



# Minutes

## Thornbury Business Improvement Area

**Meeting Date:** Monday, January 6, 2025  
**Meeting Time:** 8:00 a.m.  
**Location:** Town Hall, Council Chambers  
**Prepared by:** Niki Hilton, 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 Smith advised that BIA Board Member, Marco Santaguida is out of town and will be joining the meeting virtually.

Moved: Joe Halos

Seconded: Renee Desrochers

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, Joe Halos, Marco Santaguida, and Chair Smith

Absent (3): Councillor Shawn McKinlay, Kelly Gale, and Lesley Fisher

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

Chair Smith called the meeting to order at 8:06 a.m. In attendance were Renee Desrochers, Marco Santaguida, Joe Halos and Chair Smith. Regrets were received by Councillor McKinlay, Kelly Gale, and Lesley Fisher.

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: Renee Desrochers

Seconded: Joe Halos

THAT the Agenda of Monday, January 6, 2025, be approved as circulated, including any items added to the Agenda.

Yay (4): Renee Desrochers, Marco Santaguida, Joe Halos, and Chair Smith.

Absent (3): Councillor Shawn McKinlay, Kelly Gale, and Lesley Fisher.

**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 (Wednesday, December 4, 2024)**

Moved: Marco Santaguida

Seconded: Renee Desrochers

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

Yay (4): Renee Desrochers, Marco Santaguida, Joe Halos, and Chair Smith

Absent (2): Councillor Shawn McKinlay, Kelly Gale, and Lesley Fisher

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

None

## **C. Matters for Discussion**

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### **C.1 Sub-Committee Updates**

#### **1. Budget & Administration Sub-Committee: Doug, Renee**

Chair Smith noted he met with former Chair Beveridge to review the budget procedure. We are waiting to receive the 2024 actuals, which Niki requested in December. The goal is to work on a budget to submit in April or May for approval.

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

Niki noted that she and Andrea, owner of Soma Leaf, are meeting tomorrow to review the website as it's been on the agenda for some time. They will discuss what's achievable in 2025 and Niki is looking for a recommendation from Andrea about what's possible for us to build and what we need to consult Halton Creative about.

Niki is working on a short member survey to be included in the next member newsletter and a sponsorship document outlining 2025 opportunities including Winter Lights, volunteer thank you gift cards, and BIA spring/fall meet & greet to be released in March.

## **3. Beautification Sub-Committee:** Lesley, Renee

Renee noted she would like to have a Beautification Sub-Committee meeting soon.

Niki updated that the Winter Lighting clean-up is already scheduled for March. The lights may stay up for March Break. She walked the light installations the previous night and noted the lights on the Highway 26 bridge were not on and the lights in the Hester St Parkette were not on. Niki has inquired with Terry and Nathan at the Town to see if it's something they can reset or if Lighthouse Group needs to be contacted. Director Ryan added there was a broken end on one of the strings of lights and it was repaired and that the GFI's are sensitive.

Renee enjoyed the Experience Thornbury video about the Winter Lights shared on Instagram. Niki is following up with the Winter Lights sponsors to share the dedicated Instagram posts before March.

Niki noted former Chair Beveridge offered to relay the information about banners as this has not yet been transferred to her.

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

Renee noted she was happy with the outcome of Olde Fashioned Christmas. Her main concern was the placement of the fire truck and feedback from Smitty's about being placed at Bruce St S and Louisa. Niki updated that the original plan was to have the fire truck placed at Bruce St N and King St W and she learned from the Fire Chief, Steve, that he did not feel the new plan was communicated to him. Chair Smith suggested scheduling an in-person meeting with the fire team for Olde Fashioned Christmas 2025.

Renee asked if the snow globe was set up. Niki responded it was not. Despite Locations North's best efforts and our assistance, there wasn't anyone who could help transport and set up the globe. This is on the radar for 2025.

The topic of volunteers was brought to the table. Chair Smith mentioned his team also assisted with looking for volunteers a week before the event.

Niki recapped Olde Fashioned Christmas and thanked the Town for their participation and support. Allan commented on the Block Party. He thought the only hiccup was the time the exterior lights turned on at Town Hall. He also recommended having additional staff scheduled for the event.

Niki noted everything went well on the ground and attendees enjoyed the event. She mentioned the 300 candy canes ran out. Issues included:

- Fire truck placement as previously noted
- Volunteers – outreach began 6 weeks ahead of Olde Fashioned Christmas and was unsuccessful. In the end, Joe volunteered and Niki’s friends and family volunteered. Director Ryan noted the Town hosts a volunteer fair in April and he is happy to connect more with Niki and Chair Smith about the opportunity.
- Power issues in the Hester St Parkette and Bruce St S starting at 2 p.m. when a musician was hired to perform, during set up and extending until approximately 5 p.m.

Kelly, though absent, asked to put forward information about the Arts & Crafts Walk. She received an email saying that it is discontinued for 2025. She is wondering if the event could be revived with BIA, Town, and Clarksburg Village Association involvement. Chair Smith noted it is a good idea worth exploring. Director Ryan suggested connecting with the library staff involved. He would be happy to host a meeting at Town Hall. Niki noted she will reach out to the library staff.

## **D. Correspondence**

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None

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

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

With Councillor McKinley’s absence, the Town was provided with time to give an update. Tim shared the following:

- 2025 Town Budget discussions begin tomorrow, which is of interest to local ratepayers and the BIA
- The Gateway and Wayfinding meeting is happening this week online on Wednesday, January 8 at 5 p.m. as detailed by Allan
- The implementation of the Municipal Accommodation Tax came into effect today
- The Town’s Tourism Strategy is underway with stakeholder sessions coming up this month. They are mid-way through the project

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

1. Arts & Crafts Walk
2. Signage

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

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February 5, 2025 – BIA Board Meeting  
Town Hall, Council Chambers (in-person)

## **G. Adjournment**

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Moved: Marco Santaguida

Seconded: Renee Desrochers

THAT this meeting does now adjourn at 8:55 a.m. to meet again on February 5, 2025, at 8:00 a.m. at Council Chambers, Town Hall or at the call of the Chair.

Yay (4):, Renee Desrochers, Marco Santaguida, Joe Halos, Chair Smith

Absent (3): Councillor Shawn McKinlay, Kelly Gale, Lesley Fisher

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