



MINUTES

for the Regular Meeting of the Board of Directors

Thursday, January 28th, 2021

9:00am
via Zoom

EXECUTIVE

Chair | Vacant

Vice-Chair - Steve Podolsky | A&L Investments

Treasurer | Vacant

DIRECTORS

Sandra Falconer | Appleseed Quiltworks

Jim Garbutt | A Buy & Sell Shop

Matt Geraghty | Matty G Digital

Laura LeMiere | Boiling Over's Coffee Vault

Ann Scarlett | The Kent Florist

Councillor Pat Dunn | CKL Council

Councillor Pat O'Reilly | CKL Council

LIAISONS

Carlie Arbour | CKL Economic Development

Chief Mark Mitchell | Kawartha Lakes Police Service

LINDSAY DOWNTOWN BUSINESS IMPROVEMENT ASSOCIATION

117 Kent Street West, Lindsay K9V 2Y5 | 705-324-7710 | hello@lindsaydowntown.ca

1.0 - CALL TO ORDER

Meeting Called to Order by the Chair: 9:02am

In Attendance: Steve Podolsky, Jim Garbutt, Laura LeMiere, Ann Scarlett, Councillor Pat O'Reilly, Carlie Arbour, Chief Mark Mitchell

Recording Secretary: Melissa McFarland

Guests: Rebecca Mustard, Mike Puffer

Late Arrivals: Councillor Pat Dunn (9:04am), Sandra Falconer (9:08am)

Early Departures: None

Regrets: Matt Geraghty

Absent: None

2.0 - ADMINISTRATIVE BUSINESS -----

2.1 - Adoption of Agenda

Moved By: Laura LeMiere

Seconded By: Jim Garbutt

Resolved: That the agenda be adopted as amended, to add 7.6 (Chair/Vice-Chair Report) and 7.7 (Executive Director Report). **Carried RBM2021-01**

2.2 - Declarations of Pecuniary Interest

2.3 - Adoption of Minutes

Moved By: Laura LeMiere

Seconded By: Councillor O'Reilly

Resolved: That the Minutes of November 26th, 2020 be approved as circulated. **Carried RBM2021-02**

3.0 - DEPUTATIONS -----

None Scheduled

4.0 - CORRESPONDENCE -----

None Received

5.0 - NEW BUSINESS -----

5.1 - Downtown Reconstruction Updates

Steve Podolsky and Melissa McFarland updated. Work with New Alliance is progressing. Broken windows from vibrations have been reported and are being investigated. Additional work on second block (between

Cambridge St and Victoria Avenue) has begun. Jim Garbutt recommended that the membership be informed that they should be checking their contents regularly, as damage can occur. Councillor O'Reilly advised that it's believed that New Alliance ahead of schedule - can credit good January weather. Sandra Falconer advised that a sewage smell has been detected and will advise Richard Kettle at CIMA.

Carlie Arbour updated on campaign to address Downtown Construction, and the consulting firm is beginning plans to create media throughout February. The campaign is working around COVID-19 closures and protocols where necessary. Initiatives include a series of videos advertising downtown businesses by sector, targeted social media ads and stylized wayfinding signage.

5.2 - COVID-19 Business Response

Melissa McFarland updated. Information regarding the Ontario Lockdown and Stay-at-Home orders is being communicated to the membership on a regular basis. Several questions from businesses about their specific operations have been received, and either clarified by Melissa McFarland, or contact information for the HKPR Health Unit was given. The Small Business Support Grant through the province is now open, to support small businesses with grants between \$10,000 and \$20,000. Social media campaigns have been created for February to promote businesses who offer alternative forms of service, such as curbside pickup, takeout and delivery.

OBIAA in the process of creating an advocacy piece to send to government officials, stating the difficulties facing small businesses, especially in light of the fact that essential businesses are still permitted to sell non-essential items. OBIAA is creating a draft letter that each BIA can customize and send to their MP and MPP.

Carlie Arbour gave information about the upcoming HKPR Webinar that will allow local businesses to get information on the Ontario COVID-19 Framework and how it affects their operations.

5.2 - 2021 Committee Structure

Melissa McFarland and Steve Podolsky proposed a new committee structure pertaining to the Parking & Advocacy Committees. They propose that the two committees be merged, under the name 'Downtown Services Committee', with the rationale that the committees meet back to back with the same members on each; that Wayne English, Community Liaison does the vast majority of reporting in the Parking Committee meetings, but also addresses many issues that would fall under Advocacy; that many of the items and initiatives in both committees are interchangeable and wind up being discussed in both meetings; combining the committees would streamline the administration, with one set of agendas and minutes. The new combined committee would have the following sample mandate:

Subject to the Direction of the Board of Directors, the Downtown Services Committee will:

- Identify initiatives that affect the downtown as a whole, and develop strategies to address them
- Advocate for the business membership when issues are identified that affect their business operations
- Liaise with a Public Works representative regarding road and sidewalk conditions, including snow removal and winter maintenance
- Improve the community parking experience for businesses, residents and visitors, and address parking issues via the Community Liaison

- Liaise with Municipal Staff and provide to the Board information and research regarding parking programs affecting the LDBIA district as they arise
- Maintain and grow the Associate Membership program via the Executive Director

Jim Garbutt voiced his concerns with the proposed structure, and it was agreed that the he issue will be discussed at the next Board of Directors Meeting, after the Parking & Advocacy Committee members have had an opportunity to discuss further.

6.0 - LIAISON UPDATES -----

6.1 - Police

Chief Mitchell updated. Police Services Board will be conducting public consultations via focus groups. They are identifying community stakeholders to participate. He advised that he will send the information to Steve Podolsky for a BIA to representative to attend. Their goal is to gather info to guide future delivery of police services in the community. There has been a change in legislation regarding off road vehicles. This will not immediately affect our municipality but City Staff will be reporting on it. Some high end property thefts have been reported and are being investigated.

Jim Garbutt inquired about procedures for handling anti-maskers. Chief advised that there are people who have legitimate medical exemptions but do not need to provide proof. The onus is on business employees to advise of the requirements, then make the choice of refusing service or offering an alternative form of service. Youth have been observed congregating at Old Mill Park, unmasked and in large groups. Officers are able to break up groups of more than 5.

6.2 - Council

Councillor O'Reilly updated on the parking on the corner of Peel & William. An agreement is still in place with owner for the lease of the adjacent building, and the space is not able to be used for public parking. An application came forward for William/Wellington development which is under review. Issues have been identified and sent back to be addressed. He also gave updates on residential planning applications. Councillor Dunn updated on the off-road vehicle task force. Many applications were received, and members were selected.

6.3 - Economic Development

Carlie Arbour updated. The Digital Service Squad is still in place, with Toby doing consultations virtually until mid-March, and webinars being conducted weekly. Words While We Wait initiative us underway and a call is out for submissions of poems. They will be paired with a member of Arts Council for visuals, and displayed at the bus shelters during National Poetry Month. The FarmFresh program is being refreshed. There is a new website, call for members and free memberships for businesses. The current Million Dollar Makeover intake is open and closes at the end of February. There have been challenges with getting quotes during stay-at-home orders. A spring intake will be announced with a deadline of May 31.

Rebecca Mustard informed the Board of the Rural Economic Development (RED) Grant request going to Council today. RED funded Downtown Revitalization projects in the past. 50% grants are available. Letters of support and partners are requested from community organizations to support a business & workforce attraction program, to include branding, media features, identifying local business ambassadors and community organizations to support welcoming new businesses and residents. Funding would be received May.

Moved By: Jim Garbutt

Seconded By: Councillor O'Reilly

Resolved: That the LDBIA compose a letter of support, promising \$2000 of in-kind support to the Economic Development's RED Funding application, for business and workforce attraction program.

Carried RBM2021-03

Sandra Falconer observed that municipal buildings have had no holiday decorations, and it would add a lot of festivity to the area if they did. Councillors O'Reilly and Dunn were in agreement. Rebecca Mustard will circulate our minutes to staff to advise that this is something we would like to see in the future.

7.0 - REPORTS -----

7.1 - Treasurer

Moved By: Laura LeMiere

Seconded By: Jim Garbutt

Resolved: That the Treasurer's Report of December 2020 be approved.

Carried RBM2021-04

7.2 - Marketing Committee

Moved By: Laura LeMiere

Seconded By: Steve Podolsky

Resolved: That the Marketing Committee Minutes of December 3rd and January 7th, 2021 be approved.

Carried RBM2021-05

7.3 - Beautification Committee

Moved By: Steve Podolsky

Seconded By: Laura LeMiere

Resolved: That the Beautification Committee Minutes of December 1st, 2020 be approved.

Carried RBM2021-06

7.4 - Parking Committee

Moved By: Steve Podolsky

Seconded By: Jim Garbutt

Resolved: That the Parking Committee Minutes of January 12th, 2021 be approved.

Carried RBM2021-07

7.5 - Advocacy Committee

Moved By: Steve Podolsky

Seconded By: Jim Garbutt

Resolved: That the Advocacy Committee Minutes of January 12th, 2021 be approved.

Carried RBM2021-08

7.6 - Chair / Vice Chair Update

Steve Podolsky updated. Steve Podolsky and Melissa McFarland will present the 2021 Budget to Council via Zoom next week. Signs were placed along the construction fending reminding passerby of the by-law requiring dog waste to be picked up. They will be attending a Trail Towns meeting following this meeting.

7.7 - Executive Director Update

Melissa McFarland updated. Meetings of the Economic Recovery Task Force, led by Economic Development and attended by herself and the 4 area Chambers of Commerce continue bi-weekly and prove to be an ongoing source of support. OBIAA Best Practices calls continue to be held twice a week and are a huge asset from a provincial perspective. Melissa McFarland did an interview with CHEX on January 14th regarding businesses operating with curbside pickup. To her knowledge, there has been no turnover in businesses in the past few weeks.

8.0 - CLOSED SESSION -----

Moved By: Councillor Dunn

Seconded By: Laura LeMiere

Resolved: That LDBIA Board of Directors moves to a Closed Session, for reason of 'personal matters about identifiable individuals'.

Carried RBM2021-09

8.1 - 2021 Staff Contracts

Closed Session Minutes Recorded.

Moved By: Laura LeMiere

Seconded By: Councillor Dunn

Resolved: That the LDBIA Board of Directors return to an Open Session.

Carried RBM2021-10

9.0 - NEXT MEETING -----

Thursday, February 25th, 2021

Time & Location TBD

10.0 - ADJOURNMENT -----

Moved By: Councillor Dunn

Seconded By: Laura LeMiere

Resolved: That the January 28th, 2021 meeting of the Board of Directors be adjourned at 9:58am.

Carried RBM2021-11



MINUTES

for the Regular Meeting of the Board of Directors

Thursday, February 25th, 2021

7:30am
via Zoom

EXECUTIVE

Chair | *Vacant*

Vice-Chair - Steve Podolsky | A&L Investments

Treasurer | *Vacant*

DIRECTORS

Sandra Falconer | Appleseed Quiltworks

Jim Garbutt | A Buy & Sell Shop

Matt Geraghty | Matty G Digital

Laura LeMiere | Boiling Over's Coffee Vault

Ann Scarlett | The Kent Florist

Councillor Pat Dunn | CKL Council

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LIAISONS

Carlie Arbour | CKL Economic Development

Chief Mark Mitchell | Kawartha Lakes Police Service

LINDSAY DOWNTOWN BUSINESS IMPROVEMENT ASSOCIATION

117 Kent Street West, Lindsay K9V 2Y5 | 705-324-7710 | hello@lindsaydowntown.ca

1.0 - CALL TO ORDER

Meeting Called to Order by the Chair: 7:33am

In Attendance: Steve Podolsky, Sandra Falconer, Jim Garbutt, Matt Geraghty, Laura LeMiere, Councillor Pat Dunn, Councillor Pat O'Reilly, Carlie Arbour,

Recording Secretary: Melissa McFarland

Guests: Wes Found

Late Arrivals: None

Early Departures: None

Regrets: Chief Mark Mitchell (Kirk Robertson attending), Ann Scarlett

Absent: None

2.0 - ADMINISTRATIVE BUSINESS -----

2.1 - Adoption of Agenda

Moved By: Councillor Dunn **Seconded By:** Laura LeMiere

Resolved: That the agenda be adopted as amended, to move 6.3 (Economic Development Update) prior to 5.0 (New Business). **Carried RBM2021-12**

2.2 - Declarations of Pecuniary Interest

2.3 - Adoption of Minutes

Moved By: Matt Geraghty **Seconded By:** Laura LeMiere

Resolved: That the Minutes of January 28th, 2021 be approved as circulated. **Carried RBM2021-13**

3.0 - DEPUTATIONS -----

None Scheduled

4.0 - CORRESPONDENCE -----

None Received

* AMENDED AGENDA ITEM -----

6.3 - Economic Development

Carlie Arbour updated on the successes of 2020. The most recent intake of the Million Dollar Makeover had 12 successful applications. Digital Main Street has the Service Squad working with 127 businesses, and the

transformation grant was accessed by 65 businesses, which put \$162K into area small businesses. The ShopHere program for online stores was taken advantage of by 42 businesses. The Shop Kawartha Lakes marketing campaign received good feedback from the businesses on the platforms, and the templates are still available.

Reconstruction projects in Lindsay and Fenelon Falls have given the opportunity for door to door business consultations from Economic Development and Engineering. The marketing campaign for Lindsay's reconstruction is in progress, and a video campaign underway with businesses are being produced. A new video will be launched per month with 4 businesses per video. Social media with #diggingdowntownlindsay will be circulated, and signage throughout the area will support pedestrian accessibility.

5.0 - NEW BUSINESS -----

5.1 - Downtown Reconstruction Updates

Steve Podolsky updated. Work on Kent Street was extended to Victoria Avenue due to lockdown. The BIA is still in frequent communication with Engineering & CIMA. He advised that any complaints should be brought to the BIA to direct to the appropriate parties. The BIA is working on keeping sidewalks open, better communication for closures and is advocating for a mid-block crossing when possible. Laura LeMiere advised that her customers haven't had complaints regarding access, but planters are still out and making the sidewalk even narrower. Steve Podolsky will follow up regarding their removal. Jim Garbutt inquired about the instances of store windows being cracked, and what the cause might be. Steve Podolsky advised that Engineering and CIMA are aware and working with New Alliance.

5.2 - COVID-19 Business Response

Melissa McFarland advised that she has been sending out frequent updates to the membership regarding the regulations for the current colour zones, grant availability and other information that is pertinent to businesses. The Marketing Committee has been working on an opening sign that businesses can use to communicate their hours and types of services to customers.

5.2 - 2021 Committee Structure

Recommendation: That the Parking Committee recommends to the Board of Directors that the Parking Committee and Advocacy Committee be consolidated into one Committee on a trial basis, under the temporary name 'Downtown Services Committee'.

Moved By: Laura LeMiere

Seconded By: Sandra Falconer

Resolved: That the LDBIA receive the above recommendation.

Carried RBM2021-14

Discussion was held regarding the logistics of the above recommendation. Jim Garbutt voiced concerns that consolidation may muddy the waters of the objectives of the committees, and that he was not in favour of the proposed name and that it might not be clear to the membership and general public what the committee would be trying to achieve. Sandra Falconer questioned if it was possible to dissolve committees under the constitution and Melissa McFarland advised that it wasn't in breach of the policy.

Moved By: Sandra Falconer

Seconded By: Laura LeMiere

Resolved: That the Parking Committee recommendation be approved on a trial basis, and that Terms of Reference and any further committee structure items be developed and agreed upon at the committee level, brought back to the Board of Directors for approval, and to be reviewed one year from now.

RECORDED VOTE	In Favour	Opposed	Abstain	Absent
Sandra Falconer	X			
Jim Garbutt	X			
Matt Geraghty	X			
Laura LeMiere	X			
Ann Scarlett				X
Councillor Dunn	X			
Councillor O'Reilly	X			
Steve Podolsky	X			

Carried RBM2021-15

6.0 - LIAISON UPDATES -----

6.1 - Police

Chief Mitchell sent regrets. Inspector Robertson updated. Community stakeholders meeting was held, and a survey is being circulated to the general public.

6.2 - Council

Councillor Dunn advised that the municipal budget has been passed with a 1.5% increase, and pandemic funding kept costs down. The BIA's requested increased for Beautification funding also passed. He is chairing the task force for off-road vehicles, and there will be a town hall in April.

O'Reilly updated that the Lindsay fair and International Plowing Match are attempting to go ahead with a revised format in the in fall, and the HKPR is working with them for planning.

7.0 - REPORTS -----

7.1 - Treasurer

Moved By: Laura LeMiere

Seconded By: Matt Geraghty

Resolved: That the Treasurer's Report of January 2021 be approved.

Carried RBM2021-16

7.2 - Marketing Committee

Moved By: Matt Geraghty

Seconded By: Laura LeMiere

Resolved: That the Marketing Committee Minutes of February 4th, 2021 be approved. Carried RBM2021-17

7.3 - Beautification Committee

No Minutes to Approve

7.4 - Parking Committee

Moved By: Steve Podolsky

Seconded By: Laura LeMiere

Resolved: That the Parking Committee Minutes of February 9th, 2021 be approved.

Carried RBM2021-18

Recommendation: That the Parking Committee recommends to the Board of Directors that correspondence be sent to Council with the recommendation that the maintenance of the downtown Municipal Parking Lots be assigned to the City of Kawartha Lakes Public Works Department, beginning in the 2021/2022 winter season, in order to ensure continuity of winter services.

Moved By: Sandra Falconer

Seconded By: Laura LeMiere

Resolved: That the LDBIA receive and approve the above recommendation, and Wayne English be instructed to draft the correspondence for Melissa McFarland to finalize and send.

