



# Minutes

## Thornbury Business Improvement Area

**Meeting Date:** March 10, 2021  
**Meeting Time:** 8:00 a.m.  
**Location:** Town Hall, Council Chambers: Remote  
**Prepared by** Donna Gorrie, Recording Secretary

### A. Call to Order

George Matamoros called the meeting to order at 8:00 a.m. and welcomed Directors Nicole Craig, Melanie Johns and Tony Poole. Stephanie Hensel joined the meeting following the Call to Order at 8:03 a.m. Absent: Renee Desrochers and Deputy Mayor Potter.

Also present were: CAO Shawn Everitt, Director of Community Services Ryan Gibbons, Executive Assistant Committees of Council Sarah Merrifield, Manager of Communications and Economic Development Tim Hendry and Director of Operations Shawn Carey.

#### A.1 Approval of Agenda

Moved by: Tony Poole

Seconded by: Melanie Johns

THAT the Agenda of March 10, 2021 be approved as circulated, including any additions to the agenda

Craig, Nicole	Yay
Desrochers, Renee	Absent
Hensel, Stephanie	Absent
Johns, Melanie	Yay
Poole, Tony	Yay
Potter, Rob	Absent
Matamoros, George	Yay

The motion is Carried.

#### A.2 Declaration of Pecuniary Interest and general nature thereof

None

### A.3 Previous Minutes

Moved by: Tony Poole

Seconded by: Nicole Craig

THAT the Thornbury BIA Minutes of February 3, 2021 be adopted as circulated, including any revisions to be made

Craig, Nicole	Yay
Desrochers, Renee	Absent
Hensel, Stephanie	Absent
Johns, Melanie	Yay
Poole, Tony	Yay
Potter, Rob	Absent
Matamoros, George	Yay

The motion is Carried.

## B. Deputations and Public Comment Period

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### B.1 Deputations, if any

### B.2 Public Comment Period (each speaker is allotted three minutes)

NOTE: Fifteen (15) minutes is allotted at the Meeting to receive public comments regarding Thornbury Business Improvement Area matters included on the Agenda. The speaker shall provide their name and address, and shall address their comments to the Chair. Comments shall not refer to personnel, litigation, or potential litigation matters.

**NOTE:** Board meetings are taking place virtually to assist with social distancing with respect to COVID-19. Comments received from the public that have not been included on the Agenda will be read at the meeting by the Recording Secretary.

None

## C. Meeting

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### C.1 BIA correspondence

#### C.1.1 Faith Puttman, Assistant Manager, Employee Services, Blue Mountain Resorts LP

Hi George – I hope this email finds you well and enjoying this winter weather. I was given your contact information from Tim Hendry at TBM. We are seeking to put together welcome packs for our new staff arriving from out of town who will be moving into Employee Housing on resort. We are wanting to foster a more community-based atmosphere for our staff so that they feel not just welcomed to Blue Mountain Resort, but the wider community. We are also wanting to create a link to local businesses and support mechanisms to help settle them into life here on Georgian Bay. I am hoping that we can work together to build a welcome pack we can provide our new residents including such things as information about local businesses and even some discount coupons to encourage our residents to explore

the region beyond what is offered along the bus route between BMR and Collingwood. Please let me know if this would an interesting partnership for the BIA. I look forward to hearing from you, Go well and stay safe.

### C.1.2 Patti Piett, Resident Re Request for Pedestrian Patio Expansion, Bruce Street

Note: correspondence is attached

**C.1.3 Susan Carr, Ashanti Coffee:** letter received and copy attached.

#### C.1.4 Casey Thomson: in support of the letter for street pedestrian patio.

Stephanie Hensel joined the meeting at 8:03 a.m.

### C.1.5 Moved by: Tony Poole

Seconded by: Melanie Johns

That the Thornbury Business Improvement Area Board moves to receive the correspondence.

Craig, Nicole	Yay
Desrochers, Renee	Absent
Hensel, Stephanie	Absent at time of vote due to technical difficulties
Johns, Melanie	Yay
Poole, Tony	Yay
Potter, Rob	Absent
Matamoros, George	Yay
The motion is Carried.	

## C.2 Draft Staff Reports

**C.2.1 Community Safety Options for Bruce Street South:** Director of Operations Shawn Carey and Manager of Communications and Economic Development Tim Hendry

Shawn spoke regarding the Jersey barriers and safety for 2021. The Senior Management team wished feedback from the BIA before it was presented to Council later this month.

4 options included: no barriers, barriers on the entire length of the street, barriers around Hester Street parkette and creating community space in the newly acquired lot on Arthur Street making it into a community space/spillover area.

They are also looking at a different style of Jersey barrier.

George asked the Directors for comments and discussion ensued.

