



Minutes

Thornbury Business Improvement Area

Meeting Date: Wednesday, June 11, 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 8:05 a.m. In attendance were Kelly Gale, Lesley Fisher, Joe Halos, Councillor Shawn McKinlay and Chair Smith. Renee Desrochers and Marco Santaguida were absent.

Town staff present were Tim Hendry, Director of Strategic Initiatives, Ryan Gibbons, Director of Community Services, Allan Gibbons, Manager of Communications and Customer Services, Monica Quinlan, Director of Finance, and Michael Switzer, Deputy Treasurer.

A.3 Approval of Agenda

Moved: Councillor McKinlay

Seconded: Lesley Fisher

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

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

Absent (2): Renee Desrochers and Marco Santaguida

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 (Wednesday, April 2, 2025)

Moved: Kelly Gale

Seconded: Lesley Fisher

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

Absent (2): Renee Desrochers and Marco Santaguida

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 thanked Niki for her work as GM.

Tim provided an update on the Town’s tourism strategy.

Tim provided an update about the Town’s corporate strategic plan. Niki will be attending a focus group session for the local business associations.

Chair Smith asked for an update about the Rainbow Crosswalk. Councillor McKinlay said the topic is going forward to Council.

C.2 2024 KPMG Audited Financial Statements

Michael Switzer presented the draft of the financial statements.

Chair Smith asked about the amortization schedule. Michael did not recommend incorporating this. Monica Quinlan agreed with Michael’s statements and clarified the point.

Joe commented on the financial statement.

Chair Smith asked about the tangible capital assets. Michael agreed that it is the decorative lighting and reported that there is a detailed list available.

Chair Smith motioned to approve the budget:

THAT the Thornbury BIA board approve the year-end 2024 financial statements.

Moved: Lesley Fisher

Seconded: Joe Halos

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

Absent (2): Renee Desrochers and Marco Santaguida

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

Chair Smith reviewed the proposed 2025 budget.

Councillor McKinlay thanked the Town staff and members of the board for helping review best practices for the budget.

Chair Smith motioned:

THAT the Thornbury BIA approve the 2025 annual budget.

Moved: Joe Halos

Seconded: Lesley Fisher

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

Absent (2): Renee Desrochers and Marco Santaguida

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

C.4 Finance – Quarterly HST Inquiry – Chair Smith

Chair Smith asked Monica about how the BIA files HST returns. Monica explained that the BIA pays 1.76% HST on goods and services. A discussion ensued.

C.5 MAT Committee Update – Joe Halos

Joe was absent from the last MAT meeting. Tim provided an update about the work plan for 2025, supporting existing community events.

Joe provided additional explanation about the role of the MAT Committee.

Tim provided additional comments.

C.6 Sub-Committee Updates

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

Niki said she applied for a grant from the Town for the BIA's new Driftscape project.

Niki detailed some challenges with the BIA levy list. Tim said he is happy to brainstorm some ideas.

Councillor Ardiel commented that she previously walked from business to business to determine a true business list and to make direct contact with members.

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

Niki provided an update that the BIA has joined the Blue Mountains Chamber of Commerce.

Niki said she and Chair Smith attended the VIP launch of the Blue Mountains Brewing Co. at Thornbury Craft.

Niki provided an update about the BIA membership with Town + County Collective for the summer photography session.

Niki noted that the Experience Thornbury social media is growing exponentially. It has almost tripled in followers since Niki started her role in 2024.

Niki provided an update about the Arts Walk marketing.

Niki mentioned a conversation she had with Collingwood Food Tours, as they are organizing a Thornbury Food Tour.

Niki mentioned her attendance at the Committee of a Whole meeting to support the tourism strategy.

Niki mentioned she will be attending the next Team Blue meeting.

Niki provided an update about the Driftscape project, with a proposed timeline for launching in September.

3. Beautification Sub-Committee: Lesley, Renee

Niki reported that the flower would be delivered this week.

Niki thanked the Town for their assistance with the banners and flowers.

Niki reported that the new directional banners are installed.

Niki detailed her meeting with Reid Kendall about the Winter Lights.

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

Niki provided an update about the newly launched Flower Market.

Joe asked if Town staff could help with the Flower Market setup and take-down. Ryan noted the Town staff is busy on Saturdays, and he would ask if there's an opportunity to help.

Niki relayed that CTV Barrie will be coming to Thornbury to shoot a news segment.

Niki provided an update about music in the parkette.

Niki provided an update about Canada Day and collaborating with Ryan and Katie.

Niki provided an update about the partnership with the Blue Mountains Public Library for the Summer Ready Club Meet-Ups, which will take place on Wednesdays in the parkette. Thornbury Bakery has sponsored coffee for adults, and snacks will be sponsored by BVO.

Niki noted the Arts Walk is going ahead on July 12.

Lesley Fisher left the meeting at 9:35 a.m.

Niki provided an update about Olde Fashioned Christmas activities.

Niki introduced the idea of having a vision session in the summer and asked for feedback. Chair Smith said he would host the meeting at the bakery.

Ryan provided an update on Canada Day from the Town, noting some things will look different this year because of the construction on Louisa St W and the barricades for safety.

Councillor Ardiel mentioned the Councillor BBQ at the Farmers' Market this August and suggested the BIA join their booth.

D. Correspondence

D.1 Letter from Matthew Phillips

This letter arrived after the agenda was set. He was seeking support for the Leeward Hotel project to move forward.

Councillor McKinlay said he is happy to correspond with anyone about the topic.

E. New and Unfinished Business

E.1 Additions to the Agenda

Councillor McKinlay thanked everyone.

E.2 Items Identified for Discussion at the Next Meeting

None

F. Notice of Meeting Dates

Wednesday, September 3, 2025 - BIA Board Meeting
Town Hall, Council Chambers (in-person)

G. Adjournment

Moved: Kelly Gale

Seconded: Joe Halos

THAT this meeting does now adjourn at 9:45 a.m. to meet again on Wednesday, September 3, 2025, at 8:00 a.m. at Council Chambers, Town Hall or at the call of the Chair.

Yay (4): Kelly Gale, Councillor Shawn McKinlay, Joe Halos, and Chair Smith

Absent (3): Renee Desrochers, Marco Santaguida, and Lesley Fisher.

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