Carried RBM2021-19

7.5 - Advocacy Committee

No Minutes to Approve

7.6 - Chair / Vice Chair Update

Steve Podolsky updated. The BIA's presented budget passed at Council. Discussion has been held about the status of the ValuMart lot, and we were advised that services to the lot are being installed in construction for future use. Questions have been raised about the property lines in M1, and Land Management at the City advised that we pay for a survey map through the Ontario Land Registry. Trail Towns is still proceeding, and additional businesses are being signed up through the program. Ryan Smith at Parks advised that the BIA logo will be planted in flowers at Memorial Park this year.

7.7 - Executive Director Update

Melissa McFarland updated. There have not been any business movements this month. She continues to attend OBIAA Best Practices calls, ERTF meetings with the Chamber and Economic Development, and the Kawartha Lakes Ecosystem Network calls.

8.0 - CLOSED SESSION -----

Moved By: Laura LeMiere

Seconded By: Matt Geraghty

Resolved: That LDBIA Board of Directors moves to a Closed Session, for reason of 'personal matters about identifiable individuals'.

Carried RBM2021-20

8.1 - 2021 Staff Contracts

Marketing & Events Coordinator - confidential minutes taken in Closed.

Moved By: Councillor Dunn

Seconded By: Matt Geraghty

Resolved: That the LDBIA Board of Directors return to an Open Session.

Carried RBM2021-21

9.0 - NEXT MEETING -----

Thursday, March 25th, 2021

7:30am

Hobart's Steakhouse

189 Kent Street West, Lindsay

10.0 - ADJOURNMENT -----

Moved By: Councillor Dunn

Seconded By: Laura LeMiere

Resolved: That the February 25th, 2021 meeting of the Board of Directors be adjourned at 9:58am.

Carried RBM2021-22



MINUTES

for the Regular Meeting of the Board of Directors

Thursday, March 25th, 2021
7:30am
Hobart's Restaurant, 189 Kent Street West

EXECUTIVE

Chair | *Vacant*

Vice-Chair - Steve Podolsky | A&L Investments

Treasurer | *Vacant*

DIRECTORS

Sandra Falconer | Appleseed Quiltworks

Jim Garbutt | A Buy & Sell Shop

Matt Geraghty | Matty G Digital

Laura LeMiere | Boiling Over's Coffee Vault

Ann Scarlett | The Kent Florist

Councillor Pat Dunn | CKL Council

Councillor Pat O'Reilly | CKL Council

LIAISONS

Carlie Arbour | CKL Economic Development

Chief Mark Mitchell | Kawartha Lakes Police Service

Meeting Called to Order by the Chair: 7:40am

In Attendance: Steve Podolsky, Sandra Falconer, Jim Garbutt, Matt Geraghty, Laura LeMiere, Councillor Pat Dunn, Councillor Pat O'Reilly, Ann Scarlett, Chief Mark Mitchell

Recording Secretary: Melissa McFarland

Guests: Wes Found

Late Arrivals: None

Early Departures: None

Regrets / Absent: Carlie Arbour

2.0 - ADMINISTRATIVE BUSINESS -----

2.1 - Adoption of Agenda

Moved By: Councillor Dunn **Seconded By:** Laura LeMiere

Resolved: That the agenda be adopted as circulated.

Carried RBM2021-23

2.2 - Declarations of Pecuniary Interest

2.3 - Adoption of Minutes

Moved By: Matt Geraghty **Seconded By:** Laura LeMiere

Resolved: That the Minutes of February 25th, 2021 be approved as circulated.

Carried RBM2021-24

3.0 - DEPUTATIONS -----

None Scheduled

4.0 - CORRESPONDENCE -----

4.1 - Received from Wes Found

Expression of Interest in joining the LDBIA Board of Directors.

Moved By: Sandra Falconer **Seconded By:** Jim Garbutt

Resolved: That the Board of Directors recommend to City of Kawartha Lakes Council that Wes Found, of Linborough Property Corporation, be made a Lindsay Downtown BIA Board Director. **Carried RBM2021-25**

5.0 - NEW BUSINESS -----

5.1 - Downtown Reconstruction Updates

Steve Podolsky updated. Discussions have been held with Engineering and CIMA about how

communications can be improved between New Alliance and the businesses, especially in regards to maintaining access to businesses. Laura LeMiere mentioned that there have been instances where the residential apartments have not been receiving notices about water shutoffs and outages.

Melissa McFarland updated on the reconstruction marketing campaign from the City. Signage for pedestrian wayfinding and vehicle gateways will be installed soon. Videos featuring businesses are in progress and one has been posted, but circulation has not been high. A direct link will be requested so that businesses can share to their own audiences via newsletters, etc.

Sandra Falconer inquired about a more confirmed target date for completion and Steve Podolsky will inquire and pass along any updates.

5.2 – COVID-19 Business Response

Steve Podolsky advised that the Ontario Small Business Support Grant was a budget item in the new Ontario budget, that a second intake will be available.

5.3 – Annual General Meeting

Melissa McFarland advised that while the AGM is typically held in January, lockdowns and gathering restrictions have made last year's format, of a Winter Social, impossible, and this is why it has been put off for the time being. However, because of the fact that the Board of Directors is still operating without an elected Chair, it would be advisable to hold the AGM in a virtual format in order to conduct elections and fulfill Municipal Act requirements. Discussion was held and it was agreed that the Board would conduct the meeting in person with the general membership invited to observe virtually. The meeting will be held at the beginning of May, and Matt Geraghty agreed to put together some ideas for a marketing presentation as an agenda item. Melissa McFarland will send out a survey to the membership to inquire if they would prefer a morning or evening meeting.

6.0 – LIAISON UPDATES -----

6.1 – Police

Chief Mitchell updated. Panhandlers are becoming prevalent in the warmer weather, and reports have been received that they may be targeting the senior population near the banks. Chief Mitchell advised that anyone is welcome to email or call if this is observed. The Public opinion survey is still open until next Wednesday, and gives the public opportunities to comment on what they would like to see for future service delivery.

6.2 – Council

Councillor Dunn updated on the Off-Road Vehicle task force. Recommendations will be going to council May 4th with suggested access points and routes.

Councillor O'Reilly updated on developments at Angeline / Orchard Park and adjacent to Wilson Fields. Land has just been purchased on the east side of Highway 36 for possible residential development.

6.3 – Economic Development

Carlie Arbour sent her update through Melissa McFarland, regarding Digital Main Street. 360° photos for Google listings are available with the Digital Service Squad, as well as an opportunity for one-on-one photography. The sign up can be accessed through Economic Development, and Melissa McFarland will include it in the next newsletter.

7.0 – REPORTS -----

7.1 – Treasurer

Moved By: Laura LeMiere

Seconded By: Councillor Dunn

Resolved: That the Treasurer’s Report of February 2021 be approved.

Carried RBM2021-26

7.2 – Marketing Committee

Moved By: Matt Geraghty

Seconded By: Laura LeMiere

Resolved: That the Marketing Committee Minutes of March 4th, 2021 be approved.

Carried RBM2021-27

7.3 – Beautification Committee

Moved By: Councillor Dunn

Seconded By: Steve Podolsky

Resolved: That the Beautification Committee Minutes of February 23rd, 2021 be approved.

Carried RBM2021-28

7.4 – Parking/Advocacy Committee

Moved By: Laura LeMiere

Seconded By: Matt Geraghty

Resolved: That the Parking/Advocacy Committee Minutes of March 9th, 2021 be approved.

Carried RBM2021-29

7.6 – Chair / Vice Chair Update

Steve Podolsky updated. He and Melissa McFarland were successful in redistributing the old holiday wreaths that no longer fit on the new lampposts, and avoided sending any to the landfill. Spring plantings have started with Hill’s Florist, who are willing to adapt to changing numbers and timelines as construction progresses.

Discussion was held regarding issues with residential garbage being placed into the street receptacles between pickup days, causing overflows and excess garbage. An enhanced level of pickup was proposed for City downtowns this summer, through the Downtown Revitalization Advisory Committee, but more permanent solutions may be necessary.

Moved By: Laura LeMiere

Seconded By: Jim Garbutt

Resolved: That the Board of Directors send correspondence to Council, requesting that a by-law be created that will require residential landlords in the downtown core to provide a refuse bin to their tenants.

Carried RBM2021-30

Steve Podolsky also gave an update on the service organization sign on Lindsay Street South, which is in disrepair. Rebecca Mustard has advised that it's Economic Development's responsibility and will likely be refurbished in the near future, as the City has completed a brand refresh and will be addressing signage.

7.7 - Executive Director Update

Melissa McFarland updated. Lindsay Bagg was hired in the role of Marketing & Events Coordinator and has been working with Matt Geraghty to learn the social media strategy and implement posts for the next few weeks. She will also be responsible for the business directory.

Discussion was held about expanding the fields of the business directory and Melissa McFarland advised that the Downtown Revitalization study has the expanded info, and is generally updated by their summer students annually - although this did not occur in 2020. She will follow up with Economic Development to inquire if this will be a targeted project in 2021 and how best this information could be utilized by the BIA. She also advised that OBIAA is investigating a software program to manage directories that could be used by all BIA's.

Melissa McFarland advised that the International Plowing Match and Lindsay Central Exhibition plan to go forward in the fall with reimagined formats to address gatherings and crowds.

8.0 - NEXT MEETING -----

Thursday, April 29th, 2021
7:30am
Hobart's Steakhouse
189 Kent Street West, Lindsay

9.0 - ADJOURNMENT -----

Moved By: Jim Garbutt

Seconded By: Sandra Falconer

Resolved: That the March 25th, 2021 meeting of the Board of Directors be adjourned at 8:49am.

Carried RBM2021-31



MINUTES

for the Regular Meeting of the Board of Directors

Thursday, April 29th, 2021

7:30am
via Zoom

EXECUTIVE

Chair | *Vacant*

Vice-Chair - Steve Podolsky | A&L Investments

Treasurer | *Vacant*

DIRECTORS

Sandra Falconer | Appleseed Quiltworks

Wes Found | Linborough Property Corp

Jim Garbutt | A Buy & Sell Shop

Matt Geraghty | Matty G Digital

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LIAISONS

Carlie Arbour | CKL Economic Development

Chief Mark Mitchell | Kawartha Lakes Police Service

LINDSAY DOWNTOWN BUSINESS IMPROVEMENT ASSOCIATION

117 Kent Street West, Lindsay K9V 2Y5 | 705-324-7710 | hello@lindsaydowntown.ca

Meeting Called to Order by the Chair: 7:35am

In Attendance: Steve Podolsky, Sandra Falconer, Jim Garbutt, Matt Geraghty, Laura LeMiere, Councillor Pat Dunn, Councillor Pat O'Reilly, Chief Mark Mitchell, Carlie Arbour

Recording Secretary: Melissa McFarland

Guests: None

Late Arrivals: None

Early Departures: None

Regrets / Absent: Wes Found, Ann Scarlett

2.0 - ADMINISTRATIVE BUSINESS -----

2.1 - Adoption of Agenda

Moved By: Matt Geraghty **Seconded By:** Councillor Dunn
Resolved: That the agenda be adopted as circulated. **Carried RBM2021-32**

2.2 - Declarations of Pecuniary Interest

2.3 - Adoption of Minutes

Moved By: Laura LeMiere **Seconded By:** Matt Geraghty
Resolved: That the Minutes of March 25th, 2021 be approved as circulated. **Carried RBM2021-33**

3.0 - DEPUTATIONS -----

None Scheduled

4.0 - CORRESPONDENCE -----

None Received

5.0 - NEW BUSINESS -----

5.1 - Downtown Reconstruction Updates

Steve Podolsky updated. New Alliance is currently pouring the base concrete for sidewalks, and constructing the planter boxes. Asphalt is planned for the first couple of weeks in May, weather permitting.

Discussion was held regarding the installation of the gray bricks surrounding 180 Kent Street, at the Town Hall building. Despite previous assurances from Engineering that all of the gray brick would be replaced with the Heritage Red brick, the current plan is to have only a standard sidewalk-sized strip of Heritage Red in front with the gray brick remaining up to the building. A letter was immediately sent to Juan Rojas with our concerns and recommendation that the Heritage Red pavers be installed in the entire area. Jim Garbutt will let the Heritage Committee know so that they may send their own correspondence if they wish.

It was noted that the Canada flags in front of the library are in poor condition. Steve Podolsky will notify Craig Shanks at Community Services to advise him of their condition.

5.2 – COVID-19 Business Response

Melissa McFarland continues to provide information to the membership regarding restrictions and programming. As restrictions are lifted, she will continue to research specifics and relay them to the downtown businesses.

5.3 – Annual General Meeting

Melissa McFarland advised that a survey was sent out following the March Board meeting to inquire about time preferences for the meeting to the membership, but only 3 replies were received – two of them Board members. She had planned to send it again, but a Stay-at-Home Order was issued as of April 8th, making the proposed format (with the Board members conducting in person and membership attending virtually) would not be possible for the beginning of May. Upon further research of Municipal Act Requirements through OBIAA, she discovered that AGM's are meant to occur following the receipt of the Audited Financial Statements, which typically would not occur until late spring or early summer. As of this date, the BIA's audited financials have not been received from the City – likely delayed due to Covid restrictions. She proposes that the AGM be scheduled for early fall, so that the audited financials and 2022 proposed budget be presented together, as is the practice for many other BIA's in the province.

Carlie Arbour suggested to bring the Clerk's Office in for a discussion on executive elections, and if they could be conducted outside of an AGM, as the Board is currently operating without an elected Chair.

Moved By: Councillor Dunn

Seconded By: Matt Geraghty

Resolved: That the Annual General Meeting be scheduled for early fall, upon receipt of the Audited Financial Statements, so that they may be presented, as well as the proposed 2022 Budget. **Carried RBM2021-34**

6.0 – LIAISON UPDATES -----

6.1 – Police

Chief Mitchell updated. There has been an increase in property crimes in the area. KLPS has allocated additional resources and increased presence in the downtown. He noted that if there are any observations or concerns, that they be reported to the Chief directly or through the online reporting system.

6.2 – Council

Councillor Dunn updated. Downtown Parking Strategy Stakeholders Update will be taking place on May 3rd. Steve Podolsky advised that he and Melissa McFarland will be attending and will bring back the findings of the presentation to the next Parking/Advocacy meeting. Councillor Dunn also advised that the Off-Road Vehicle Report will be coming to Council on May 4th.

Councillor O'Reilly gave updates from the Planning Meeting about new developments at Springdale Gardens and the area across from Wilson Fields.

6.3 – Economic Development

Carlie Arbour updated. The February intake of the Million Dollar Makeover had 5 eligible and approved applications, 2 of them in downtown Lindsay. The current intake is open now, closing at end of May. \$230K has been awarded since the first intake in 2019. The platform to address Culture in the City was approved for \$150K to support our cultural assets. The Downtown Revitalization Advisory Committee is has been meeting to look at 2021, as the original plans were launched in 2017, and the time frame was intended to be 5 years for implementation. Committees in each community will be taking a deep dive into their work plan to determine which projects were achieved, or still achievable, and high level projects that were to be addressed by the City will be looked at. Questions that will be discussed into the fall will include; what happens to Downtown Revitalization afterward in each community, and how the project might be applied to other commercial areas and towns in CKL.

Moved By: Councillor O'Reilly

Seconded By: Jim Garbutt

Resolved: That all above updates be received.

Carried RBM2021-35

7.0 – REPORTS -----

7.1 – Treasurer

Moved By: Laura LeMiere

Seconded By: Matt Geraghty

Resolved: That the Treasurer's Report of March 2021 be approved.

Carried RBM2021-36

7.2 – Marketing Committee

Moved By: Matt Geraghty

Seconded By: Sandra Falconer

Resolved: That the Marketing Committee Minutes of April 8th, 2021 be approved.

Carried RBM2021-37

7.3 – Beautification Committee

Moved By: Laura LeMiere

Seconded By: Sandra Falconer

Resolved: That the Beautification Committee Minutes of April 6th, 2021 be approved.

Carried RBM2021-38

7.4 – Parking/Advocacy Committee

Moved By: Laura LeMiere

Seconded By: Steve Podolsky

Resolved: That the Parking/Advocacy Committee Minutes of April 13th, 2021 be approved.

Carried RBM2021-39

7.6 – Chair / Vice Chair Update

Steve Podolsky updated. He advised that many of his items have already been covered in previous agenda items and conversations, but advised that due to lockdown restrictions, Aaron Sloan, the Manager of By-Law Enforcement has suspended the Community Liaison duties, and Wayne English accepted a temporary layoff. For the time being, parking is not being monitored and other issues will be addressed if necessary.

No update has been received on the new hardware and street furniture. The Farmers Market is slated to open on May 22nd. The Downtown Revitalization Advisory Committee elected a new Chair (Lynne Manning of Fenelon Falls) with himself as Vice-Chair.

7.7 - Executive Director Update

Melissa McFarland updated. There are several movements of businesses. Jolie Hair Studio is relocating from 3 Kent Street to Bobcaygeon. Thairapy is moving from its current location of 132 Kent Street into that location, and a women's clothing store is opening at 132. The owner of Millbrook Valley Chocolates is opening a second location in the former Fresh Fuell location at 146 Kent Street. Other moves have been rumoured but not yet confirmed. When appropriate, contacts have been made to each of these businesses to introduce the BIA, inform them of signage requirements and funding opportunities like the Million Dollar Makeover.

OBIAA is currently conducting a series of Professional Development Days through April & May, as this was the time the conference was originally scheduled for.

