussion**

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### **C.1 Council Update – Councillor Shawn McKinlay**

Councillor McKinlay referred to Director Ryan Gibbons who had no updates at this time.

### **C.2 Sub-Committee Updates**

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

Chair Beveridge and Renee have plans to meet in November and review the 2025 budget. They would like to put forward recommendations at the next board meeting. She explained that she and Niki met with the Director of Corporate and Financial Services Monica Quinlan about the BIA actuals and receiving quarterly updates.

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

Niki explained she will be contacting Trevor at Halton Creative to add a banner to the website about Olde Fashioned Christmas. She has received good feedback from businesses about the BIA member newsletter. She continues to include a section with information from the Town.

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

Chair Beveridge explained she's been working with Director Gibbons, the Lighthouse Group and the Town regarding the Winter Lights in Thornbury. All of the quotes have been approved. Lighthouse Group will begin installation in mid-November. Chair Beveridge has contacted Terry to keep communication open for the installation.

Riverside Greenhouses will be doing all of the bridge inserts, planters and spheres for the Christmas décor. Terry will coordinate the drop-off and delivery of the required items. Everything should be set up by December 1.

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

Niki provided a recap of Wag-o-ween and thanked the Town for their support in getting this event off the ground. The event was positively received in person and online. Nathan from the Parks and Trails team helped with the set-up. Kelly's suggestion of working with 99.3 Radio Station went well. Chair Beveridge congratulated Niki on a successful event.

Working toward Olde Fashioned Christmas. Niki said we are 90 per cent booked for activations. Niki recently reached out to Alexa Jackson Creative who will be joining again as the photographer. The save the date is out and circulating online and in the Blue Mountains Review. Our radio ad is in motion with 99.3.

Events sub-committee met yesterday to discuss the idea of the vendor market at Town Hall. The committee would like to invite BIA members who do not have a presence on Bruce Street North or South but would like to be a part of the event to have a complimentary table at the new marketplace. Friends around town like the Rotary Club or Events for Life would also be invited. Timing would be in the afternoon leading up to the tree lighting – suggest time 3 – 6 p.m. Complimentary hot chocolate provided by Councillor McKinlay. Live music or music through speakers. Allan Gibbons confirmed the Town can provide the required tables.

Chair Beveridge mentioned the deputation to council has been drafted about the road closure of Bruce Street North. This will be presented at COW on November 18. Director Gibbons said he does not foresee any challenges at this time.

Chair Beveridge highlighted the meet and greet at Thornbury Craft. Many who expressed interest in joining the board were at the event. She would like to continue with a meet and greet in the spring and with a member survey as soon as possible.

#### **4.1 Approval of BIA vendor market at Olde Fashioned Christmas**

Moved: Councillor Shawn McKinlay                      Seconded: Lesley Fisher

THAT the event of the BIA vendor market at Olde Fashioned Christmas at Town Hall on Saturday, December 14 from 3 – 6 p.m. 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 the BIA presenting to COW about the road closure of Bruce Street North**

Moved: Lesley Fisher                      Seconded: Renee Desrochers

THAT the BIA go forward to COW to request support for the road closure of Bruce Street North during Olde Fashioned Christmas on Saturday, December 14 from 3 – 8:30 p.m. 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 Chair, Sarah Beveridge, Letter of Resignation**

Chair Beveridge read her official letter of resignation and thanked everyone for their contributions and partnership. The letter will go to council on November 12.

#### **C.4 Call for New Members on the Board of Directors**

Chair Beveridge provided information about the nomination process and how the Chair position is elected. She plans to do this nomination process as of December 4.

### **D. Correspondence**

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None

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

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

Councillor McKinlay provided information about Remembrance Day ceremonies in the Town of the Blue Mountains. Kelly Gale noted the service at the cenotaph is extremely moving. Allan reminded everyone about the candlelight service at the cenotaph.

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

Recommendations for 2025

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

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Wednesday, December 4, 2024 – BIA Board Meeting  
Town Hall, Council Chambers (in-person)

## **G. Adjournment**

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Moved: Councillor McKinlay                      Seconded: Kelly Gale

THAT this meeting does now adjourn at 8:45 a.m. to meet again on Wednesday, December 4, 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)**