



Minutes

Thornbury Business Improvement Area

Meeting Date: Wednesday, December 4, 2024
Meeting Time: 8:00 a.m.
Location: Town Hall, Council Chambers
Prepared by: Carrie Fairley, Legislative 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 advised that BIA Manager, Niki Hilton is ill but will be joining the meeting virtually. Chair Beveridge further noted that Legislative Coordinator Carrie Fairley will be facilitating the meeting in Niki's absence.

Renee Desrochers vacated the meeting at 9:33 a.m.

Moved: Renee Desrochers

Seconded: Lesley Fisher

THAT the Thornbury Business Improvement Area Board 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 BIA Manager Niki Hilton to attend the meeting virtually solely for the December 4, 2024, Board meeting

Yay (4): Renee Desrochers, Lesley Fisher, Kelly Gale, and Chair Beveridge

Absent (2): Councillor Shawn McKinlay, and Marco Santaguida

The motion is Carried (4 to 0, 2 absent)

Chair Beveridge called the meeting to order at 8:04 a.m. In attendance were Renee Desrochers, Kelly Gale, and Lesley Fisher. Regrets were received by Councillor McKinlay and Marco Santaguida.

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

A.3 Approval of Agenda

Moved: Kelly Gale

Seconded: Lesley Fisher

THAT the Agenda of Wednesday, December 4, 2024, be approved as circulated, including any items added to the Agenda, and that Items D.1 and D.2 be moved for discussion at item C.1 on the Agenda.

Yay (4): Renee Desrochers, Lesley Fisher, Kelly Gale, and Chair Beveridge

Absent (2): Councillor Shawn McKinlay, and Marco Santaguida

The motion is Carried (4 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 (Wednesday, November 6, 2024)

Moved: Lesley Fisher

Seconded: Kelly Gale

THAT the Minutes of Wednesday, November 6, 2024 be approved as circulated, including any revisions to be made.

Yay (4): Renee Desrochers, Lesley Fisher, Kelly Gale, and Chair Beveridge

Absent (2): Councillor Shawn McKinlay, and Marco Santaguida

The motion is Carried (4 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)

Joe Halos, business owner and resident spoke noting the sponsorships are a great initiative. Joe suggested leaving the lights up through March Break. Chair Beveridge noted the take down date is dependent on the weather. The Board discussed and agreed to leave them on through March Break.

Doug Smith, Thornbury Bakery spoke offering assistance for the Olde Fashioned Christmas if needed.

C. Matters for Discussion

C.1 Sub-Committee Updates

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

Chair Beveridge noted that an email to Monica will be sent to understand the actuals for 2024 before the end of the year. Chair Beveridge further noted that they are working to ensure companies helping with Olde Fashioned Christmas are paid.

2. Marketing Sub-Committee: Kelly, Shawn, Andrea

Chair Beveridge noted that conversations with Trevor regarding the website are happening and Niki has been working hard on the newsletter which is being highlighted on the website.

Niki noted that a meeting has been set on January 7, 2025, with Andrea to review the website and receive recommendations including outreach.

Chair Beveridge noted that Sarah is the owner of Soma Leaf and is interested in volunteering when she can and unfortunately, she is too busy to join the Board.

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

Chair Beveridge noted that all planters are out, and they look beautiful. Chair Beveridge further noted that all the lights are up, with the exception of the lights for Olde Fashioned Christmas which will be installed on December 14, 2024.

Chair Beveridge extended thanks to Town staff Terry and Nathan.

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

Chair Beveridge spoke regarding Olde Fashioned Christmas and the road closure noting that Century 21 is excited to have the road closed this year, and further noted that they hand out hot chocolate during the event.

Chair Beveridge noted that New Orleans Pizza will be giving a free slice of cheese pizza that day and Pom Pom's will also be open. Chair Beveridge further noted that she personally advised all the neighbours on Bruce Street north, about the closure.

Niki spoke noting there are sponsorships for the winter lights this year and signage should be coming Thursday. Niki noted the title sponsors of the main Christmas tree are - Classical 102.9 FM, On the Bay Magazine, and Bay Watch. This is a trade sponsorship including Bay Watch ticket event listing, on-air In the Know event listing, 40x30 second radio spots, and On the Bay newsletter write-up and banner ad. Niki provided information regarding what will be promoted.

Niki spoke regarding this year's light sponsors noting the sponsorships were worth \$500 each and there are four sponsors this year, KW Collaborate Real Estate,

Georgian Bay Applekings Senior AA Hockey, Rrampt, and Zwart's Topsoil and Landscape Supplies.

Niki provided an update regarding the events happening at Olde Fashioned Christmas. The Board discussed the items that need to be completed for this event.

***C.2 Resignation of Board Member Mark McEwan**

Chair Beveridge noted that Mark provided his resignation to the Town Clerk and thanked him for his help on the Board as well as what he brings to the community of Thornbury.