8.0 - NEXT MEETING -----

Thursday, May 27th, 2021
7:30am
Hobart's Steakhouse
189 Kent Street West, Lindsay
or via Zoom if required by lockdown restrictions

9.0 - ADJOURNMENT -----

Moved By: Laura LeMiere

Seconded By: Jim Garbutt

Resolved: That the April 29th, 2021 meeting of the Board of Directors be adjourned at 8:14am.

Carried RBM2021-40



MINUTES

for the Regular Meeting of the Board of Directors

Thursday, May 27th, 2021
7:30am
via Zoom

EXECUTIVE

Chair | *Vacant*

Vice-Chair - Steve Podolsky | A&L Investments

Treasurer | *Vacant*

DIRECTORS

Sandra Falconer | Appleseed Quiltworks

Wes Found | Linborough Property Corp

Jim Garbutt | A Buy & Sell Shop

Matt Geraghty | Matty G Digital

Laura LeMiere | Boiling Over's Coffee Vault

Ann Scarlett | The Kent Florist

Councillor Pat Dunn | CKL Council

Councillor Pat O'Reilly | CKL Council

LIAISONS

Carlie Arbour | CKL Economic Development

Chief Mark Mitchell | Kawartha Lakes Police Service

LINDSAY DOWNTOWN BUSINESS IMPROVEMENT ASSOCIATION

117 Kent Street West, Lindsay K9V 2Y5 | 705-324-7710 | hello@lindsaydowntown.ca

Meeting Called to Order by the Chair: 7:32am

In Attendance: Steve Podolsky, Sandra Falconer, Wes Found, Jim Garbutt, Matt Geraghty, Laura LeMiere, Councillor Pat Dunn, Councillor Pat O'Reilly, Ann Scarlett, Carlie Arbour

Recording Secretary: Melissa McFarland

Guests: None

Late Arrivals: Chief Mitchell (7:35am)

Early Departures: None

Regrets / Absent: None

2.0 - ADMINISTRATIVE BUSINESS -----

2.1 - Adoption of Agenda

Moved By: Jim Garbutt

Seconded By: Laura LeMiere

Resolved: That the agenda be adopted as circulated.

Carried RBM2021-41

2.2 - Declarations of Pecuniary Interest

2.3 - Adoption of Minutes

Moved By: Councillor Dunn

Seconded By: Wes Found

Resolved: That the Minutes of April 29th, 2021 be approved as circulated.

Carried RBM2021-42

3.0 - DEPUTATIONS -----

None Scheduled

4.0 - CORRESPONDENCE -----

None Received

5.0 - NEW BUSINESS -----

5.1 - Downtown Reconstruction Updates

Steve Podolsky updated. Phase 3 is moving along on schedule with New Alliance. HardCo is working on deficiencies in Phase 2 area, fixing tree pits, bricks, planters and tree replacement. The second coat of asphalt is scheduled for overnights on east end of Kent and Lindsay Streets June 2nd - 4th. There is no update on the issue of the gray brick surrounding the town hall building. There is no update from the Heritage Committee on this, but we're under the impression that the City and CIMA are costing the difference in material and labour of having this installed. There is no update on the installation of street furniture throughout the downtown - Engineering has advised that the issue with another department. Public Works has been contacted to request the installation of ashtrays, and the banner swap for summer. Discussion was held regarding weeding, and this will be discussed at next week's Beautification meeting.

5.2 – COVID-19 Business Response

Melissa McFarland continues to provide information to the membership regarding restrictions and programming. As restrictions are lifted, she will continue to research specifics and relay them to the downtown businesses. Laura LeMiere mentioned that there may be confusion among businesses in regards to calculating capacity limits, which will be necessary in the Step 1 of the provincial reopening plan. Melissa McFarland advised that she will look into the specific guidelines for how to calculate and will use some Board Director's' businesses as examples for how to determine capacity, and offer assistance to businesses who aren't clear. Sandra Falconer suggested that a free online system for booking appointments be relayed to businesses whose limited capacity limits may not allow them to fully open.

6.0 – LIAISON UPDATES -----

6.1 – Police

Chief Mitchell updated. Break-ins occurring in many commercial areas are being investigated. The 2020 annual report is available on website, and includes crime statistics and financials. Steve Podolsky inquired about the ongoing vandalism and property damage at Old Mill Park and Chief advised that he's aware and is trying to assign more patrols to this area, where he is able.

Jim Garbutt led a discussion regarding noisy exhaust systems on vehicles. Chief advised that they conduct targeted traffic initiatives monthly, and there was a focus on noisy vehicles last fall. Some vehicles come factory designed this way, and after market modifications need to be determined, but not all officers have that skill set, but can address it if that's the case and charge for offenses. KLPS will consider re-targeting this issue in future initiatives.

6.2 – Council

Councillor Dunn updated. They are moving forward with the Off-Road Vehicle recommendations on routes at the June 1st Committee of the Whole meeting. Councillor O'Reilly gave updates on planning. An application is in for expansion of Food Basics by 1000sq ft. Many residential developments are in progress in various stages of applications, including the Bromont Homes on Angeline Street North, the former Mason Homes development across from Wilson Fields, and another development even further north of that; Chadwin Drive, Adelaide Street North, and Logie Street; and a development east of highway 36.

6.3 – Economic Development

Carlie Arbour updated. We are celebrating Tourism Week with a social media blitz to promote upcoming tourism. The Trent Severn Waterway is opening tomorrow. EODF grants will be opening in July for business development and community Economic Development. Larger businesses can apply and community organizations. There has been a lot of regarding growth in the area, with young professionals from the GTA moving this way. The Communications team put together new webpage to introduce new business owners and young professionals moving to the area. The Million Dollar Makeover intake deadline is May 31st. There was an increase in inquiries in last couple months; quite a few in the downtown.

Moved By: Laura LeMiere

Seconded By: Matt Geraghty

Resolved: That all above updates be received.

Carried RBM2021-43

7.0 - REPORTS -----

7.1 - Treasurer

Moved By: Laura LeMiere

Seconded By: Wes Found

Resolved: That the Treasurer's Report of April 2021 be approved.

Carried RBM2021-44

7.2 - Marketing Committee

Marketing Chair Matt Geraghty gave an overview of the current committee initiatives and updated on projects and goals. In Digital Marketing, there is daily social media with an emphasis on business highlights, featuring businesses 2-1 in the construction area. Melissa McFarland has been working with the Lindsay Advocate to provide subsidized ads for downtown businesses with editorials. The committee launched social media templates for businesses to use, giving them resources to use quarterly. A successful Mother's Day contest was conducted, and another will be done for Father's Day in June, in Memoriam for Dan Burns. He advised that while previous to 2020, events were a prominent part of initiatives, there are professional concerns in promoting mass gatherings for a few more months. A Walking Tour is being developed that visitors can do on their own time, as an activity versus an event. It will be launching at the beginning of June. There are also standard processes being developed as a manual for running events. A partnership has been formed with a social media influencer account called @dinein519 to develop a dining blog for downtown under the new account of @dinein705.

Moved By: Laura LeMiere

Seconded By: Ann Scarlett

Resolved: That the April Marketing Summary, and Committee Minutes of May 6th, 2021 be approved.

Carried RBM2021-45

7.3 - Beautification Committee

Beautification Chair Steve Podolsky gave an overview of the current committee initiatives and updated on projects and goals. Planters, hanging baskets and improvement to #1 Kent Street are being done the first week of June. A plan is being setup for watering. Hardware and street furniture installations are being followed up on with Engineering. Hardware on lampposts in the construction zone are going up sooner than last year. The committee is looking into permanent planters for when construction is complete - additional temporary ones being purchased for this year. The new large built in planters are being installed with skateboarding deterrents. The committee is investigating an information kiosk for one of the mid-block bumpouts. Pre-fabricated options are not generally aesthetically pleasing, so custom options are being investigated. Funding is being investigated through RT08 and Trail Towns.

Wes Found noted that there should be opportunities to tie in the information kiosk with the proposed creation of wayfinding parking signage.

Jim Garbutt mentioned that there is likely a need for a community response to skateboarders, and providing a better venue for them.

Moved By: Wes Found

Seconded By: Laura LeMiere

Resolved: That the April Beautification Summary and Committee Minutes of May 4th, 2021 be approved.

Carried RBM2021-46

7.4 - Parking/Advocacy Committee

Parking/Advocacy Committee Member Steve Podolsky gave an overview of the current committee initiatives and updated on projects and goals, on behalf of Committee Chair, Charlie McDonald. Wayne English will return to the Community Liaison position on June 1st, after his layoff during the stay at home order. The Parking Study Report and Presentation will be going to Council at the Committee of the Whole meeting on June 1st, and Steve Podolsky and Charlie McDonald are scheduled to give a deputation and have submitted a report with the Parking/Advocacy Committee's comments on the recommendations, as well as to thank those involved for their hard work and ongoing inclusion of the BIA in their strategies.

Moved By: Laura LeMiere

Seconded By: Sandra Falconer

Resolved: That the April Parking/Advocacy Summary and Committee Minutes of May 11th, 2021 be approved.

Carried RBM2021-47

7.5 - Chair / Vice Chair Update

Steve Podolsky updated. He advised that all of his items have already been covered in previous agenda items and conversations.

7.6 - Executive Director Update

Melissa McFarland updated. There have been no major business movements in the downtown since the last meeting, but the couple mentioned in April are still in progress but possibly delayed by access to municipal services, such as permits.

The BIA was approved for the Canada Summer Jobs grant to hire a youth for 10 weeks. This position will be used to complete a project to overhaul the downtown directory and build a database of photos and logos. Wes Found advised that he would like to be involved in building database. Carlie Arbour advised that the Digital Main Street Service Squad completed many 360° videos for downtown businesses, which could potentially be added to the database. Carlie to follow up with the Service Squad to inquire if promised services were delivered.

8.0 - NEXT MEETING -----

Thursday, June 24th, 2021

7:30am

Hobart's Steakhouse

189 Kent Street West, Lindsay

or via Zoom if required by lockdown restrictions

9.0 - ADJOURNMENT -----

Moved By: Laura LeMiere

Seconded By: Jim Garbutt

Resolved: That the May 27th, 2021 meeting of the Board of Directors be adjourned at 8:59am.

Carried RBM2021-48



MINUTES

for the Regular Meeting of the Board of Directors

Thursday, June 24th, 2021
7:30am
Hobart's Steakhouse, 189 Kent Street West

EXECUTIVE

Chair | *Vacant*
Vice-Chair - Steve Podolsky | A&L Investments
Treasurer | *Vacant*

DIRECTORS

Sandra Falconer | Appleseed Quiltworks
Wes Found | Linborough Property Corp
Jim Garbutt | A Buy & Sell Shop
Matt Geraghty | Matty G Digital
Laura LeMiere | Boiling Over's Coffee Vault
Ann Scarlett | The Kent Florist
Councillor Pat Dunn | CKL Council
Councillor Pat O'Reilly | CKL Council

LIAISONS

Carlie Arbour | CKL Economic Development
Chief Mark Mitchell | Kawartha Lakes Police Service

Meeting Called to Order by the Chair: 7:37am

In Attendance: Steve Podolsky, Sandra Falconer, Jim Garbutt, Matt Geraghty, Laura LeMiere, ,
Councillor Pat O'Reilly, Chief Mark Mitchell

Recording Secretary: Melissa McFarland

Guests: None

Late Arrivals: None

Early Departures: Councillor O'Reilly (8:05am)

Regrets / Absent: Wes Found, Ann Scarlett, Councillor Pat Dunn, Carlie Arbour

2.0 - ADMINISTRATIVE BUSINESS -----

2.1 - Adoption of Agenda

Moved By: Jim Garbutt

Seconded By: Matt Geraghty

Resolved: That the agenda be adopted as circulated.

Carried RBM2021-49

2.2 - Declarations of Pecuniary Interest

2.3 - Adoption of Minutes

Moved By: Laura LeMiere

Seconded By: Matt Geraghty

Resolved: That the Minutes of May 27th, 2021 be approved as circulated.

Carried RBM2021-50

3.0 - DEPUTATIONS -----

None Scheduled

4.0 - CORRESPONDENCE -----

None Received

5.0 - NEW BUSINESS -----

5.1 - Downtown Reconstruction Updates

Steve Podolsky updated. Sidewalk pavers are under completion on the south side of Kent to Cambridge Street, and Cambridge Street North is completed. The south side of Kent Street should be next and begin shortly. The topic of street furniture is currently with the CAO's office and we're awaiting updates. It will be stressed to the City that if the furniture is going to be delayed, at the very least there will need to be garbage cans supplied temporarily. Plans for an information kiosk installed in the mid-block bumpout are proceeding and Councillor O'Reilly advised that it would be best to contact Juan Rojas at Engineering to begin the process of approvals. Ashtrays are needing to be re-installed but are missing from the Wellington Street depot, and Steve Podolsky is following up. Updates on the Phase II deficiencies were received from CIMA - HardCo is having issues with supply but will be finishing the tree pits, crosswalks, signage, and additional traffic painting will be completed as soon as possible.

Sandra Falconer inquired about the tree planting in the Phase III section, if they aren't being installed until the fall, then something should be placed in the pit to ensure there isn't a pedestrian tripping hazard. Visitors are also inquiring about the functionality the street lights at the Victoria & Kent, as the four way stop is making it difficult for pedestrians to cross.

Discussion was held about the ongoing topic of a skateboard and Chief Mitchell advised that he believes that Old Mill Park would be a good location. As it would be in proximity to the downtown, the BIA would be happy to support the initiative. The Community Safety & Well-Being Plan would be a good avenue to pursue.

Sandra Falconer brought forth a discussion regarding new plumbing installations in her building as a result of the reconstruction. It was noted that in the electrical installation, grounding is necessary to prevent fires from small appliances connected to it. The old infrastructure was copper connections to the buildings. The new infrastructure now has a different material to the copper pipe. The electrician believes that no building in the downtown is now grounded. Discussion was held about the best way to notify the membership to inform them of this, without causing panic. Engineering and CIMA will be consulted for the proper wording and full information obtained before any notice is sent.

5.2 - COVID-19 Business Response

Melissa McFarland updated. Information about the Step 1 openings (including the tools for calculating store capacity) was sent to all businesses. Step 2 information will be sent as well, as soon as the province announces the start date, which may be a few days early, ahead of the July 2nd target.

5.3 - Committee Terms of Reference

Due to the restructuring of the Parking/Advocacy committee, a new Terms of Reference was developed and presented to the Board for approval later in the meeting. Melissa McFarland suggested that this may be an ideal time for the other committees to review their Terms of Reference, as they were last updated in 2015.

Moved By: Laura LeMiere

Seconded By: Sandra Falconer

Resolved: That the Sub-Committees be directed to review and (if necessary) re-draft the Terms of Reference for that committee at their next meeting, to be brought to the Board for approval. **Carried RBM2021-51**

A review of the BIA's governing documents will be done before the AGM, to clarify the use of the term 'Committee' versus 'Sub-Committee'.

5.4 - Support for Future Events

Melissa McFarland brought forth an idea for initiative that would allow the BIA to run a grant program to provide support for local community organizations to execute the events in the downtown. The grant could be for both financial, administrative and marketing support, and would allow for an uptick in events in the downtown.

Moved By: Laura LeMiere

Seconded By: Jim Garbutt

Resolved: That the Board direct the Marketing Committee to submit a proposal for an Event Support program to be implemented in 2022. **Carried RBM2021-52**

6.0 - LIAISON UPDATES -----

6.1 - Police

Chief Mitchell updated. Public Consultation process is complete and has been sent to their Board. There are some recommendations concerning the downtown, and the findings are posted on the website. Chief advised that there has been an increase in crime and theft in the area. A partnership has been formed with Fourcast for some new programming to address social issues long term.

The Community Safety & Well Being Plan is underway and aims to be completed by the end of the year. They are focusing on four priority areas - poverty, youth, mental health and addictions. There will be community engagement sessions taking place later in the summer. Strategies are also being implemented to address cases of high re-offenses, and how best to support and rehabilitate the individuals with many repeat charges.

Discussion was held regarding the noisy vehicles (particularly motorcycles). The police have challenges with properly identifying vehicles that have been modified to be particularly loud and successfully following through on charges. If a threshold is met for 'stunt driving' the penalties are much more strict.

6.2 - Council

Councillor Dunn updated. Tribute Homes has purchased the two properties north of Colborne and 35N, and property on William Street North has also been purchased for residential development.

6.3 - Economic Development

No update.

Moved By: Sandra Falconer

Seconded By: Jim Garbutt

Resolved: That all above updates be received.

Carried RBM2021-53

7.0 - REPORTS -----

7.1 - Treasurer

Moved By: Laura LeMiere

Seconded By:

Resolved: That the Treasurer's Report of May 2021 be approved.

Carried RBM2021-54

7.2 - Marketing Committee

Marketing Chair Matt Geraghty gave an overview of the current committee initiatives and updated on projects and goals. Brand awareness is continuing on social media. The Walking Tour is live on the website and promotion of it will beginning at the end of the month. Handouts will be provided to businesses, and as well as in handouts being given out by the Chamber of Commerce at the Farmers Market on Saturdays. Dine in 705 is being implemented with the downtown restaurants.

Discussion was held about memorial dedicated items, and how the BIA may be able to honour influential members of the downtown. The Marketing Committee will discuss different ideas and opportunities.

Moved By: Sandra Falconer

Seconded By: Jim Garbutt

Resolved: That the June Marketing Summary, and Committee Minutes of June 3rd, 2021 be approved.

