



Minutes

Thornbury Business Improvement Area

Meeting Date: Wednesday, February 5, 2025
Meeting Time: 8:00 a.m.
Location: Town Hall, Council Chambers
Prepared by: Niki Hilton, 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 Smith advised that BIA Board Member, Marco Santaguida is out of town and will be joining the meeting virtually.

Moved: Councillor Shawn McKinlay

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 Member Marco Santaguida to attend the meeting virtually solely for the February 5, 2025, Board meeting

Yay (5): Lesley Fisher, Councillor Shawn McKinlay, Joe Halos, Marco Santaguida, and Chair Smith

Absent (2): Renee Desrochers and Kelly Gale

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

Chair Smith called the meeting to order at 8:03 a.m. In attendance were Lesley Fisher, Marco Santaguida, Joe Halos, Councillor Shawn McKinlay and Chair Smith. Regrets were received by Kelly Gale and Renee Desrochers.

Town staff present were Ryan Gibbons, Director of Community Services, Mike Campbell, Senior Infrastructure Capital Project Coordinator, and Jason Petznick, Communications Coordinator, Capital Projects.

A.3 Approval of Agenda

Moved: Lesley Fisher

Seconded: Joe Halos

THAT the Agenda of Wednesday, February 5, 2025, be approved as circulated, including any items added to the Agenda.

Yay (5): Lesley Fisher, Councillor Shawn McKinlay, Joe Halos, Marco Santaguida, and Chair Smith

Absent (2): Renee Desrochers and Kelly Gale

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 (Monday, January 6, 2025)

Moved: Joe Halos

Seconded: Councillor Shawn McKinlay

THAT the Minutes of Monday, January 6, 2025, be approved as circulated, including any revisions to be made.

Yay (5): Lesley Fisher, Councillor Shawn McKinlay, Joe Halos, Marco Santaguida, and Chair Smith

Absent (2): Renee Desrochers and Kelly Gale

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)

None

C. Matters for Discussion

C.1 Council Update – Councillor, Shawn McKinlay

Councillor McKinlay explained the Town is working through the budget right now.

C.2 Sub-Committee Updates

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

Chair Smith said he received the 2024 budget actuals from Niki. The next step is to set up a meeting with the committee and Town finance department. Joe noted he received the budget actuals.

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

Niki spoke about the ongoing website project. She met with Andrea from Soma Leaf, and she believes they can handle the updates to the website without needing to hire someone from a third party. Niki explained what they've worked on to date and what still needs to be done including an 'events' page.

Niki noted Andrea helped regain access to the Experience Thornbury Facebook page and she can go forward with making a social media plan. She asked for someone from the board to be listed as an administrator on Facebook and the website for access purposes. Chair Smith volunteered to be listed.

Niki is working on changing the ownership of the website. It's currently Trevor Halton, who designed the website, and she would like to switch it to the BIA. It's tied to a credit card for renewal purposes, and she would like to find out if the BIA can be issued a credit card. Chair Smith has added this point to his agenda for the upcoming meeting with the finance department.

Niki and Andrea discovered the Thornbury BIA Google listing shows we are permanently closed. She has been working to update the listing after Google suspended her request to update the information.

Niki noted she released a membership survey about what businesses would like to see from the BIA in 2025. There was a low response, and she will release it again as a stand-alone newsletter within the next week.

Niki is working on a sponsorship document for March and would like to introduce a welcome package that would be delivered in person to all businesses as a reminder of how the BIA supports businesses and how to engage with the BIA – to be delivered by the summer.

3. Beautification Sub-Committee: Lesley, Renee

Lesley noted there is a meeting scheduled for February 11.

Niki noted she reached out to Riverside to get the ball rolling about flowers. She also requested the information about the flowers and banners be relayed to her, as it has not been yet.

Chair Smith spoke about the Winter Lights, wondering why they are not working at all times. He noted a meeting between Lighthouse Group and the Town happening this

Friday. Director Ryan noted there have been issues with GFIs from time to time. There may be an issue with the snow load affecting sensors.

Councillor McKinlay would like to meet soon to review a new purchasing policy for the BIA – especially regarding the upcoming flower order. Chair Smith will add this to the budget meeting.

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

Niki noted she is meeting with the Town on February 10 to recap Olde Fashioned Christmas and discuss challenges and best practices.