C.3 Nominations to the Board of Directors for the remainder of the 2022-2026 Council Term

Chair Beveridge nominated Joe Halos to the Board of Directors. The nomination was seconded by Lesley. Joe accepted the nomination.

Member Renee nominated Doug Smith. The nomination was seconded by Member Kelly. Doug accepted the nomination.

Moved: Kelly Gale

Seconded: Renee Desrochers

THAT the Thornbury Business Improvement Area Board requests that Council appoint the following persons as Directors to the Thornbury Business Improvement Area Board for the remainder of the 2022-2026 Term of Council:

Doug Smith and Joe Halos

Yay (4): Renee Desrochers, Lesley Fisher, Kelly Gale, and Chair Beveridge

Absent (2): Councillor Shawn McKinlay, and Marco Santaguida

The motion is Carried (4 to 0, 2 absent)

C.4 Election of the Chair for the remainder of the 2022-2026 Council Term

Chair Beveridge questioned if anyone was interested in becoming the Chair for the remaining term. Doug offered to be Chair of the Board which the Board accepted.

Moved: Lesley Fisher

Seconded: Renee Desrochers

THAT the Thornbury Business Improvement Area Board of Directors requests that Council appoint Doug Smith as the Chair of the Thornbury Business Improvement Area Board for the remainder of the 2022-2026 Term of Council.

Yay (4): Renee Desrochers, Lesley Fisher, Kelly Gale, and Chair Beveridge

Absent (2): Councillor Shawn McKinlay, and Marco Santaguida

The motion is Carried (4 to 0, 2 absent)

C.5 BIA Recommendations 2025 – Sarah Beveridge

Chair Beveridge spoke regarding the Town implementation of MAT tax and Tim Hendry, Director of Strategic Initiatives provided background to the Board on MAT tax.

Chair Beveridge spoke regarding the BIA Manager position becoming a town employee position, with the ability to manage the BIA in this position and suggested that with the MAT tax implementation, the Town consider this role as a commitment through taxation and highlighted the benefits. Tim provided more information regarding the process to temper expectations noting that this will take a while to build before being able to speak to Council about the funds.

Chair Beveridge spoke regarding the lights noting that the Town footed most of the bill and noted that next year the Town will not be contributing to the cost and noted the importance of sponsorships to move this forward.

C.6 January Meeting Date

Chair Beveridge noted that the regularly scheduled BIA meeting is on a statutory holiday, January 1, 2025, and the Board discussed potential new dates before agreeing to January 6, 2025.

Moved: Kelly Gale

Seconded: Lesley Fisher

THAT the Thornbury Business Improvement Area Board moves the January 1, 2025, regularly scheduled meeting to January 6, 2025, due to the regularly scheduled meeting falling on a statutory holiday.

Yay (3):, Lesley Fisher, Kelly Gale, and Chair Beveridge

Absent (3): Councillor Shawn McKinlay, Marco Santaguida, and Renee Desrochers

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

D. Correspondence

***D.1 Letter from Town of The Blue Mountains
Re: Snow Removal**

Chair Beveridge spoke regarding the letter from the Town that was received regarding removal of items on Town sidewalks. Chair Beveridge noted that this has never been asked of business owners in the past and sought clarification why this came to business owners this year.

Ryan Gibbons, Director of Community Services noted the Town has new equipment which requires the sidewalks to be clear of items in be able to properly clean the snow from the sidewalks.

The Board and staff discussed how to work together to address this issue moving forward while addressing the risks to the Town and business owners.

Chair Beveridge asked when the businesses can expect more information from the Town noting the business owners do not want to receive fines for non-compliance. Ryan noted that the Communications department will be bringing correspondence soon to the business owners and will reach out to the Board before it is sent to business owners.

D.2 Letter from Melissa Herod, AXED (verbal update)
Re: Olde Fashioned Christmas

Chair Beveridge read the email received from Melissa Herod, AXED and noted that Melissa wanted to share the letter with the Board to remind the Board the importance of supporting local businesses.

Niki, BIA Manager spoke regarding her conversation with Melissa noting that she made it clear that this was not an end to their working relationship and recognized AXED's role in Olde Fashioned Christmas. Niki noted that a table at Olde Fashioned Christmas and a space for AXED to operate on a pay-per-throw was offered to Melissa.

Niki suggested moving forward more structure be added to the plans for Olde Fashioned Christmas with the ability to rotate through different activities. Chair Beveridge agreed that the Sub-Committee could work on that moving forward.

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

January 16, 2025 – BIA Board Meeting
Town Hall, Council Chambers (in-person)

G. Adjournment

Moved: Kelly Gale

Seconded: Lesley Fisher

THAT this meeting does now adjourn at 9:35a.m. to meet again on January 6, 2025, at 8:00 a.m. at Council Chambers, Town Hall or at the call of the Chair.

Yay (3):, Lesley Fisher, Kelly Gale, and Chair Beveridge

Absent (3): Councillor Shawn McKinlay, Marco Santaguida, and Renee Desrochers

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