Carried RBM2021-55

7.3 – Beautification Committee

Beautification Chair Steve Podolsky gave an overview of the current committee initiatives and updated on projects and goals. Hanging baskets and planters are installed wherever possible. Lindsay Street South (from Russell to Kent), the addition of new lampposts and flowers really improved the area. The bumpout planter in front of the Olympia was planted by Hill's Florist with annuals, which will be removed and planted by the landscapers properly as part of the reconstruction plan. Memorial Park has the Downtown logo planted in the large flower bed in front of the train, courtesy of Parks. A new sign is in the process of being installed in Old Mill Park.

Discussion was held about the ongoing maintenance schedule, which will be discussed further at next week's Beautification meeting.

Moved By: Laura LeMiere

Seconded By: Sandra Falconer

Resolved: That the June Beautification Summary and Committee Minutes of June 1st, 2021 be approved.

Carried RBM2021-56

7.4 – Parking/Advocacy Committee

Parking/Advocacy Committee Member Steve Podolsky gave an overview of the current committee initiatives and updated on projects and goals, on behalf of Committee Chair, Charlie McDonald. Issues have been identified in Lot M1 with signage, permits and time limits, and some recommendations will be made to By-Law and Council for issuing permits and costs. Wayne English has returned to his duties. Public Works was contacted to weed in this lot, as it is their responsibility. Council did adopt the Parking Study report and presentation that was submitted by the IBI Group. Parking inventory and number of accessible spaces was discussed and being reviewed.

Moved By: Steve Podolsky

Seconded By: Laura LeMiere

Resolved: That the drafted Parking/Advocacy Terms of Reference be adopted.

Carried RBM2021-57

Moved By: Laura LeMiere

Seconded By: Matt Geraghty

Resolved: That the June Parking/Advocacy Summary and Committee Minutes of June 8th, 2021 be approved.

Carried RBM2021-58

7.5 – Chair / Vice Chair Update

Steve Podolsky updated. He advised that all of his items have already been covered in previous agenda items and conversations.

7.6 – Executive Director Update

Melissa McFarland updated. A new business, called The Doll House, a clothing boutique is set to open by

the weekend at 132 Kent Street. A meeting is taking place later today between herself, Economic Development, and a group of consultants completing a 'Film Feasibility Study' to discuss future filming opportunities in the downtown. The July issue of the Lindsay Advocate will be coming out shortly, and has a large feature on downtown with a written editorial.

8.0 - NEXT MEETING -----

Thursday, July 29th, 2021
7:30am
Hobart's Steakhouse
189 Kent Street West, Lindsay

9.0 - ADJOURNMENT -----

Moved By: Sandra Falconer

Seconded By: Jim Garbutt

Resolved: That the June 24th, 2021 meeting of the Board of Directors be adjourned at 9:15am.

Carried RBM2021-59



MINUTES

for the Regular Meeting of the Board of Directors

Thursday, August 26th, 2021
7:30am
Hobart's Steakhouse, 189 Kent Street West

EXECUTIVE

Chair | *Vacant*
Vice-Chair - Steve Podolsky | A&L Investments
Treasurer | *Vacant*

DIRECTORS

Sandra Falconer | Appleseed Quiltworks
Wes Found | Linborough Property Corp
Jim Garbutt | A Buy & Sell Shop
Matt Geraghty | Matty G Digital
Laura LeMiere | Boiling Over's Coffee Vault
Ann Scarlett | The Kent Florist
Councillor Pat Dunn | CKL Council
Councillor Pat O'Reilly | CKL Council

LIAISONS

Carlie Arbour | CKL Economic Development
Chief Mark Mitchell | Kawartha Lakes Police Service

Meeting Called to Order by the Chair: 7:37am

In Attendance: Steve Podolsky, Sandra Falconer, Wes Found, Jim Garbutt, Laura LeMiere, Councillor Pat Dunn, Chief Mark Mitchell

Recording Secretary: Melissa McFarland

Guests: Lindsay Bagg

Late Arrivals: None

Early Departures: Chief Mark Mitchell (8:23am), Councillor Pat Dunn (8:45am)

Regrets / Absent: Matt Geraghty, Carlie Arbour, Ann Scarlett, Councillor Pat O'Reilly

2.0 - ADMINISTRATIVE BUSINESS -----

Steve Podolsky informed the Board that Stacy Wood passed away on Wednesday, August 25th. The BIA had already scheduled some meal deliveries to the family, which will continue and the membership will be informed if and when other arrangements are made.

2.1 - Adoption of Agenda

Moved By: Laura LeMiere

Seconded By: Sandra Falconer

Resolved: That the agenda be adopted as circulated.

Carried RBM2021-60

2.2 - Declarations of Pecuniary Interest

2.3 - Adoption of Minutes

Moved By: Laura LeMiere

Seconded By: Sandra Falconer

Resolved: That the Minutes of June 24th, 2021 be approved as circulated.

Carried RBM2021-61

3.0 - DEPUTATIONS -----

None Scheduled

4.0 - CORRESPONDENCE -----

None Received

5.0 - NEW BUSINESS -----

5.1 - Downtown Reconstruction Updates

Steve Podolsky updated. Cambridge Street South is progressing more slowly than expected, with delays in concrete with curbs and sidewalk undermats, but should be more on track starting this week. Sandra Falconer expressed concerns with damage being done to properties that is not being addressed immediately, but being made to wait until the end of the construction project. Steve Podolsky advised that he will pass these comments on to Engineering and CIMA.

5.2 – COVID-19 Business Response

Melissa McFarland updated. Conversations are being held at all levels regarding labour and supply shortages that are affecting all types of businesses.

5.3 – Annual General Meeting

Melissa McFarland updated. She suggested the potential dates of Monday, October 3rd and Tuesday October 4th, pending availability from the Pie Eyed Monk, with a suggested start time of 6:00pm. The Pie Eyed Monk's upstairs capacity for social distancing is 81, which is approximately the number of attendees in 2019, so she is suggesting an RSVP system for invitees, with the suggestion that they bring no more than one person from their business with them. Taking place at this meeting will be approval of the audited financials from 2020, the proposed budget from 2022, and Executive Elections from the Board. The regularly scheduled September 30th Board meeting can be used to address any last minute details.

In order to give the Board sufficient time to address the 2022 Budget, a special meeting will be scheduled for 7:30am on Thursday, September 16th.

5.4 – Board Code of Conduct

Melissa McFarland updated on the item that was last discussed at the Board in July of 2020. Upon further clarification from the City Clerk, it was learned that the City of Kawartha Lakes Policy CP2020-001 Code of Conduct & Ethics for Members of Council and Local Boards policy fully covers the LDBIA. There is no need to pass this document or make any changes to suit us specifically. She suggests that the Board take the month of September to review the document and come prepared at the September meeting to sign off that they have read and understood the policy.

6.0 – LIAISON UPDATES -----

6.1 – Police

Chief Mitchell updated. Correspondence has been received from community members who have concerns regarding issues in the east of the downtown. To address some of these issues, he's considering holding a Town Hall type meeting for residents and stakeholders, and inquired if the BIA would like to be part of the process, and was advised that we would.

6.2 – Council

Councillor Dunn updated. The City is functioning well during Council's summer's hiatus. Calls from the community have increased and are being responded to. Public Works is doing a good job addressing issues. The ATV survey was completed and will be going to Council in September. The housing development at 68 Lindsay Street North continues to receive complaints, but the clientele were at high risk and the development was designed to address this particular group and he believes it is functioning as intended. Flato Developments is holding an information session later today at the Pie Eyed Monk to propose their plans for a future Lindsay development.

6.3 - Economic Development

Carlie Arbour sent her regrets, but passed along her update to Melissa McFarland. The Million Dollar Makeover program saw 17 applications in 2021, 3 within the BIA. Digital Transformation Grants are open for applications - \$2,500 for businesses. These are going fast, and would be great to see more Downtown businesses apply and be successful, to date no Lindsay BIA businesses have signed up for this new round of funding. The City has partnered with Lindsay Chamber of Commerce to establish a new Digital Service Squad, will be hiring 2 Squad members in September to help businesses with their online presence. Squad will meet with the Chambers + BIA at the biweekly meetings to collaborate. Kawartha Farmfest is back again this year, October 2, 2021. Tickets already available online at www.kawarthafarmfest.com. Downtown Revitalization community groups are going through the details of their action plans, completing a 5 year update and will be making recommendations to Council on the future of Downtown Revitalization. The BIA was a large part of the development of the plans, if there are ideas of what this program could look like in the future, please share with Carlie Arbour, or Steve Podolsky (DRAC Vice-Chair)

Moved By: Wes Found

Seconded By: Laura LeMiere

Resolved: That all above updates be received.

Carried RBM2021-62

7.0 - REPORTS -----

7.1 - Treasurer

Moved By: Laura LeMiere

Seconded By: Wes Found

Resolved: That the Treasurer's Report of July 2021 be approved.

Carried RBM2021-63

7.2 - Marketing Committee

Marketing Chair Matt Geraghty sent his regrets for the meeting, but Marketing & Events Coordinator Lindsay Bagg and Committee Member Laura LeMiere updated on current committee initiatives on his behalf. Lindsay Bagg advised that the Walking Tour launched in June. The social media is still in an experimental phase, finding what types of posts receive the most engagement. There is an event operating guide being developed to assist in operating various types of events and initiatives downtown. An update was given regarding the proposal that was made for an event support grant program and a trial will be run with a Harvest Walking Tour event leading up to Halloween, with a mock application provided to the committee. A Sidewalk Sale was organized for Saturday, August 7th, and was successful.

Moved By: Wes Found

Seconded By: Jim Garbutt

Resolved: That the August Marketing Summary, and Committee Minutes of July 8th and August 5th, 2021 be approved.

Carried RBM2021-64

7.3 - Beautification Committee

Beautification Chair Steve Podolsky gave an overview of the current committee initiatives and updated on projects and goals. The planting of the tree pits and large planters will take place in September as the weather cools. The line painting for the parking on Kent Street should have been completed already but to date, has not. Prior to the Sidewalk Sale, it was asked that cones be removed from the east end of Kent Street. Additional hardware was needed for the banner brackets, and zip ties are being installed to keep the

materials secure. Temporary garbage cans are being procured by Engineering so that there are receptacles downtown in the interim while permanent furniture is being sourced by the City. A brief discussion was held on sidewalk snow removal, and the responsibility of clearing the bumpouts. Melissa McFarland advised that it is intended that the City will take responsibility for these areas. Steve Podolsky advised that he was notified that extra brick will be procured in the Phase IV construction process to keep on hand for future replacement and repairs. Jim Garbutt brought up the ongoing topic of downtown maintenance, which is still being addressed at the committee level, and he requested that Wayne English be invited to the next Beautification Committee for his thoughts on the downtown in general, but specifically issues in the parking lots.

Moved By: Sandra Falconer

Seconded By: Wes Found

Resolved: That the August Beautification Summary and Committee Minutes of July 6th and August 3rd, 2021 be approved.

Carried RBM2021-65

7.4 - Parking/Advocacy Committee

Parking/Advocacy Committee Member Steve Podolsky gave an overview of the current committee initiatives and updated on projects and goals, on behalf of Committee Chair, Charlie McDonald. At Wes Found's suggestion, the Parking Committee will be reviewing the recommendations made in the Parking Study. Discussion was held regarding the database update project being undertaken this summer as part of the Canada Summer Jobs grant, and how this project could be expanded in the future with additional questions and data tools. Wes Found had several suggestions which will be addressed for future projects, and stressed that information regarding parking inventory would be invaluable. Sandra Falconer suggested that the Parking Committee look at conducting an interim survey to have this information provided to us. Steve Podolsky updated on the correspondence received from Laura LeMiere regarding misinformation being provided to downtown employees by By-Law staff about downtown parking. A letter was sent to the Manager of By-Law Enforcement, who asked for further clarification on the incident, and was provided that information. No further follow up has been received. Discussion was held about the issues brought forth in the spring regarding the grounding of properties (and lack thereof) that was revealed during reconstruction, and the topic will be brought back to the Advocacy Committee for them to advise on what information should be provided to the membership and how it should be worded.

Moved By: Laura LeMiere

Seconded By: Wes Found

Resolved: That the August Parking/Advocacy Summary and Committee Minutes of July 13th and August 10th, 2021 be approved.

Carried RBM2021-66

7.5 - Chair / Vice Chair Update

Steve Podolsky updated. He advised that all of his items have already been covered in previous agenda items and conversations.

7.6 - Executive Director Update

Melissa McFarland updated. The OBIAA Conference (postponed several times since Spring 2020) is scheduled for the last week of September in Hamilton. She will be attending, and one of the presenters on a panel discussing type of Parking Initiatives in downtowns. The database update project is going well and starting to wrap up, with updates now being made to the website and email lists. The BIA was made aware of

a skate park grant proposal being made from the Boys and Girls Club and wrote a letter of support. Letters of support have also been provided to an organization proposing improvements to Queens Square in front of the library, as well as for some additional landscaping items that may be able to be provided in the fourth phase of reconstruction.

8.0 - NEXT MEETING -----

Thursday, September 30th, 2021
7:30am
Hobart's Steakhouse
189 Kent Street West, Lindsay

9.0 - ADJOURNMENT -----

Moved By: Laura LeMiere

Seconded By: Sandra Falconer

Resolved: That the August 26th, 2021 meeting of the Board of Directors be adjourned at 9:12am.

Carried RBM2021-67



MINUTES

for the Regular Meeting of the Board of Directors

Friday, October 1st, 2021
7:30am
Hobart's Steakhouse, 189 Kent Street West

EXECUTIVE

Chair | *Vacant*
Vice-Chair - Steve Podolsky | A&L Investments
Treasurer | *Vacant*

DIRECTORS

Sandra Falconer | Appleseed Quiltworks
Wes Found | Linborough Property Corp
Jim Garbutt | A Buy & Sell Shop
Matt Geraghty | Matty G Digital
Laura LeMiere | Boiling Over's Coffee Vault
Ann Scarlett | The Kent Florist
Councillor Pat Dunn | CKL Council
Councillor Pat O'Reilly | CKL Council

LIAISONS

Carlie Arbour | CKL Economic Development
Chief Mark Mitchell | Kawartha Lakes Police Service

Meeting Called to Order by the Chair: 7:35am

In Attendance: Steve Podolsky, Sandra Falconer, Wes Found, Jim Garbutt, Laura LeMiere, Councillor Pat Dunn, Chief Mark Mitchell

Recording Secretary: Melissa McFarland
Guests: None
Late Arrivals: None
Early Departures: None
Regrets / Absent: Carlie Arbour, Ann Scarlett

2.0 - ADMINISTRATIVE BUSINESS -----

2.1 - Adoption of Agenda

Moved By: Laura LeMiere **Seconded By:** Councillor Dunn
Resolved: That the agenda be adopted as circulated. **Carried RBM2021-68**

2.2 - Declarations of Pecuniary Interest

2.3 - Adoption of Minutes

Moved By: Laura LeMiere **Seconded By:** Wes Found
Resolved: That the Minutes of August 26th, 2021 be approved as circulated. **Carried RBM2021-69**

3.0 - DEPUTATIONS -----

None Scheduled

4.0 - CORRESPONDENCE -----

4.1 - Received from Land Management Committee, re: Information Kiosk

The BIA's request to install an information kiosk on the south mid-block bumpout between William and Cambridge streets was denied due to snow removal concerns. It was advised that the BIA is welcome to make a deputation to Council if wanting to take the request further. The Board agreed to wait for the updated Signage Strategy to be released, and the address our needs in the future. It was advised that Wayfinding is on the radar for the City already.

5.0 - NEW BUSINESS -----

5.1 - Downtown Reconstruction Updates

Steve Podolsky updated. Trees are being installed. There was a drainage issue in front of Appleseed Quiltworks and Cathy Allan's with French drain - apparently concrete was poured into the drain, causing it to back up and create pools of water on the sidewalk. Engineering has a number of deficiencies on their radar. Cambridge Street has sidewalks installed, and paving could be next week.

Sandra Falconer requested that Engineering be reminded of the need for storefront cleanups due to oversprays of foam, paint and concrete.

Discussion was held about the logistics of William & York Street closures during the upcoming Phase IV reconstruction. The issue will be discussed at Beautification.

5.2 – COVID-19 Business Response

Melissa McFarland updated. Information regarding requirements for businesses to be checking vaccination records for patrons was circulated as received, and she continues to be in touch with the local Health Unit, Economic Development and area Chambers. Information on October electronic rollout will be provided as received.

5.3 – Annual General Meeting

Melissa McFarland updated. The Annual General Meeting was scheduled for Thursday, October 7th, and notification has been sent to the membership by in-person written notice the week of September 6th, as well as by email on September 9th, September 23rd and October 1st. Notices appeared in the Kawartha Lakes This Week on September 23rd and 30th.

Executive Elections will be conducted by the Board Members in attendance right before the meeting at 5:45pm, and Melissa McFarland asked that any nominations for Chair or Vice-Chair be provided to her prior to the meeting.

5.4 – Board Code of Conduct Signing

Melissa McFarland circulated the Code of Conduct summary sheets to be signed by each Board of Director.

5.5 – 2022 Budget Approval

Moved By: Laura LeMiere

Seconded By: Matt Geraghty

Resolved: That the Draft 2022 Budget be approved as circulated.

Carried RBM2021-70

6.0 – LIAISON UPDATES -----

6.1 – Police

Chief Mitchell reminded the Board of the October 14th Public Information Session on Safe Neighbourhoods. Representatives from the BIA will be in attendance and bring forth concerns from the membership as appropriate.

6.2 – Council

Councillor O'Reilly updated. Landscaping on the development behind Loblaws is progressing. The building will be a 200+ residential unit. The Wilson Fields site saw services installed in the past few weeks, and several hundred units have already been sold. The site of Arsenal property on Mary Street has sold, but no

development proposal has been received. The Flato Development proposal is expected to be coming to Council shortly. The Lindsay Exhibition was a success, even with the limitations of Covid-19 on the organization.