She talked about the upcoming OBIAA conference. She and/or Chair Smith are planning to attend. The Thornbury BIA will also be a mobile host at this conference where on April 1 from 2-4:30 p.m. conference attendees will be dropped off in Thornbury and Niki will lead them on a walking tour explaining the history of the BIA while visiting participating businesses.

Joe helped secure a venue for our spring Meet & Greet - April 30, 5-7 p.m. at Corinthian Kitchens. Niki is looking for in-kind contributions from businesses for food and drinks. Otherwise, the BIA will review the budget for this event.

Niki noted she would like to call a sub-committee meeting before the next board meeting.

C.3 Arts & Crafts Walk Update – Niki Hilton

Niki said since the last board meeting, she's contacted Franz at the library. She received a document from Franz outlining the organization and challenges of the event. Franz will host a meeting with the BIA, Town, Arts & Culture Council and the Clarksburg Village Association. The earliest meeting date will be February 18. Niki noted the document outlined relying heavily on volunteers, which she flagged for discussion at the meeting since the BIA currently does not have a volunteer pool.

Joe would like to have more discussion about taking on new events when we are struggling to keep our main events going – referring to the lack of volunteers at Olde Fashioned Christmas 2024.

C.4 Signage – Marco Santaguida

Marco detailed his requests for signage to bring attention to Louisa Street East, including requests for support from the Town for directional signage, banners indicating retail shops on Louisa St E and Bruce St N, flower planters on Louisa St E on the N and S sides, and QR code stickers pointing to the BIA website business directory.

Director Ryan questioned if these would be additional flower planters or a reallocation of flower planters in regard to the Town team watering them.

Marco clarified he is requesting signs that previously existed on poles, and he would like to reintroduce them.

Councillor McKinlay noted this could be put forward before spring.

Niki circled back to the flower baskets to clarify that last year the flower baskets were ordered for Louisa Street E, N & S sides, and watered by the Town.

Joe noted there are other businesses in the BIA that have requested flowers in the past and it was not granted. However, he does not object to this request. He noted that fingerboard signs become too busy on a lamppost that already has a banner and/or flower basket.

There was a discussion about motioning for the flower planters. Director Ryan would like the opportunity to speak with his team about watering before making this motion. The motions will be refined for the next meeting.

Niki mentioned she will get a quote for the QR code Marco proposed. Chair Smith asked the Town if they knew of problems with using a QR code and being hacked. Director Ryan will ask the communications team if they've seen any issues.

D. Correspondence

D.1 Jason Petznick, Communications Coordinator, Capital Projects, Town of The Blue Mountains, dated January 21, 2025, Re: Parking on Louisa Street West

Jason spoke about the Louisa Street West road construction. This phase is proceeding this spring and summer. He plans to circulate the information to businesses and residents by hand-delivered notices. This project will allow for clearly lined parking on Louisa Street West.

Niki asked if Jason would like the information to be included in the next BIA member newsletter. Jason said it would help to get the word out in advance.

Chair Smith asked how people will know not to park there and Jason responded a single lane of traffic will be maintained for residents and there will be clear signage throughout the construction.

Moved: Councillor McKinlay

Seconded: Joe Halos

THAT The Thornbury Business Area Improvement Board receives the information correspondence from Jason Petznick, Communications Coordinator, Capital Projects, on behalf of the Town, dated January 21, 2025, regarding upcoming parking restrictions on Louisa Street West.

Yay (5): Lesley Fisher, Councillor Shawn McKinlay, Joe Halos, Marco Santaguida, and Chair Smith

Absent (2): Renee Desrochers and Kelly Gale

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

E. New and Unfinished Business

E.1 Additions to the Agenda

E.2 Items Identified for Discussion at the Next Meeting

1. Arts & Crafts Walk Update
2. Signage Update

F. Notice of Meeting Dates

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

G. Adjournment

Moved: Lesley Fisher

Seconded: Joe Halos

THAT this meeting does now adjourn at 9:02 a.m. to meet again on Wednesday, March 5, 2025, at 8:00 a.m. at Council Chambers, Town Hall or at the call of the Chair.

Yay (5): Lesley Fisher, Councillor Shawn McKinlay, Joe Halos, Marco Santaguida, and Chair Smith

Absent (2): Renee Desrochers and Kelly Gale

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