



Staff Report

Strategic Initiatives – Communications & Customer Service

Report To: COW- Admin, Corp and Finance, SI, Comm. Services
Meeting Date: May 26, 2025
Report Number: SI.25.022
Title: 2025 Informal Public Engagement Opportunities for Council
Prepared by: Allan Gibbons, Manager of Communications and Customer Service

A. Recommendations

THAT Council receive Staff Report SI.25.022, entitled “2025 Informal Public Engagement Opportunities for Council”;

AND THAT Council direct staff to proceed with scheduling a Free Community BBQ in partnership with the Thornbury Farmers Market during the 2025 market season, at an upset limit of \$1,000.00 funded through the Council operating budget.

AND THAT Council directs staff to provide a follow-up report in Spring 2026 to debrief on all informal public engagement opportunities, including a full breakdown of costs and staff time.

B. Overview

This report provides Council with additional options for Informal Public Engagement Opportunities in 2025 that will allow Council to engage with residents and stakeholders at various Community events and initiatives.

C. Background

At the April 28, 2025 Committee of the Whole Meeting, staff presented report [SI.25.013 “Informal Public Engagement Opportunities Follow-up”](#) to Council. Following the report, Council directed staff to provide a list of potential public engagement opportunities for Council to attend or participate in for 2025.

D. Analysis

Based on prior research for potential public engagement opportunities and a thorough review of upcoming events in 2025, staff have identified the following events as opportunities for Council to participate in:

1. Community Events

Event	Date	Details
Canada Day in Thornbury	Tuesday, July 1, 2025, parade at 11 a.m. Events all day.	Events in Clarksburg & Thornbury
Arts Walk	Saturday, July 12, 2025 – 11 a.m. to 4 p.m.	Hosted by the Clarksburg Village Association with support from Thornbury BIA
Beaver Valley Fall Fair	Friday September 5 & Saturday, September 6, 2025	Held at the BVCC
Seniors Fair	September, 2025 Date TBC	Town and Library presence with opportunities for Council to volunteer
See the Salmon Run	End of September, 2025	Library presence
Open Fields	TBD	Town-led event with opportunities for Council to volunteer
Thornbury-Clarksburg Rotary Turkey Trot	Saturday, October 11, 2025	Library presence with opportunities for Council to volunteer
Apple Harvest Festival	Saturday, October 11 – Monday, October 13, 2025	BMVA led event with opportunities for Council to volunteer
Olde Fashioned Christmas	Saturday, December 13, 2025	Town-supported event with an opportunity for Council to volunteer to serve hot chocolate for the tree lighting

While Town staff have worked to provide a comprehensive list of events in the community, there may be additional events that were not included. If Council members are available and interested in volunteering at any community event, please notify a member of the Town's Communications and Customer Service team and staff will assist with scheduling.

2. Community BBQ with Council

A free community BBQ was held on Sunday, September 15, 2024, at Smith Memorial Park in conjunction with the Thornbury Farmer's Market from 11:00 a.m. to 2:00 p.m. An estimated 300 attendees were served by Council and Town Staff, at an approximate cost of \$1,000, with an estimated 20+ staff hours spent on the event.

Town Staff understand that the goal of Council is to engage directly with residents and that the Thornbury Farmers Market attracts both residents and visitors. Despite this, staff still feel that it is beneficial to partner and host the BBQ with an established community event such as the Thornbury Farmer's Market as there are benefits to both the Town and the event through enhanced promotion and cross-attendance.

Town Staff have also identified the reopening of Lora Bay Park as a potential location for a free community barbecue, following the completion of the Outfall Staging Work that will be completed during Summer 2025. Following the completion of the work, the park will be restored and reopened to the public. A reopening ceremony has been considered by staff, but there is currently no established date or timeline for when the park will reopen to the public.

Based on this, staff recommend proceeding with hosting the Free Community BBQ in conjunction with the Thornbury Farmer's Market.

E. Strategic Priorities

1. Communication and Engagement

We will enhance communications and engagement between Town Staff, Town residents and stakeholders

F. Environmental Impacts

No environmental impacts are anticipated as a result of this report.

G. Financial Impacts

No funds are included in the 2025 Operating Budget to support these initiatives. Based on 2024 events, staff time has been allocated to support Council engagement opportunities.

If Council wishes to proceed with the recommended options, sufficient budget should be allocated to cover costs associated with the events, including food, refreshment, snacks, advertising and applicable staff time and potential overtime to help with planning and set up/clean up.

1. Council Participation at Town/Community Events - \$0

- There are no hard costs associated with Council participating at the events listed within this staff report, as Council will be attending to volunteer on their own behalf or will be supporting the efforts of Town and/or Library staff.

2. Community BBQ with Council - \$1,000

- The estimated cost of \$1,000 is based on the costs incurred as part of the 2024 Community BBQ at the Thornbury Farmer's Market.
- An estimated staff time of 20+ hours to cover staff time for advertising, planning, set-up, event work and clean-up.
- These costs are an estimate and could be higher or lower based on the date and location of the barbecue.

H. In Consultation With

Tim Hendry, Director of Strategic Initiatives

I. Public Engagement

The topic of this Staff Report has not been the subject of a Public Meeting and/or a Public Information Centre as neither a Public Meeting nor a Public Information Centre are required.

Any comments regarding this report should be submitted to Allan Gibbons, Manager of Communications & Customer Service.

J. Attached

None.

Respectfully submitted,

Allan Gibbons
Manager of Communications and Customer Service

For more information, please contact:

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Report Approval Details

Document Title:	SI.25.022 2025 Informal Public Engagement Opportunities for Council.docx
Attachments:	
Final Approval Date:	May 12, 2025

This report and all of its attachments were approved and signed as outlined below:

Tim Hendry - May 12, 2025 - 11:51 AM