Councillor Dunn updated. He spoke to Public Works regarding sweeping in downtown parking lots – spoke, but it’s not high on their list of priorities at this time. He recommended that complaint calls continue from Community Liaison to get the request on the worklist.

6.3 – Economic Development

Carlie Arbour sent regrets.

Moved By: Wes Found

Seconded By: Sandra Falconer

Resolved: That all above updates be received.

Carried RBM2021-71

7.0 – REPORTS -----

7.1 – Treasurer

Moved By: Laura LeMiere

Seconded By: Wes Found

Resolved: That the Treasurer’s Report of August 2021 be approved.

Carried RBM2021-72

7.2 – Marketing Committee

Marketing Chair Matt Geraghty gave an overview on current committee initiatives and updated on projects and goals, including the Autumn Harvest Walking Tour and Saturday activities throughout October. The Holiday Passport will launch in November. Preparing for the AGM, the Marketing Committee will be drafting an overall marketing plan for the upcoming year.

Moved By: Laura LeMiere

Seconded By: Wes Found

Resolved: That the September Marketing Summary, and Committee Minutes of September 8th, 2021 be approved.

Carried RBM2021-73

7.3 – Beautification Committee

Beautification Chair Steve Podolsky gave an overview of the current committee initiatives and updated on projects and goals. Temporary garbage cans have been installed and ashtrays have been installed throughout the downtown, and more are on order.

Moved By: Councillor Dunn

Seconded By: Sandra Falconer

Resolved: That the September Beautification Summary and Committee Minutes of September 9th, 2021 be approved.

Carried RBM2021-74

7.4 - Parking/Advocacy Committee

Parking/Advocacy Committee Member Steve Podolsky gave an overview of the current committee initiatives and updated on projects and goals, on behalf of Committee Chair, Charlie McDonald. The committee is reviewing the recommendations stated in the Parking Study and will continue to do so. Steve Podolsky is continuing to follow up on having the parking line painting completed.

Moved By: Laura LeMiere

Seconded By: Councillor Dunn

Resolved: That the September Parking/Advocacy Summary and Committee Minutes of September 14th, 2021 be approved.

Carried RBM2021-75

7.5 - Chair / Vice Chair Update

Steve Podolsky updated. He advised that all of his items have already been covered in previous agenda items and conversations.

7.6 - Executive Director Update

Melissa McFarland updated. The OBIAA Conference took place from September 26th to 29th in Downtown Hamilton. Much of focus of this year's topics were on post-Covid recovery, issues surrounding homelessness, and other challenges facing Ontario downtowns. She presented on our Community Liaison parking program, as part of a larger discussion on how BIA's can take a more active and positive role in their downtown parking. Provide report on experience.

A new business, Thrive Coworking Community, is opening at 18 Kent Street West. Matt Geraghty will move to a regular Board Director position, leaving the space of Board Director who is a business owner outside of the downtown, open.

Discussion was held regarding best practices for collaborating and advertising businesses outside of the downtown area, such as in the Autumn Harvest Walking Tour, and Melissa McFarland will investigate such practices and if an MOU or agreement should be required in those circumstances.

8.0 - NEXT MEETING -----

Annual General Meeting
Thursday, October 7th, 2021
6:00pm
Pie Eyed Monk (Upstairs)
8 Cambridge Street North

Regular Board Meeting
Thursday, October 28th, 2021
7:30am
Hobart's Steakhouse
189 Kent Street West, Lindsay

9.0 - ADJOURNMENT -----

Moved By: Councillor O'Reilly

Seconded By: Matt Geraghty

Resolved: That the October 1st, 2021 meeting of the Board of Directors be adjourned at 8:44am.

Carried RBM2021-76



MINUTES

for the Regular Meeting of the Board of Directors

Thursday, October 28th
7:30am
Hobart's Steakhouse, 189 Kent Street West

EXECUTIVE

Chair - Steve Podolsky | A&L Investments
Vice-Chair - Matt Geraghty | Thrive Coworking Community
Treasurer | *Vacant*

DIRECTORS

Sandra Falconer | Appleseed Quiltworks
Wes Found | Linborough Property Corp.
Jim Garbutt | A Buy & Sell Shop
Laura LeMiere | Boiling Over's Coffee Vault
Ann Scarlett | The Kent Florist
Councillor Pat Dunn | CKL Council
Councillor Pat O'Reilly | CKL Council

LIAISONS

Carlie Arbour | CKL Economic Development
Chief Mark Mitchell | Kawartha Lakes Police Service

Jim Garbutt advised that there's still sidewalk deficiencies in the Phase I construction area near the Salvation Army. Steve Podolsky will investigate.

5.2 - COVID-19 Business Response

Melissa McFarland updated. Information on the reopening that targets Spring 2022 for all restrictions to be lifted, are being communicated to the membership as received.

5.3 - Board Appointments

Steve Podolsky advised that there is a need to appoint a Treasurer. Laura LeMiere volunteered, and will work with Melissa McFarland going forward on the Treasurer's Report monthly.

The position for Board Director (*One Business Resident, being a resident of Lindsay, who is an owner or operator of a business located outside the Business Improvement Area, but within the City - By-Law 2008-2122.02 / b / i*) has been vacant, and was advertised for members of the community to present an intention of interest for the role. Melissa McFarland presented letters of interest received from Lee Brennan, Brennan Design Co., and Alana Forsyth, Alana Maria Design Co., for the position.

Moved By: Laura LeMiere

Seconded By: Matt Geraghty

Resolved: That the Board of Directors moved to a Closed Session to discuss the proposed candidates.

Carried RBM2021-79

Moved By: Wes Found

Seconded By: Jim Garbutt

Resolved: That the Board of Directors return to an Open Session.

Carried RBM2021-80

Moved By: Laura LeMiere

Seconded By: Wes Found

Resolved: That a recommendation be made to City Council that Alana Forsyth be appointed to the Board of Directors.

Carried RBM2021-81

Moved By: Jim Garbutt

Seconded By: Councillor Dunn

Resolved: That a request be made to City Council that the above By-Law (2008-2122.02 / b / i) have the following change in wording: *One Business Resident, being both a resident and owner/operator of a business in the City of Kawartha Lakes, outside of the Lindsay Downtown Business Improvement Area.*

Carried RBM2021-82

6.0 - LIAISON UPDATES -----

6.1 - Police

Chief Mitchell updated. Steve Podolsky thanked him for conducting the Public Information Session on the 7th. The meeting was well received and the KLPS has been meeting to discuss the results and strategies moving forward, and if there is a need for future public meetings.

6.2 - Council

Councillor Dunn updated. Budget discussions are taking place. The ATV route issue will be taken to Council for an official By-Law change in November.

6.3 – Economic Development

Carlie Arbour sent regrets, but provided an Economic Development update to Melissa McFarland.

The Kawartha Lakes Digital Service Squad has been back and hitting the streets to help businesses with their digital transformations. The Squad is comprised of two local young professionals, Dylan Tamlin and Daren Jaglall. They've been doing a lot of door-to-door introductions, so expect to see them in the downtown frequently. They are helping businesses with their Digital Transformation Plans to apply for the \$2,500 grant through OBIAA. The application deadline has been extended into November.

The Downtown Revitalization Committee is working on a Framework for what the supports for Downtowns look like in the future and what a Kawartha Lakes Downtown Revitalization "2.0" looks like – for anyone who has an interest to discuss, reach out to me, or Steve as the Co-Chair to provide input.

Requesting feedback from Board: uptake in the DMS grants has been slow. It's been available to Downtown businesses now 3 times, what are the hesitations to apply? The Board has advised that they believe there's possible issues with communications to the businesses to advise them that the grant now takes less time to complete than previously, and if they're eligible for reapplication. They also advised that it would be valuable to provide ideas for possible transformations and examples of types of successful applications. There also may be issues with labour shortages and time of year.

Moved By: Laura LeMiere

Seconded By: Matt Geraghty

Resolved: That all above updates be received.

Carried RBM2021-83

7.0 – REPORTS -----

7.1 – Treasurer

Moved By: Matt Geraghty

Seconded By: Councillor Dunn

Resolved: That the Treasurer's Report of September 2021 be approved.

Carried RBM2021-84

7.2 – Marketing Committee

Marketing Chair Matt Geraghty gave an overview on current committee initiatives and updated on projects and goals. The Committee is coming into the last weekend of the Autumn Harvest Walking Tour, with events happening each weekend through October. The Committee is moving into the Holiday Passport program, launching November 19th.

Moved By: Wes Found

Seconded By: Jim Garbutt

Resolved: That the October Marketing Summary, and Committee Minutes of September 30th, 2021 be approved.

Carried RBM2021-85

7.3 – Beautification Committee

Beautification Chair Steve Podolsky gave an overview of the current committee initiatives and updated on projects and goals. Brian English has been working hard to keep the downtown tidy several days a week. The holiday season is approaching and the Committee is working on procuring a tree and a location for this year, as the ValuMart lot may not be available. Craig Shanks will advise if we will be permitted to use the corner in front of Town Hall.

Moved By: Laura LeMiere

Seconded By: Wes Found

Resolved: That the October Beautification Summary and Committee Minutes of October 5th, 2021 be approved.

Carried RBM2021-86

7.4 - Parking/Advocacy Committee

Parking/Advocacy Committee Member Steve Podolsky gave an overview of the current committee initiatives and updated on projects and goals, on behalf of Committee Chair, Charlie McDonald. All items from that particular meeting have been covered or are being addressed. Jim Garbutt raised his concern that a rendering for the design of Phase IV construction has not been obtained or circulated.

Moved By: Laura LeMiere

Seconded By: Wes Found

Resolved: That the October Parking/Advocacy Summary and Committee Minutes of October 12th, 2021 be approved.

Carried RBM2021-87

7.5 - Chair / Vice Chair Update

Steve Podolsky updated. He and Melissa McFarland presented their budget to Council on Tuesday the 26th. Performance evaluations and contract information will be provided to the Board with the November agenda package for decisions to be made on staff contracts at that meeting.

7.6 - Executive Director Update

Melissa McFarland updated. Grant applications for the Community Partnership & Development Fund, and Legacy C.H.E.S.T. Fund have been submitted.

Discussion was held about Parking Enforcement and possibly expanded the enforcement times. The issue will be taken back to the Parking/Advocacy Committee for discussion.

8.0 - NEXT MEETING -----

Thursday, November 25th, 2021

7:30am

Hobart's Steakhouse

189 Kent Street West, Lindsay

9.0 - ADJOURNMENT -----

Moved By: Laura LeMiere

Seconded By: Wes Found

Resolved: That the October 28th, 2021 meeting of the Board of Directors be adjourned at 9:17am.

Carried RBM2021-88



MINUTES

for the Regular Meeting of the Board of Directors

Thursday, November 25th, 2021
7:30am
Hobart's Steakhouse, 189 Kent Street West

EXECUTIVE

Chair - Steve Podolsky | A&L Investments
Vice-Chair - Matt Geraghty | Thrive Coworking Community
Treasurer - Laura LeMiere | Boiling Over's Coffee Vault

DIRECTORS

Sandra Falconer | Appleseed Quiltworks
Alana Forsyth | Alana Maria Photography
Wes Found | Linborough Property Corp.
Jim Garbutt | A Buy & Sell Shop
Ann Scarlett | The Kent Florist
Councillor Pat Dunn | CKL Council
Councillor Pat O'Reilly | CKL Council

LIAISONS

Carlie Arbour | CKL Economic Development
Chief Mark Mitchell | Kawartha Lakes Police Service

Meeting Called to Order by the Chair: 7:34am

In Attendance: Steve Podolsky, Matt Geraghty, Laura LeMiere, Sandra Falconer, Alana Forsyth, Wes Found, Jim Garbutt, Councillor Pat Dunn, Councillor Pat O'Reilly

Recording Secretary: Melissa McFarland

Guests: None

Late Arrivals: Chief Mitchell (7:40am)

Early Departures: Chief Mitchell (8:20am)

Regrets / Absent: Ann Scarlett, Carlie Arbour

2.0 - ADMINISTRATIVE BUSINESS -----

Steve Podolsky welcomed Alana Forsyth to the Board of Directors.

2.1 - Adoption of Agenda

Moved By: Councillor Dunn

Seconded By: Matt Geraghty

Resolved: That the agenda be adopted as circulated.

Carried RBM2021-89

2.2 - Declarations of Pecuniary Interest

2.3 - Adoption of Minutes

Moved By: Laura LeMiere

Seconded By: Jim Garbutt

Resolved: That the Minutes of October 28th, 2021 be approved as circulated.

Carried RBM2021-90

3.0 - DEPUTATIONS -----

None Scheduled

4.0 - CORRESPONDENCE -----

None Received

5.0 - NEW BUSINESS -----

5.1 - Downtown Reconstruction Updates

Steve Podolsky updated. Hydro One has been scheduled the last couple of weeks to resume power to the street lights in the Phase III construction area, as well as the traffic lights at Cambridge Street and Kent Street. To date, this has not yet been completed. Installation of the tree pit mulch mats was completed.

Discussion was held about the loss of parallel parking spaces on Cambridge Street South. Dr. Stone and Corner Bites have indicated that they are not happy with the loss of these spaces that have been relocated to Cambridge Street North. Engineering is maintaining that the PIC's showed spaces this way and the opportunity to raise concerns should have been done at this time. The BIA will analyze the traffic patterns in this area over winter, and if necessary, advocate for a change to the layout during the second layer of asphalt.

Sandra Falconer advised that the bench seat on mid-block planter on the north side wasn't installed due to damage to the planter and inquired if this can be completed. Steve Podolsky will follow up.

6.0 - LIAISON UPDATES -----

6.1 - Police

Steve Podolsky offered his condolences to the Chief on the loss of Officer Broderick. The Chief advised that there are no updates directly affecting downtown.

6.2 - Council

Councillor Dunn advised that Council is conducting approvals of the 2022 budget. The BIA's CHEST Fund application for new planters was approved by the committee and is just waiting on Council approval. Councillor O'Reilly updated on new residential and commercial developments.

6.3 - Economic Development

No update received.

7.0 - REPORTS -----

7.1 - Treasurer

Moved By: Matt Geraghty

Seconded By: Laura LeMiere

Resolved: That the Treasurer's Report of October 2021 be approved.

Carried RBM2021-91

7.2 - Marketing Committee

Marketing Chair Matt Geraghty gave an overview on current committee initiatives and updated on projects and goals. The Holiday Passport was launched, and the Tree Lighting Ceremony conducted on November 19th. The Marketing Committee will be focusing their December meeting on strategies for 2022, as well as general planning for events for the year. This should offer opportunity for the BIA to apply for event grants.

Sandra Falconer suggested that the BIA consider an entry into the Merry & Bright Festival at the LEX. The deadline for entries is Friday the 26th.

Moved By: Laura LeMiere

Seconded By: Wes Found

Resolved: That the November Marketing Summary, and Committee Minutes of November 4th, 2021 be approved.

Carried RBM2021-92

7.3 - Beautification Committee

Beautification Chair Steve Podolsky gave an overview of the current committee initiatives and updated on projects and goals. Entrance sign panels were changed, but the panels on the Angeline Street South were stolen, likely during fair week. The Kent Florist was able to install the winter greenery planters after Hill's wasn't able to do both the baskets and planters. The Christmas Tree was donated by Potash Creek Farms and successfully set up in front of Town Hall. Decorations were installed in the bumpout planters.

Moved By: Matt Geraghty

Seconded By: Councillor Dunn

Resolved: That the November Beautification Summary and Committee Minutes of November 2nd, 2021 be approved.

Carried RBM2021-93

7.4 - Parking/Advocacy Committee

Parking/Advocacy Committee Member Steve Podolsky gave an overview of the current committee initiatives and updated on projects and goals, on behalf of Committee Chair, Charlie McDonald. The new employee in the Community Liaison position did not work out and the position has been posted and potential candidates will be reviewed. Jim Garbutt raised concerns with gaps in service that will continue and Wes Found outlined his thoughts on the type of service that should be provided by the downtown in order to maximize visitor experience. Snow removal is being addressed and Melissa McFarland has prepared an email to go to the membership reminding them of their obligations. Wayne English has been addressing the issues with crosswalk walk signals.

Moved By: Laura LeMiere

Seconded By: Wes Found

Resolved: That the November Parking/Advocacy Summary and Committee Minutes of November 9th, 2021 be approved.

Carried RBM2021-94

7.5 - Chair / Vice Chair Update

Steve Podolsky updated. Most of his items have been covered in previous agenda items, but he and Melissa McFarland have a call later today with Economic Development about the My Main Street Community Activator grant.

Matt Geraghty advised that he's feeling very positive about the new business additions to the downtown and what they'll bring to the community.

7.6 - Executive Director Update

Melissa McFarland updated. New businesses that have recently opened include Oh So Sourdough, a bakery on Cambridge Street North, and Needful Things, a thrift store on Cambridge Street South. The Coach and Horses has joined as an Associate Member, and the full program will resume in January with renewals and canvassing being conducted. The new office space at 7 York Street South is under renovation and coming along well. The 'Lovin' Local Kawartha Lakes & Haliburton' campaign through the area Chambers of Commerce is underway, with the website being developed, photography and videography being done, with a focus on 'meet the owners' features. The Lindsay Chamber was able to direct some of their funding towards the BIA's Holiday Passport program.

8.0 - CLOSED SESSION -----

Moved By: Councillor Dunn

Seconded By: Laura LeMiere

Resolved: That the Board of Directors move into a Closed Session, due to the discussion of 'identifiable individuals'.

