



Minutes

Thornbury Business Improvement Area

Meeting Date: Wednesday, May 7, 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 called the meeting to order at 8:01 a.m. In attendance were Renee Desrochers, Kelly, Gale, Lesley Fisher, Joe Halos, Councillor Shawn McKinlay and Chair Smith. Marco Santaguida was absent.

Town staff present were Tim Hendry, Director of Strategic Initiatives, Ryan Gibbons, Director of Community Services and Allan Gibbons, Manager of Communications and Customer Service.

A.3 Approval of Agenda

Moved: Kelly Gale

Seconded: Councillor McKinlay

THAT the Agenda of Wednesday, May 7, 2025, be approved as circulated, including any items added to the Agenda.

Yay (6): Renee Desrochers, Lesley Fisher, Kelly Gale, Councillor Shawn McKinlay, Joe Halos, and Chair Smith

Absent (1): Marco Santaguida

The motion is Carried (6 to 0, 1 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, April 2, 2025)

Moved: Lesley Fisher

Seconded: Kelly Gale

Yay (6): Renee Desrochers, Lesley Fisher, Kelly Gale, Councillor Shawn McKinlay, Joe Halos, and Chair Smith

Absent (1): Marco Santaguida

The motion is Carried (6 to 0, 1 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 relayed that the request to move the BIA reserve into an interest incurring account was carried.

C.2 Community Safety- Sgt. Mark Stadig (OPP)

Sgt. Mark Sadig provided an update about what's going on in the Town of The Blue Mountains and Collingwood. He requested input from businesses in the area as to how they've been affected by theft in the downtown area. He is working on putting crime prevention strategies in place.

C.3 MAT Committee Update – Joe Halos

Joe provided an overview of who sits on the MAT committee, comprised of tourism and accommodations operators. The Town receives 50% of MAT and 50% goes to the Blue Mountain Village Association and the Destination Marketing Organization.

Tim Hendry noted until the full amount is known, it's difficult to plan. This year will be focused on maintaining what's already happening in the community and building the strategy. He spoke about the tourism strategy that's been in development. There will be a new organization to market and drive visitors across the entire Town of The Blue Mountains. Tim explained that one of the goals is to open a granting stream for the BIAs to apply to access funding to enhance investments.

C.4 Draft 2025 Budget

Chair Smith explained the levy will not be increased this year. The BIA is still waiting for the 2024 audit which will be approved at the AGM. Niki said that the draft budget was circulated to membership in the agenda package with a call for comments. No comments were submitted by the deadline.

C.5 Sub-Committee Updates

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

Chair Smith thanked the committee for helping form the 2025 draft budget.

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

Niki provided updates about the BIA's first session with Town + County Collective, mycollingwood.ca annual listing, social media campaigns, attending the OBIAA weekly video meetings.

Niki presented information about the QR code project and detailed the options for consideration. Andrea from Soma Leaf has consulted on this project. Niki detailed a free QR code, a paid QR code, Whisp, which provides back-end data through contesting, Mapme, an interactive map of businesses, and the recommended option, Driftscape.

Niki explained Driftscape provides the opportunity to create immersive and interactive experience like audio tours, walking tours, scavenger hunts, contests, and a full business listing that is mapped and pulls information from each business' Google listing. A discussion about Driftscape ensued. Chair Smith requested a quote without the contest element.

Driftscape

Moved: Lesley Fisher

Seconded: Kelly Gale

THAT the Thornbury BIA goes ahead with the Driftscape QR code.

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

Absent (2): Marco Santaguida and Renee Desrochers (left meeting at 9 a.m.)

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

3. Beautification Sub-Committee: Lesley, Renee

Renee asked for an update on the lamp posts on Bruce St S and for an update on the GFIs. Ryan Gibbons indicated an electrician was on site working on the issue.

Renee asked Tim for an update about repairing the rainbow crosswalk. Tim explained that the Town is working with a contractor on the issue. All three painted crosswalks need repair in the Town of the Blue Mountains. Staff recommendation is to remove it and look for other options of Pride recognition.

Renee asked for an update as to when the spring banners would be put up. Ryan responded that Terry would reach out to Niki about the timing.

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

Niki provided an update about the recent Meet & Greet.

Niki provided an update about the upcoming Flower Market taking place on May 31. She is looking for someone with a truck to help set up and take down a tent and tables. Joe offered to help.

Niki provided an update about participating in the Volunteer Fair. People were most interested in volunteering with Wag-o-ween.

Niki provided an update about musicians playing in the parkette.

Niki provided an update about Canada Day. Bruce Wine Bar would like to provide food. Ryan mentioned he would like to have a Canada Day logistics meeting soon.

Niki provided an update on the Arts Walk. Clarksburg Village Association is going forward with organizing the event on Saturday, July 12 from 11 a.m. – 4 p.m. The BIA will support with communicating to the Thornbury businesses, coordinating the map design with the Town, and other marketing tasks.

C.6 Signage Update – Niki Hilton

Niki showed the designs for the new directional banners.

D. Correspondence

D.1 (none)

E. New and Unfinished Business

E.1 Additions to the Agenda

Tim recapped the exterior work happening on The Corner Café & Grill building.

E.2 Items Identified for Discussion at the Next Meeting

1. Annual General Meeting

Chair Smith explained that the requirements of the AGM require us to move the next meeting to June 11, 2025. Joe mentioned he will not be in attendance.

AGM

Moved: Lesley Fisher

Seconded: Kelly Gale

THAT the Thornbury BIA moves the Annual General Meeting and BIA Board Meeting by a week to Wednesday, June 11 at 8 a.m. at Town Hall, Council Chambers in person.

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

Absent (2): Marco Santaguida and Renee Desrochers

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

F. Notice of Meeting Dates

Wednesday, June 11, 2025 – BIA AGM Meeting
Town Hall, Council Chambers (in-person)

G. Adjournment

Moved: Councillor McKinlay

Seconded: Lesley Fisher

THAT this meeting does now adjourn at 9:51 a.m. to meet again on Wednesday, June 11, 2025, at 8:00 a.m. at Council Chambers, Town Hall or at the call of the Chair.

Yay (5): Councillor Shawn McKinlay, Joe Halos, and Chair Smith

Absent (2): Marco Santaguida and Renee Desrochers

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