It was noted that there will not be additional parking in Option 4. Nicole suggested that bike racks be included in the proposal. Nicole wondered how many would actually go over to the parkette from the main street and made mention of the differences noticed between weekdays and weekends regarding parking.

Shawn Everitt stated they may have more opportunities for additional parking in the fall of 2021 and spring of 2022. From the fiscal side, they may not be able to do the additional parking for this summer because of cost savings to the town in combining the paving with other paving projects.

Melanie spoke that she liked Option 4 and with bike racks, it would be used and Stephanie agreed as long as it's well signed.

George mentioned Sue Carr's letter. He'd found that that many liked the areas on the main street. Many Ashanti customers enjoyed it sharing with Marion's customers. George would like to see more small patios with decking level with the sidewalk. He suggested a small one in front of the bakery, Good Grief, one near Ashanti and near the parkette stating he felt it would add a lot to the feel of the street for visitors in the summer. George felt that the Arthur Street was a bit away from the Main Street to be useful for visitors enjoying take out.

Nicole shared that the coffee shops and business owners on main street weren't that keen on the patios. She voiced concern that option 4 might not address the concerns from the main street but voiced support of Hester parkette and to create that space on the street.

Stephanie liked the idea of more options for meeting spaces and feels that there is more congestion with barriers on the main street.

George stated he felt that the BIA's role is primarily to make the visitor experience a good one and that the little patios created a positive visitor experience. He agrees with option 4 to give families a place to congregate and that on Bruce St. South, a couple more (small, decked, furnished and decorated) patios would enhance the visitor experience with the consensus of all.

Shawn Everitt asked if this group have an idea on the amount of people that would use the patios at one time.

Nicole felt the need to be cognizant of the fact that parking is needed and would limit the patios to one parking spot in front of each place especially if there are no additional parking areas.

Tony mentioned that Good Grief has stated they do not want a patio and suggested the area in front of the Bakery that has spots that might be used.

George wanted to represent the views of the board. The Directors liked both Option 3 and 4 that would include bump-outs. Tony liked Option 4 with an alternate for option 3 with a Bakery bump out. Stephanie felt Option 3 as it is. Mel liked Options 3 and 4. One of the BIA challenges of the bump-outs are the need to plan for garbage removal and keeping them clean. It is not the responsibility of the businesses.

Moved by: Tony Poole

Seconded by: Nicole Craig

THAT the Thornbury Business Improvement Area receive draft staff report C.2.1 for information and support option 3 and 4 at the Council meeting.

Craig, Nicole	Yay
Desrochers, Renee	Absent
Hensel, Stephanie	Yay
Johns, Melanie	Yay
Poole, Tony	Yay
Potter, Rob	Absent
Matamoros, George	Yay

The motion is Carried.

**C.3 Review of draft 2021 Budget:** George Matamoros

George spoke on the fact that the town will partner on the lighting initiative and the budget now reflects the changes. They have also agreed to renew the subsidy for flower watering for \$20,000.

The Board needs to plan on a date for the AGM.

Moved by: Tony Poole

Seconded by: Nicole Craig

THAT the draft BIA budget be approved for presentation to the membership.

Craig, Nicole	Yay
Desrochers, Renee	Absent
Hensel, Stephanie	Yay
Johns, Melanie	Yay
Poole, Tony	Yay
Potter, Rob	Absent
Matamoros, George	Yay

The motion is Carried.

**C.4 BIA Coordinator update:** Nicole Craig

They are proceeding with interviews and should have someone by next week to submit to the Board.

A closed meeting will be scheduled to select a candidate.

**C.5 Economic Development Advisory Committee (EDAC) update:** Tony Poole

Budget supporting business initiatives including the gateway signage issue of \$25,000 in the budget is approved, \$25,000 for the social media explore blue campaign, and allocate \$15,000 promotion and attraction of film production. Economic development opportunities supporting local businesses and the broader community of the Blue Mountains.

Nicole asked about the QR sign and the possibilities of having this on the street.

Tony will raise this for discussion.

Tim spoke on the Explore Blue campaign website as a source of information for the area. The business directory has 130 businesses on it and it has 200-400 visitors per month with more during the holiday season.

George mentioned how strong the open WIFI signal at the Fish Ladder is and the need to promote this more.

**E. Adjournment**

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Moved by: Tony Poole

Seconded by: Melanie Johns

THAT this meeting does now adjourn at 8:48 a.m. to meet again on April 7, 2021 at 8:00 a.m. at Council Chamber Town of The Blue Mountains, or at the call of the Chair

Craig, Nicole	Yay
Desrochers, Renee	Absent
Hensel, Stephanie	Yay
Johns, Melanie	Yay
Poole, Tony	Yay
Potter, Rob	Absent
Matamoros, George	Yay
The motion is Carried.	