Carried RBM2021-95

8.1 - 2021 Staff Evaluations

8.2 - 2022 Staff Contracts

Moved By: Laura LeMiere

Seconded By: Matt Geraghty

Resolved: That the Board of Directors exit the Closed Session, and move back into the Open Session.

Carried RBM2021-96

Moved By: Matt Geraghty

Seconded By: Sandra Falconer

Resolved: That all resolutions adopted in the Closed Session be approved, and the Minutes of Closed Session be kept on record, in a secure location.

Carried RBM2021-97

Following the Closed Session, the following motion was made in the Open Session:

Moved By: Sandra Falconer

Seconded By: Laura LeMiere

Resolved: That a committee be formed to create a formal job description for the Executive Director position.

Carried RBM2021-98

9.0 - NEXT MEETING -----

Thursday, January 27th, 2021

7:30am

Location TBA

9.0 - ADJOURNMENT -----

Moved By: Laura LeMiere

Seconded By: Matt Geraghty

Resolved: That the November 25th, 2021 meeting of the Board of Directors be adjourned at 9:45am.

Carried RBM2021-99



MINUTES

for the Meeting of the Beautification Committee

Thursday, February 23rd, 2021
8:00am
Century Theatre, 141 Kent Street West, Lindsay

CHAIR

Steve Podolsky | A&L Investments

VOTING MEMBERS

Darlene Algire | Houghton Creek

Jim Garbutt | A Buy & Sell Shop

Sandra Falconer | Appleseed Quiltworks

Councillor Pat Dunn | CKL Council

LIAISONS

Ryan Smith | CKL Parks

Discussion was held regarding providing plantings for York Street North and South - this will be addressed upon completion of the 2022 construction.

The committee agreed that planters will be procured for each storefront at a minimum, with the option given to businesses to purchase additional, and numbers given to the provider. The business will purchase the planter and the BIA will be responsible for the ongoing material and maintenance.

Plantings will be done around the sign at #1 Kent.

5.2 - Reconstruction Items

Discussion was held regarding the status of the Reid's / Valu-Mart parkette. Steve Podolsky will discuss with Corby Purdy the status of the area and status of installed services. A suggestion was made that the BIA procure a camera for photography projects, including better documentation of the construction process. Discussion was held regarding furniture. Melissa McFarland advised that she has requested to Engineering that the BIA be involved in the actual placement once available. She will ask Carlie Arbour if there is an update. Jim Garbutt advised that he would like a gum removal machine to be investigated for maintenance of the new sidewalks. Discussion was held about the bumpout plantings. The understanding is that HardCo will be coming back.

5.3 - Other Items

Steve Podolsky advised that Ryan Smith and his team will be planting the BIA logo in the flower beds at Memorial Park. Steve Podolsky and Melissa McFarland met with Ryan Smith regarding the old wreaths. They were offered for taking through a BIA newsletter and OBIAA, and there has been one taker so far. Pickups will be coordinated, and the rest taken to the landfill.

Sandra Falconer advised that the accessibility of the opening in the guardrail in the M1 parking lot which is not easily identified in the snow. Information will be passed along to Wayne English, and improved signage for accessibility to the back entrances and access to the main street, will be discussed at the next Parking meeting.

6.0 - NEXT MEETING -----

Tuesday, April 6th, 2021
8:00am
Century Theatre
141 Kent Street West, Lindsay

7.0 - ADJOURNMENT -----

Moved By: Jim Garbutt

Seconded By: Sandra Falconer

Resolved: That the February 23rd, 2021 meeting of the Marketing Committee be adjourned at 9:28am

Carried BC2021-03



MINUTES

for the Meeting of the Beautification Committee

Tuesday, April 6th, 2021
8:00am
Century Theatre, 141 Kent Street West, Lindsay / via Zoom

CHAIR

Steve Podolsky | A&L Investments

VOTING MEMBERS

Darlene Algire | Houghton Creek

Jim Garbutt | A Buy & Sell Shop

Sandra Falconer | Appleseed Quiltworks

Councillor Pat Dunn | CKL Council

LIAISONS

Ryan Smith | CKL Parks

Discussion was held regarding planters/urns. Ann Scarlett at the Kent Florist purchased urns for her own business that fit the style and material (polyresin) that the committee was anticipating may be the ideal product for downtown. The cost per was approximately \$200 a piece, but may be able to be discounted with volume. Steve Podolsky will follow up regarding the distributor.

5.2 - Reconstruction Items

Discussion was held regarding completion timelines and milestones and Corby Purdy from Engineering has advised that he has requested a high-level schedule from New Alliance and will forward it to us when received.

An update was provided on the Reid's lot - services were installed to the edge of the property, and the status of the area is still with realty services at the City. Juan Rojas advised that he has thoughts about utilization of the area, but nothing can proceed until the City fully owns the property.

Temporary lighting has been installed at the intersections, but not in the main stretch of the construction area, making it very dark. Steve Podolsky will inquire with CIMA, citing safety and vandalism concerns. There appears to be an increase in incidents downtown and Melissa McFarland will send out the KLPS online reporting system to the membership as a reminder to document incidents.

No update has been received on the installation of street furniture. Another inquiry will be made to Engineering about the ETA of installation of new benches and garbage cans in the completed section of Kent, and the rest of downtown.

5.3 - Other Items

At the March 25th Board Meeting, discussion was held about issues regarding garbage generated by residential tenants, being placed in public garbage cans, causing issues with excess garbage. A request was sent to Council for a by-law to be created that requires property owners to provide a bin for their residential tenants. Nikki Payne at Waste Management advised that their staff can provide assistance with excess garbage, and she has been advised of the ongoing issues at #1-3 Kent Street West.

There have been ongoing issues with banners coming off the lampposts. Evidently, the new hardware for the banners has thinner poles than the previous ones, causing the banners to slide off in the wind. New banners will need to be procured, likely for 2022, and they will have the correct loop measurement. In the meantime, we can investigate some sort of stopper for the end.

A discussion was held about patios. Melissa McFarland advised that she has had conversations with Economic Development and Engineering regarding this year's patios. Permits still need to be obtained but fees will be waived. It was advised that businesses would like some flexibility with how their patios are set out, due to construction and Covid-19 and has been assured that the businesses, while still being required to submit permit applications and schematics, will be granted some flexibility. Businesses may be permitted to use municipal spaces for additional patio space, but this will be granted on a case-by-case basis, and will be reviewed as Covid-19 restrictions are added or lifted throughout the summer season.

6.0 - NEXT MEETING -----

Tuesday, May 4th, 2021

8:00am

Century Theatre

141 Kent Street West, Lindsay

7.0 - ADJOURNMENT -----

Moved By: Sandra Falconer

Seconded By: Melissa McFarland

Resolved: That the April 6th, 2021 meeting of the Marketing Committee be adjourned at 9:24am.

Carried BC2021-06



MINUTES

for the Meeting of the Beautification Committee

Tuesday, May 4th, 2021
8:00am
via Zoom

CHAIR

Steve Podolsky | A&L Investments

VOTING MEMBERS

Darlene Algire | Houghton Creek

Jim Garbutt | A Buy & Sell Shop

Sandra Falconer | Appleseed Quiltworks

Councillor Pat Dunn | CKL Council

LIAISONS

Ryan Smith | CKL Parks

Meeting Called to Order by the Chair: 8:04am

In Attendance: Steve Podolsky, Darlene Algire, Jim Garbutt, Sandra Falconer

Recording Secretary: Melissa McFarland

Guests: None

Late Arrivals: None

Early Departures: None

Regrets: None

Absent: Councillor Pat Dunn, Ryan Smith

2.0 - ADMINISTRATIVE BUSINESS -----

2.1 - Adoption of Agenda

Moved By: Jim Garbutt

Seconded By: Darlene Algire

Resolved: That the agenda be adopted as circulated.

Carried BC2021-07

2.2 - Declarations of Pecuniary Interest

None Declared

2.3 - Adoption of Minutes

Moved By: Sandra Falconer

Seconded By: Jim Garbutt

Resolved: That the Minutes of April 6th, 2021 be approved as circulated.

Carried BC2021-08

3.0 - DEPUTATIONS -----

None Scheduled

4.0 - CORRESPONDENCE -----

None Received

5.0 - NEW BUSINESS -----

5.1 - 2021 Planters Hanging Baskets

No major update. Steve Podolsky advised that it appears that the new lampposts are being installed, and will follow up to ensure that the brackets are installed in due course so that the baskets can go up as soon as possible in the new area. Steve Podolsky also updated on the planter urns that were observed at the Kent Florist, but was unable to determine a supplier, so this item is still being explored.

Discussion was held regarding preparing a RFP for planters, specifying needs for permanent planters, to send to street furniture companies for delivery for next spring. Melissa McFarland and Sandra Falconer will begin to draft some specifications.

Discussion was held about the banners, their material, and how they ones purchased in 2015 didn't wear as well as the ones previous to that. Future banners will be procured from actual banner companies. Legacy C.H.E.S.T Fund grants will be applied for in the fall for banners and planters.

Sandra Falconer asked for an update from Hill's Florist regarding spring/summer baskets and planters. Melissa McFarland will send an email to Roger Hill for a status update.

5.2 - Reconstruction Items

Discussion was held regarding patios and fencing. Restaurants are being granted extended patio areas in municipal lots upon restrictions being lifted.

A suggestion was made for the Marketing Committee to look at providing parking maps as businesses reopen, to provide visitors with information on where to park and how to access those areas.

Jim Garbutt inquired if the City is committing to supply of replacement sidewalk pavers, and if they will ensure budget is available to keep stockpile for the future. Steve Podolsky will forward the inquiry to the City and CIMA.

Steve Podolsky updated on the Town Hall gray brick issue. A letter was sent to Engineering, requesting that this area be reconsidered to have the matching red pavers. There is a department head meeting on Wednesday where this may be discussed. Juan Rojas has advised that it is Community Services' area, and a follow up letter will also be sent to Craig Shanks, but their 2021 budget already spoken for.

5.3 - Directory Signage

Steve Podolsky updated on the concept of a directory / information kiosk to be installed in the mid-block bumpout on the south side of Kent Street. Discussion was held about various styles.

Moved By: Sandra Falconer

Seconded By: Darlene Algire

Resolved: That the costs and logistics of a directory / information kiosk be investigated. **Carried BC2021-09**

Steve Podolsky updated on the Old Mill Park signage. The plexiglass panel has been vandalised so many times that the City has simply removed it and left a vacant opening in the sign. He suggested that we add solid panel in, and hope it doesn't get vandalized. If this is not successful, advise that the sign be removed permanently. Vandalism is prevalent in Old Mill / McDonnell Park area - Steve will reach out to Chief Mitchell to advise him of this, and request that additional attention and patrols be given to this area.

Moved By: Darlene Algire

Seconded By: Jim Garbutt

Resolved: That a sign panel with downtown information be installed at Old Mill Park. **Carried BC2021-10**

5.4 - Garbage Issues

Steve advised that the correspondence was sent to Council regarding the Board's recommendation that property owners be required to provide refuse bins for their residential tenants was received, and referred to staff to bring back recommendations for Q3.

Jim Garbutt noted that the area around #1 Kent, and behind #3 Kent is a mess. Melissa McFarland advised that this building was sold and the new owners will take possession in May. If the mess is not dealt with at this time, further action will be taken.

6.0 - NEXT MEETING -----

Tuesday, June 1st, 2021

8:00am

Location TBA

7.0 - ADJOURNMENT -----

Moved By: Jim Garbutt

Seconded By: Sandra Falconer

Resolved: That the May 4th, 2021 meeting of the Marketing Committee be adjourned at 9:24am.

Carried BC2021-11



MINUTES

for the Meeting of the Beautification Committee

Tuesday, June 1st, 2021
8:00am
via Zoom

CHAIR

Steve Podolsky | A&L Investments

VOTING MEMBERS

Darlene Algire | Houghton Creek

Jim Garbutt | A Buy & Sell Shop

Sandra Falconer | Appleseed Quiltworks

Councillor Pat Dunn | CKL Council

LIAISONS

Ryan Smith | CKL Parks

Meeting Called to Order by the Chair: 8:05am

In Attendance: Steve Podolsky, Jim Garbutt, Councillor Dunn

Recording Secretary: Melissa McFarland

Guests: None

Late Arrivals: Sandra Falconer (8:16am)

Early Departures: None

Regrets/Absent: Darlene Algire, Ryan Smith

2.0 - ADMINISTRATIVE BUSINESS -----

2.1 - Adoption of Agenda

Moved By: Jim Garbutt

Seconded By: Councillor Dunn

Resolved: That the agenda be adopted as circulated.

Carried BC2021-12

2.2 - Declarations of Pecuniary Interest

None Declared

2.3 - Adoption of Minutes

Moved By: Councillor Dunn

Seconded By: Jim Garbutt

Resolved: That the Minutes of May 4th, 2021 be approved as circulated.

Carried BC2021-13

3.0 - DEPUTATIONS -----

None Scheduled

4.0 - CORRESPONDENCE -----

None Received

5.0 - NEW BUSINESS -----

5.1 - 2021 Planters Hanging Baskets

Steve Podolsky updated. The 2021 summer season is on track with Hill's Florist, and installation is expected in the next week or so with hanging baskets on lampposts with brackets and planters where there is a clear storefront.

Discussion was held about the large planters and the plantings and maintenance that will be required after the initial install. Melissa McFarland will contact the Lindsay Garden to ask if any of their members would be willing to work with us to give us recommendations.

5.2 - Reconstruction Items

The area of the mid-block between William and Cambridge has the planters and concrete undermat poured, and the tree pits are being installed. Underground infrastructure has begun on Cambridge Street South.

Discussion was held regarding the planning of an installed directory / informational kiosk in the south mid-block bumpout. Steve Podolsky advised that Randy Burke of Gilbert & Burke, and Dan Kitchen of Invent.Art have been contacted for their input into design and construction recommendations.

Planters - Darlene's supplier. Cast vs resin/molded. Vandalism concerns. Cast iron bolted down but still able to be smashed.

Steve Podolsky advised that there has been no update on the the gray brick issue surrounding 180 Kent Street. An inquiry has been made on whether or not there has been an allocation of surplus brick procured for future replacement and repairs and Steve Podolsky noted that the inquiry was made to Engineering but no answer was received as of yet. Jim Garbutt also requested that some renderings of the future work on York Street be provided.

5.3 - Spring/Summer Maintenance & Weeding

The issue of weeding was brought from at the Board meeting held on May 29th. The committee agreed that a dedicated temporary position should be created to address the weeds for perhaps 2-3 mornings per week. Committee members will brainstorm appropriate candidates and pass forward any leads, and a newspaper/online ad will be promoted if needed.

Sandra Falconer noted that the large planter on the north corner of Kent & William has daffodils, but due to the nature of how they die off and replenish, extra plantings will be needed for filler.

5.4 - Other Items

Discussion was held regarding street furniture. Steve Podolsky advised that he contacted Juan Rojas at Engineering, who advised that the issue was with another department, and would follow up.

6.0 - NEXT MEETING -----

Tuesday, July 5th, 2021
8:00am
Century Theater, 141 Kent Street West

7.0 - ADJOURNMENT -----

Moved By: Jim Garbutt

Seconded By: Sandra Falconer

Resolved: That the June 1st, 2021 meeting of the Marketing Committee be adjourned at 8:46am.

Carried BC2021-14



MINUTES

for the Meeting of the Beautification Committee

Tuesday, July 5th, 2021
8:00am
Century Theatre, 141 Kent Street West

CHAIR

Steve Podolsky | A&L Investments

VOTING MEMBERS

Darlene Algire | Houghton Creek

Jim Garbutt | A Buy & Sell Shop

Sandra Falconer | Appleseed Quiltworks

Councillor Pat Dunn | CKL Council

LIAISONS

Ryan Smith | CKL Parks

Meeting Called to Order by the Chair: 8:09am

In Attendance: Steve Podolsky, Darlene Algire, Jim Garbutt

Recording Secretary: Melissa McFarland

Guests: None

Late Arrivals: Sandra Falconer (8:25am)

Early Departures: None

Regrets/Absent: Councillor Dunn, Ryan Smith

2.0 - ADMINISTRATIVE BUSINESS -----

2.1 - Adoption of Agenda

Moved By: Darlene Algire

Seconded By: Jim Garbutt

Resolved: That the agenda be adopted with the following amendment: Add item 5.4 - Committee Terms of Reference. Carried BC2021-15

2.2 - Declarations of Pecuniary Interest

None Declared

2.3 - Adoption of Minutes

Moved By: Jim Garbutt

Seconded By: Darlene Algire

Resolved: That the Minutes of June 1st, 2021 be approved as circulated. Carried BC2021-16

3.0 - DEPUTATIONS -----

None Scheduled

4.0 - CORRESPONDENCE -----

4.1 - Received from Ryan Smith, Community Services

Case Management Report was received from the owner of Comfort Zone on Lindsay Street. The complaint is regarding the garbage that gathers in the area of #1 Kent, and is requesting attention from By-Law Enforcement, and for the garbage can that was in the area be reinstated post construction.

5.0 - NEW BUSINESS -----

5.1 - 2021 Hanging Baskets / Planters

Steve Podolsky updated. The hanging baskets are installed and doing well. Any that aren't are taken care of by Hill's Florist. Watering program is in effect. The large planters on Victoria Avenue South were planted as well.

5.2 – Reconstruction Items / New Planters

Steve Podolsky updated on the progress to date, on the current Phase III and the deficiencies being addressed in Phase II. Conversation was held regarding the inquiry made about whether or not there is a contingency supply of sidewalk pavers for future repairs and replacement. An additional inquiry will be made, as well if wood mulch can be placed in the tree pits until the backordered rubber mulch mats can be installed. On the topic of the Information Kiosk, the inquiry made to Engineering was passed on to Land Management, and no response has been received as of yet. The ashtrays were located at the Wellington Street Depot, and Steve Podolsky took them home to empty and clean them. They are being given back to Public Works to be re-installed. More will be ordered, and different styles will be investigated for high traffic areas. Melissa McFarland presented a draft of a potential RFP/RFQ that could be sent to suppliers for new suppliers, that was created with the assistance of Sandra Falconer and Darlene Algire.

5.3 – Spring/Summer Maintenance & Weeding

Weeding is being addressed by both the BIA's contractors and the summer students under Public Works, although it was noted that the students did not appear to have proper tools or be using efficient techniques. The BIA's contractors will continue to address the problem areas, and discussion was held regarding creating a maintenance schedule that may help with continuity.

During the August 3rd 2021 Beautification Meeting, Jim Garbutt raised a concern that the circulated Minutes did not accurately reflect the discussion held during this portion of the meeting. The following is an amendment to 5.3 that was adopted by the Committee to be added:

Concerns that were raised by Jim Garbutt regarding quality and frequency of maintaining weeding, litter and general street maintenance downtown by the staff contracted by the BIA, and that he believes that there has been a significant reduction in service.

5.4 – Committee Terms of Reference

The Board of Directors has directed each committee to review and update their Terms of Reference (last approved in 2015) and submit it back to the Board for final approval. The 2015 Terms of Reference was circulated to the committee. It was noted by Darlene Algire that some items are being addressed in the draft document that don't seem to fall in line with the terms set out by other committees, and Melissa McFarland advised that she plans to take the previous drafts and create a new template that should be standard for each committee to add their own terms to a consistent format. The item will appear on a future agenda.

6.0 – NEXT MEETING -----

Tuesday, August 3rd, 2021

8:00am

Century Theater, 141 Kent Street West

7.0 – ADJOURNMENT -----

Moved By: Sandra Falconer

Seconded By: Darlene Algire

Resolved: That the July 5th, 2021 meeting of the Marketing Committee be adjourned at 8:46am.

Carried BC2021-17



MINUTES

for the Meeting of the Beautification Committee

Tuesday, August 3rd, 2021
8:00am
Century Theatre, 141 Kent Street West

CHAIR

Steve Podolsky | A&L Investments

VOTING MEMBERS

Darlene Algire | Houghton Creek

Jim Garbutt | A Buy & Sell Shop

Sandra Falconer | Appleseed Quiltworks

Councillor Pat Dunn | CKL Council

LIAISONS

Ryan Smith | CKL Parks

No update has been received from the CAO's office regarding the procurement of street furniture, but it was noted to them that even if benches are not going to be installed until next season, the downtown will at least require temporary garbage cans in the meantime.

Ashtrays have been re-installed throughout parts of the downtown, and additional ones have been ordered and delivered to Public Works. Discussion was held at the July meeting regarding higher capacity receptacles at the transit hub, but any style would need to be free-standing and likely need approval from the City. A higher number of regular ones will be considered in this area as needed.

Stoppers are needed on the ends of the hardware for the brackets for hanging baskets and banners. If the contractors are unable to provide something, otherwise something will need to be fabricated. Steve Podolsky will follow up with CIMA.

Steve Podolsky investigated the concern that the lamp standards were differing in different phases of the construction area. The posts are the same in the second and third phases, but there are no heritage posts in the first phase, Peel and Russell Streets.

Concerns were raised about the condition of the planter beds in the construction area. Though the aesthetic of the beds are likely low on the list of priorities of the contractors, an inquiry will be made if the beds could be generally maintained to look better in the meantime, and could we plant the bumpout planter ourselves for this season. If CIMA plans to plant in the fall, the BIA could plant the planters for the remainder of summer and pull them out for the fall planting.

An inquiry will be made as to when the lines for angle parking will be painted.

Discussion was held regarding the RFP's that will need to be sent out for new planters. Darlene Algire suggested that an area be added to the website and Melissa McFarland will investigate this. RFP will be sent out with parameters before the end of August, and will request that options be provided from the suppliers. This will allow sufficient time to put together an application for the Legacy C.H.E.S.T. Fund deadline at the end of October.

5.2 - Spring/Summer Maintenance & Weeding

Steve Podolsky advised that a seasonal schedule is being created for the maintenance team. Jim Garbutt reiterated that he believes that there is not value for money being received in regards to maintenance, and that the level of mis-maintenance (specifically in the areas of weeding, garbage removal, dog waste removal, etc) is not observed in other historical downtowns. A template will be presented at the September meeting, and it can be discussed at that time which areas are being lost in the overall maintenance plan. Steve Podolsky will also follow up with Public Works in regards to the summer students employed by the City, and what specifically is being addressed by them, and on what schedule.

Discussion was held regarding the large built-in planters and it was agreed that it will likely be necessary for there to be a separate planting and maintenance RFP and contract for this areas, in addition to the regular seasonal planting, and maintenance by the BIA's contractors.

Sandra Falconer requested that Ryan Smith be invited to attend specific meetings where horticulture is being addressed.

5.3 - Other Items

Jim Garbutt requested that gum removal techniques be investigated and presented at the next meeting.

6.0 - NEXT MEETING -----

Tuesday, September 7th, 2021

8:00am

Century Theater

141 Kent Street West

7.0 - ADJOURNMENT -----

Moved By: Sandra Falconer

Seconded By: Darlene Algire

Resolved: That the August 3rd, 2021 meeting of the Marketing Committee be adjourned at 9:39am.

Carried BC2021-20



MINUTES

for the Meeting of the Beautification Committee

Thursday, September 9th, 2021
8:00am
Century Theatre, 141 Kent Street West

CHAIR

Steve Podolsky | A&L Investments

VOTING MEMBERS

Darlene Algire | Houghton Creek

Jim Garbutt | A Buy & Sell Shop

Sandra Falconer | Appleseed Quiltworks

Councillor Pat Dunn | CKL Council

LIAISONS

Ryan Smith | CKL Parks

Meeting Called to Order by the Chair: 8:06am

In Attendance: Steve Podolsky, Darlene Algire, Sandra Falconer, Jim Garbutt,
Councillor Pat Dunn

Recording Secretary: Melissa McFarland

Guests: None

Late Arrivals: None

Early Departures: Councillor Dunn (8:55am)

Regrets/Absent: Ryan Smith

2.0 - ADMINISTRATIVE BUSINESS -----

2.1 - Adoption of Agenda

Moved By: Darlene Algire

Seconded By: Jim Garbutt

Resolved: That the agenda be adopted as circulated.

Carried BC2021-21

2.2 - Declarations of Pecuniary Interest

None Declared

2.3 - Adoption of Minutes

Moved By: Sandra Falconer

Seconded By: Darlene Algire

Resolved: That the Minutes of August 3rd, 2021 be approved as circulated.

Carried BC2021-22

3.0 - DEPUTATIONS -----

None Scheduled

4.0 - CORRESPONDENCE -----

None

5.0 - NEW BUSINESS -----

5.1 - Reconstruction Items

Steve Podolsky updated. There have been delays with the paving and sidewalks on Cambridge Street South. Sidewalk undermats are now being poured while issues with the underground infrastructure are being addressed. Temporary garbage cans have been procured from the Engineering Department via Parks, and Public Works will assist with the install. These will stay in place until spring, when permanent garbage cans and benches are installed throughout the downtown. Jim Garbutt requested that a garbage can be assigned to the Parkette at #1 Kent Street. Ashtrays have been installed on every lamppost, which will hopefully aid in reducing cigarette litter. The painting of the parking space lines on Kent Street has still not been completed.

Sandra Falconer inquired when the cleanup of the building façades will take place – it's been assured that it will be taken care of by New Alliance but has not been addressed so far. Steve Podolsky will follow up with Corby Purdy regarding a more specific schedule.

5.2 – Planter RFP's / Legacy C.H.E.S.T. Application

Melissa McFarland advised the committee that the RFP was sent out to local garden centres and Ontario street furniture companies on August 13th, and 8 were received by the deadline. The submissions were briefly reviewed, and Melissa McFarland will develop a more comprehensive overview of the options that can be voted upon for the next meeting, ahead of the October 29th Legacy C.H.E.S.T. Fund application deadline. She will also reach out to the Procurement department at the City for tools they may have for weighing quotes.

5.3 – Maintenance Schedule Review

A proposed schedule and checklist was developed and circulated to the committee. Steve Podolsky and Melissa McFarland met with Scott Wood to review, and the discussed the changes that could be made seasonally. Brian English will be assisting with sweeping and ashtray maintenance. With the development and usage of the schedule, costs associated with types of maintenance will be able to be more accurately tracked.

Discussion was held regarding the large bumpout planters, and what will be required in the future as far as maintenance and plantings going forward. It was agreed that beginning next spring, a dedicated employee with experience should be utilized for these areas.

5.4 – 2021 Holiday Season

It was advised that the Christmas Tree – should go up ahead of the Holiday Kickoff on Friday, November 19th. The ValuMart lot may be available first week of November but it may be risky to count on New Alliance / CIMA having vacated and cleaned up the area on schedule. Discussion was held regarding the idea of using the mid-block bumpouts to have matching trees on the north and south sides of Kent.

Discussion was held regarding the concept of having a banner spanning the width of Kent, which was previously advised is no longer permitted. It was suggested that if it's something believed to be desired, to ask Council for an exemption or change of procedure next year.

5.5 – Other Items

Melissa McFarland reported that Roger Hill advised that the hanging baskets are past their prime and will be removed next week. He inquired if the BIA is wanting fall chrysanthemums in the storefront planters this year.

Moved By: Sandra Falconer

Seconded By: Darlene Algire

Resolved: That the fall chrysanthemum program be renewed for 2021.

Carried BC2021-23

Discussion was held regarding the ongoing issues with illegal dumping at #1 Kent. Responsibility needs to be shared between the BIA and City departments, as the BIA is happy to maintain but is struggling with having the capacity to clear such large amounts of garbage several times a week. Comfort Zone on Lindsay Street has advised that they have an abundance of surveillance of the residential tenants in that area and is confident who is doing most of the dumping. Steve Podolsky will contact the Manager of Municipal By-Law Enforcement again.

Melissa McFarland advised that she contacted the Lindsay Legion in regards to the Veterans Banners to let them know that with the positive feedback received from placing banners in the storefront windows last year, they're welcome to procure additional banners, as businesses would be happy to feature them.

Steve Podolsky advised that Ryan Smith is moving on to a difference department. The new staff member will be invited to future meetings.

6.0 - NEXT MEETING -----

Tuesday, October 5th, 2021

8:00am

Century Theater

141 Kent Street West

7.0 - ADJOURNMENT -----

Moved By: Jim Garbutt

Seconded By: Darlene Algire

Resolved: That the September 9th, 2021 meeting of the Marketing Committee be adjourned at 9:20am.

Carried BC2021-24



MINUTES

for the Meeting of the Beautification Committee

Tuesday, October 5th, 2021
8:00am
Century Theatre, 141 Kent Street West

CHAIR

Steve Podolsky | A&L Investments

VOTING MEMBERS

Darlene Algire | Houghton Creek

Jim Garbutt | A Buy & Sell Shop

Sandra Falconer | Appleseed Quiltworks

Councillor Pat Dunn | CKL Council

LIAISONS

Ryan Smith | CKL Parks

Meeting Called to Order by the Chair: 8:10am

In Attendance: Steve Podolsky, Darlene Algire, Sandra Falconer, Jim Garbutt,
Councillor Pat Dunn, Karen Cooke

Recording Secretary: Melissa McFarland

Guests: None

Late Arrivals: None

Early Departures: Councillor Pat Dunn (8:59am)

Regrets/Absent: None

2.0 - ADMINISTRATIVE BUSINESS -----

2.1 - Adoption of Agenda

Moved By: Darlene Algire

Seconded By: Jim Garbutt

Resolved: That the agenda be adopted as circulated.

Carried BC2021-25

2.2 - Declarations of Pecuniary Interest

None Declared

2.3 - Adoption of Minutes

Moved By: Councillor Dunn

Seconded By: Darlene Algire

Resolved: That the Minutes of September 9th, 2021 be approved as circulated.

Carried BC2021-26

3.0 - DEPUTATIONS -----

None Scheduled

4.0 - CORRESPONDENCE -----

None

5.0 - NEW BUSINESS -----

5.1 - Reconstruction Items - Phase IV Recommendations

Discussion was held regarding the logistics of Phase IV Reconstruction. Councillor Dunn advised that the budget will go to Council on November 30th and approved on December 7th. The contract for the work will be awarded after that. Logistics of how the RFP is executed is up to the contractor awarded.

Business visits conducted likely in New Year for early spring start. Recommendation from committee is to start the work as soon as possible. Melissa McFarland recommended that Corby Purdy be invited to a future meeting, to help keep the lines of communication open.

5.2 – Planter RFP's / Legacy C.H.E.S.T. Application

Melissa McFarland presented the comparison of the received RFP's for planters, that were circulated with the agenda to committee members. Discussion was held about the various proposals.

Moved By: Sandra Falconer

Seconded By: Darlene Algire

Resolved: That the RFP for planters that was received from The Kent Florist be used to apply for the Legacy C.H.E.S.T. Fund grant, due on October 29th.

Carried BC2021-27

Logistics were discussed and it was noted that the planters will need to be anchored to the concrete for stability. One planter per downtown storefront will be purchased, but businesses will be advised that they are permitted to purchase additional for their storefronts, but an MOU will be developed to ensure that they remain as BIA property. Public Works will be consulted, and asked if they could install the planters if the BIA pays for the hardware.

The proposed planters will be circulated to the Heritage Committee as a courtesy, and a letter of endorsement will be requested to include with the grant application.

Discussion was held regarding bike racks and Melissa McFarland advised that she had a conversation with Juan Rojas at Engineering, and the numbers and locations will be decided upon in the spring.

5.3 – Maintenance Schedule Update

Steve Podolsky updated. Brian English now working a few hours a week for sweeping, ashtrays, waste removal. It has been advised that more attention on side streets is needed. It was observed that there is grass growing around tree pits – Steve will contact Scott Wood for weeding.

Mulch mats are still needed on the Cambridge to William block of Kent Street. It has been advised that they are not planned for Lindsay Street. An inquiry will be made if there is plans for them on the side streets, as they have been well received, and there would be benefit to having them consistent throughout, including at #1 Kent.

It was suggested that a uniform be provided for maintenance staff in winter, that is branded and easily visible and that gloves be provided. Melissa McFarland will coordinate.

5.4 – 2021 Holiday Season

Details of the Christmas Tree are still up in the air, as it's unclear if the ValuMart lot will be available by mid-November. Discussion was held about using the northwest corner of Kent and Cambridge outside of Town Hall as an alternative location. Steve Podolsky and Melissa McFarland will investigate the offer of a tree possibly being donated, or procuring one from Potash Creek Farms.

Hanging baskets with greenery and lights will be installed on the lampposts again this year. Discussion was held about possibly getting decorations just for the intersections this year and Melissa McFarland will investigate and purchase if reasonable.

5.5 - Other Items

Discussion was held regarding the improvements being proposed at the Queen's Square area in front of the Library. It was agreed to meet with the committee if their grant proposal is approved.

Information about the Kawartha Lakes Police Service public information session on October 14th is being sent to the membership.

6.0 - NEXT MEETING -----

Tuesday, November 2nd, 2021

8:00am

Century Theater

141 Kent Street West

7.0 - ADJOURNMENT -----

Moved By: Sandra Falconer

Seconded By: Darlene Algire

Resolved: That the October 5th, 2021 meeting of the Marketing Committee be adjourned at 9:33am.

Carried BC2021-28



MINUTES

for the Meeting of the Beautification Committee

Tuesday, November 2nd, 2021
8:00am
Century Theatre, 141 Kent Street West

CHAIR

Steve Podolsky | A&L Investments

VOTING MEMBERS

Darlene Algire | Houghton Creek

Jim Garbutt | A Buy & Sell Shop

Sandra Falconer | Appleseed Quiltworks

Councillor Pat Dunn | CKL Council

LIAISONS

Karen Cooke | CKL Parks

Meeting Called to Order by the Chair: 8:17am

In Attendance: Steve Podolsky, Sandra Falconer, Jim Garbutt, Karen Cooke

Recording Secretary: Melissa McFarland

Guests: None

Late Arrivals: None

Early Departures: None

Regrets/Absent: Darlene Algire, Councillor Pat Dunn

2.0 - ADMINISTRATIVE BUSINESS -----

2.1 - Adoption of Agenda

Moved By: Sandra Falconer

Seconded By: Jim Garbutt

Resolved: That the agenda be adopted as circulated.

Carried BC2021-28

2.2 - Declarations of Pecuniary Interest

None Declared

2.3 - Adoption of Minutes

Moved By: Jim Garbutt

Seconded By: Sandra Falconer

Resolved: That the Minutes of October 5th, 2021 be approved as circulated.

Carried BC2021-29

3.0 - DEPUTATIONS -----

None Scheduled

4.0 - CORRESPONDENCE -----

None

5.0 - NEW BUSINESS -----

5.1 - Reconstruction Items

Discussion was held regarding the previous month's minutes, and the discussion held between Melissa McFarland and Juan Rojas regarding the potential installation of bicycle racks with the rest of the furniture in the spring. Melissa will follow up with Juan Rojas in writing following the verbal conversations.

Cambridge Street South is still closed, pending line painting and sign installation. Mulch mats may be delayed until spring at this point. Jim Garbutt expressed concerns with the quality of line painting completed in the previous phases. Steve Podolsky will advise Richard Kettle at CIMA of the concerns.

Steve Podolsky updated on the requested renderings for Phase IV Construction. There is no visual rendering but the full plans and scope of work is available on the Bids & Tenders section of the City's website. Concerns have been raised about York Street and access for deliveries. Steve Podolsky will request a public meeting, or at least with the stakeholders of the Phase IV construction area.

5.2 - Planter RFP's / Legacy C.H.E.S.T. Application

Melissa McFarland advised that the application for the Legacy C.H.E.S.T. Fund has been submitted prior to the October 31st deadline. She has not yet been advised when the grants will be awarded.

The Community Partnership & Development Fund application was also submitted for the 50/50 Matching Funds for Beautification.

Sandra Falconer requested that we meet with Roger Hill for his input on the bumpout planters as soon as possible for next season. The Phase II bumpouts should be in the BIA's possession for next season, and the committee will see what ends up being planted in the Phase III bumpouts. Karen Cooke advised that she could have the City's horticulturist give their input as well. This will be done as soon as possible due to supply shortages for materials.

Discussion was held regarding the 2022 contracts, and that maintenance of the bumpouts should be a separate contract, and Melissa McFarland advised that this was part of the budget. Various options for how a comprehensive contract could be structured. Multi year contracts could be considered for ease in annual awarding.

5.3 - Maintenance Schedule Update

Deferred.

5.4 - 2021 Holiday Season

Steve Podolsky advised that he and Melissa McFarland will be going to look at tree on a private property later today, and if this particular tree doesn't work out, Potash Creek Farms has offered to donate a tree as they have in years past. He was also in contact with Craig Shanks regarding use of the northwest corner of Kent and Cambridge adjacent to Town Hall, but has not yet received confirmation. The recommendation will be made to Marketing to close the end of Cambridge Street for the tree lighting ceremony.

Discussion was held about the possibility of different types of winter events, which will be suggested to Marketing.

Melissa McFarland advised that the avenue she looked at for bumpout decorations through street furniture companies

Moved By: Sandra Falconer

Seconded By: Jim Garbutt

Resolved: That Melissa McFarland be permitted to purchase Christmas decorations for the 7 bumpout planters up to a cost of \$3000 plus tax.

Carried BC2021-30

Roger Hill suggested that the winter planters not be installed this year, but this idea was rejected by the committee, and he will be advised.

Discussion was held about the Santa Claus Parade, and Melissa McFarland advised that correspondence was received from Baker Tilly that

A recommendation will be made to the Marketing Committee that a window decorating contest will be an asset to the overall Beautification of the downtown.

5.5 - Other Items

None

6.0 - NEXT MEETING -----

Tuesday, December 7th, 2021
8:00am
Century Theater
141 Kent Street West

7.0 - ADJOURNMENT -----

Moved By: Jim Garbutt

Seconded By: Sandra Falconer

Resolved: That the November 2nd, 2021 meeting of the Marketing Committee be adjourned at 9:34am.

Carried BC2021-31



MINUTES

for the Meeting of the Marketing Committee

Thursday, January 7th, 2021
1:00pm
via Zoom

CHAIR

Matt Geraghty | Matty G Digital

VOTING MEMBERS

Liz Grimes | Cathy Allan Ladieswear
Laura LeMiere | Boiling Over's Coffee Vault
Rebekah McCracken | Hamilton Creek
Sandra Patrick | Down to Earth
Ann Scarlett | The Kent Florist

LIASIONS

None

5.0 - NEW BUSINESS -----

5.1 - Holiday Passport Wrap-Up

Overall positive feedback received from businesses and consumers. Just under 600 completed passports were received, which represents close to 5000 purchases made in the downtown in that period. The format of the program was good, including the prizes and giveaways, and could be repeated for 2021.

5.2 - Provincial Lockdown

Discussion was held regarding retailers and restaurant services. Mackenzie Hulme will create a restaurant wrap up on social media, and an overview of businesses' various service options.

Matt Geraghty suggested that the ShopHERE by Google program through Digital Main Street be promoted more. Melissa McFarland will find the toolkit and send information out to the membership. He also mentioned the Starter Company Plus program through KLSBEC which offers programming and relief. It's being marketed to 'new' companies, and Melissa McFarland will find out the specifics of what constitutes 'new'.

Melissa McFarland suggested branded window decals for businesses that indicate their hours and various service options. She will mock up a design and send to the committee for consideration.

5.3 - Downtown Reconstruction

An overview was given of the campaign from the City's Communications department. Submissions on the RFP are being received, and the contract should be awarded next week. The BIA has been asked to identify businesses that would be suitable for a video campaign. The committee agreed that this is not a role for the BIA, but will provide categorized lists for City to choose themselves. City campaign will likely be a month away - the BIA will continue to do our own promotions in the meantime.

Map of construction area and available parking areas was shared on social media and will continue to be shared and put on website. We will make known to the public that the sidewalks are open and accessible, as they are narrow, and it is not necessarily obvious from a distance away.

Liz Grimes brought up the issues of dog waste and panhandlers, which seemed to be emphasized in the reconstruction area by the extreme narrowing of sidewalks. These items have been forwarded to Wayne English, Community Liaison, and will be placed on the Advocacy Agenda for next Tuesday.

5.4 - Other Advertising & Promotions

None

6.0 - NEXT MEETING -----

Thursday, February 4th, 2020

Time & Location TBD

7.0 - ADJOURNMENT -----

Moved By: Laura LeMiere

Seconded By: Sandra Patrick

Resolved: That the January 7th, 2021 meeting of the Marketing Committee be adjourned at 1:56pm.

Carried MC2021-03



MINUTES

for the Meeting of the Marketing Committee

Thursday, February 4th, 2021
1:00pm
via Zoom

CHAIR

Matt Geraghty | Matty G Digital

VOTING MEMBERS

Liz Grimes | Cathy Allan Ladieswear
Laura LeMiere | Boiling Over's Coffee Vault
Rebekah McCracken | Hamilton Creek
Sandra Patrick | Down to Earth
Mike Puffer | Remedy's RX on Kent
Ann Scarlett | The Kent Florist

LIASIONS

None

1.0 - CALL TO ORDER

Meeting Called to Order by the Chair: 1:05pm

In Attendance: Matt Geraghty, Liz Grimes, Laura LeMiere, Sandra Patrick, Mike Puffer, Ann Scarlett

Recording Secretary: Melissa McFarland

Guests: None

Late Arrivals: None

Early Departures: None

Regrets: Rebekah McCracken

Absent: None

2.0 - ADMINISTRATIVE BUSINESS -----

2.1 - Adoption of Agenda

Moved By: Laura LeMiere

Seconded By: Liz Grimes

Resolved: That the agenda be adopted as circulated.

Carried MC2021-04

2.2 - Declarations of Pecuniary Interest

None Declared

2.3 - Adoption of Minutes

Moved By: Laura LeMiere

Seconded By: Sandra Patrick

Resolved: That the Minutes of January 7th, 2021 be approved as circulated.

Carried MC2021-05

3.0 - DEPUTATIONS -----

None Scheduled

4.0 - CORRESPONDENCE -----

None Received

5.0 - NEW BUSINESS -----

5.1 - Marketing & Events Coordinator Position

The Board of Directors approved the position of Marketing & Events Coordinator year-round past the Canada Summer Jobs grant ending on February 4th. The contract was offered to Mackenzie Hulme, to carry in the position, but she declined, citing schoolwork. The position will be posted through our social media and on Indeed this week.

5.2 - Provincial Lockdown / COVID-19 Response

Discussion was held on the edits to the proposed opening information decal for business' windows. The agreed edits will be made, and the decals will be printed and distributed to along with a dry-erase marker.

Moved By: Liz Grimes

Seconded By: Laura LeMiere

Resolved: That the proposed opening information decals be approved.

Carried MC2021-05

5.3 - Downtown Reconstruction

Melissa McFarland gave updates on the City's Reconstruction Campaign. Media content will be created through February and signage should be coming.

5.4 - Other Advertising & Promotions

Melissa McFarland advised that the BIA's sales representative at Bob FM, Lisa Hogan is no longer with the company. It is possible that this is the end of the subsidy program, but she will advise if there is a new representative assigned, and inquire if the program is still able to continue.

Melissa McFarland proposed social media giveaways for Valentine's Day and Family Day. The committee agreed that two packages will be assembled with gift certificates and themed products, valuing \$200 apiece.

Other ideas to be discussed at the next meeting will include a possible Easter promotion or activity, and the possibility of a summer tent market, utilizing the back parking lots.

6.0 - NEXT MEETING -----

Thursday, March 4th, 2021

8:00am

7.0 - ADJOURNMENT -----

Moved By: Liz Grimes

Seconded By: Laura LeMiere

Resolved: That the February 4th, 2021 meeting of the Marketing Committee be adjourned at 1:58pm.

Carried MC2021-



MINUTES

for the Meeting of the Marketing Committee

Thursday, April 8th, 2021
5:00pm
via Zoom

CHAIR

Matt Geraghty | Matty G Digital

VOTING MEMBERS

Liz Grimes | Cathy Allan Ladieswear
Laura LeMiere | Boiling Over's Coffee Vault
Rebekah McCracken | Hamilton Creek
Sandra Patrick | Down to Earth
Mike Puffer | Remedy's RX on Kent
Ann Scarlett | The Kent Florist

LIASIONS

None

1.0 - CALL TO ORDER

Meeting Called to Order by the Chair:

In Attendance: Matt Geraghty, Liz Grimes, Laura LeMiere, Mike Puffer, Ann Scarlett

Recording Secretary: Lindsay Bagg

Guests: None

Late Arrivals: None

Early Departures: Mike Puffer

Regrets / Absent: Rebekah McCracken, Sandra Patrick

2.0 - ADMINISTRATIVE BUSINESS -----

2.1 - Adoption of Agenda

Moved By: Laura LeMiere

Seconded By: Ann Scarlett

Resolved: That the agenda be adopted as circulated.

Carried MC2021-10

2.2 - Declarations of Pecuniary Interest

None Declared

2.3 - Adoption of Minutes

Moved By: Laura LeMiere

Seconded By: Ann Scarlett

Resolved: That the Minutes of March 4th, 2021 be approved as circulated.

Carried MC2021-11

3.0 - DEPUTATIONS -----

None Scheduled

4.0 - CORRESPONDENCE -----

None Received

5.0 - NEW BUSINESS -----

5.1 - Spring Initiatives

Lindsay Bagg gave updates about creating a walking tour focusing on Lindsay Downtown history and business history. The City declined our offer to collaborate on a relaunch of their existing walking tour.

Moved By: Laura LeMiere

Seconded By: Mike Puffer

Resolved: That the Marketing Committee moved forward with the creation of a Walking Tour, titled 'Walk This Way'.

Carried MC2021-12

5.2 – Provincial Lockdown / COVID-19 Response

No update.

5.3 – Downtown Reconstruction

Discussion was held about the lack of rollout of the #diggingdowntown campaign. Melissa McFarland will continue to provide updates as they're received.

5.4 – Other Advertising & Promotions

An update was given on the Bob FM radio subsidy. There are still spots available but many businesses don't have any budget for marketing. The budget will be used towards general downtown promotions for curbside pickup and alternative shopping, and the program will be attempted again towards summer.

Laura LeMiere mentioned there is a new chocolatier coming to downtown in the unit previously held by Fresh Fuell.

Discussion was held regarding increasing social media presence. Lindsay Bagg and Matt Geraghty will collaborate further on social media strategy.

Liz Grimes suggested taking a group photo of business owners with hard hats – 'Standing Strong Together'. Lindsay Bagg and Matt Geraghty will discuss logistics of putting this together.

6.0 – NEXT MEETING -----

Thursday, May 6th, 2021
5:00pm
Location TBA

7.0 – ADJOURNMENT -----

Moved By: Liz Grimes

Seconded By: Laura LeMiere

Resolved: That the April 8th, 2021 meeting of the Marketing Committee be adjourned at 5:50pm.

Carried MC2021-13



MINUTES

for the Meeting of the Marketing Committee

Thursday, March 4th, 2021

8:00am
via Zoom

CHAIR

Matt Geraghty | Matty G Digital

VOTING MEMBERS

Liz Grimes | Cathy Allan Ladieswear

Laura LeMiere | Boiling Over's Coffee Vault

Rebekah McCracken | Hamilton Creek

Sandra Patrick | Down to Earth

Mike Puffer | Remedy's RX on Kent

Ann Scarlett | The Kent Florist

LIASIONS

None

1.0 - CALL TO ORDER

Meeting Called to Order by the Chair: 8:05am

In Attendance: Matt Geraghty, Laura LeMiere, Sandra Patrick, Mike Puffer, Ann Scarlett

Recording Secretary: Melissa McFarland

Guests: Lindsay Bagg

Late Arrivals: Liz Grimes (8:25am)

Early Departures: Sandra Patrick (8:48am)

Regrets: Rebekah McCracken

Absent: None

2.0 - ADMINISTRATIVE BUSINESS -----

2.1 - Adoption of Agenda

Moved By: Ann Scarlett

Seconded By: Sandra Patrick

Resolved: That the agenda be adopted as circulated.

Carried MC2021-07

2.2 - Declarations of Pecuniary Interest

None Declared

2.3 - Adoption of Minutes

Moved By: Mike Puffer

Seconded By: Ann Scarlett

Resolved: That the Minutes of February 4th, 2021 be approved as circulated.

Carried MC2021-08

3.0 - DEPUTATIONS -----

None Scheduled

4.0 - CORRESPONDENCE -----

None Received

5.0 – NEW BUSINESS -----

5.1 – Marketing & Events Coordinator Position

Melissa McFarland introduced Lindsay Bagg who accepted the role and began on February 23rd. She has been working on learning and beginning to implement the social media strategy with Matt Geraghty and will be working on projects arising from this committee, as well as updating and maintaining the business directory.

5.2 – Provincial Lockdown / COVID-19 Response

Melissa McFarland updated on the opening hours decal. Design and format was worked on with Auto Trim, and the concept of a decal was nixed in favour of a hanging sign to make it easier for the businesses to handle and utilize. The signs have been ordered and will be ready next week. Suction cups and fine tip dry erase markers have been purchase to distribute along with them when ready. Lindsay will distribute when ready.

5.3 – Downtown Reconstruction

Melissa McFarland gave updates on the City's Reconstruction Campaign. Media content will continue to be created through March and signage is planned to coincide with the spring weather. The focus of the signage will be gateway, to encourage vehicular traffic into the area and direct them to parking areas, as well as placemaking signage to provide information in a positive, lighthearted way to pedestrians.

5.4 – Other Advertising & Promotions

Melissa McFarland advised that she was contacted by a new sales representative from Bob FM and provided her with the subsidy program info, which may be able to continue. They will put together a proposal for circulation.

Laura LeMiere mentioned the challenges of patios for restaurants this year, and Melissa McFarland advised that she will bring it up at the next ERTF working group meeting.

Discussion was held about the possibility of a spring or summer tent sale, utilizing the M1 parking lot and letting other businesses come in and set up in this area. Lindsay will chat with the businesses on the north side of Kent, and others who may benefit, to gauge interest.

Discussion was held regarding the logistics of holding a reconstruction 'grand opening' later in the summer, keeping Covid safety in mind. This will be placed on future agendas for consideration.

The committee discussed how to take advantage of spring pedestrians and how to encourage downtown traffic. The idea of a Walking Tour / Scavenger Hunt type activity was put forth, something to appeal to all ages, and have prize draws for completion. Lindsay will begin to work on ideas to present at the April meeting, and it could be implemented after that.

6.0 - NEXT MEETING -----

Thursday, April 1st, 2021

5:00pm

Big Brothers / BIA Boardroom

117 Kent Street West, Upstairs

7.0 - ADJOURNMENT -----

Moved By: Laura LeMiere

Seconded By: Mike Puffer

Resolved: That the March 4th, 2021 meeting of the Marketing Committee be adjourned at 9:03am.

Carried MC2021-09



MINUTES

for the Meeting of the Marketing Committee

Thursday, May 6th, 2021
5:00pm
via Zoom

CHAIR

Matt Geraghty | Matty G Digital

VOTING MEMBERS

Liz Grimes | Cathy Allan Ladieswear
Laura LeMiere | Boiling Over's Coffee Vault
Rebekah McCracken | Hamilton Creek
Sandra Patrick | Down to Earth
Mike Puffer | Remedy's RX on Kent
Ann Scarlett | The Kent Florist

LIASIONS

None

1.0 - CALL TO ORDER

Meeting Called to Order by the Chair: 5:06pm

In Attendance: Matt Geraghty, Liz Grimes, Laura LeMiere, Sandra Patrick, Mike Puffer

Recording Secretary: Melissa McFarland

Guests: Lindsay Bagg

Late Arrivals: None

Early Departures: Mike Puffer

Regrets / Absent: Rebekah McCracken, Ann Scarlett

2.0 - ADMINISTRATIVE BUSINESS -----

2.1 - Adoption of Agenda

Moved By: Liz Grimes

Seconded By: Sandra Patrick

Resolved: That the agenda be adopted as circulated.

Carried MC2021-14

2.2 - Declarations of Pecuniary Interest

None Declared

2.3 - Adoption of Minutes

Moved By: Mike Puffer

Seconded By: Liz Grimes

Resolved: That the Minutes of April 8th, 2021 be approved as circulated.

Carried MC2021-15

3.0 - DEPUTATIONS -----

None Scheduled

4.0 - CORRESPONDENCE -----

None Received

5.0 - NEW BUSINESS -----

5.1 - Spring/Summer Social Media Templates

Matt Geraghty led the committee in a discussion of a new initiative of using sharable social media templates that can be used by downtown businesses. The templates will be distributed to the membership for a 'summer' rollout on the Tuesday after the long weekend. An initial rollout will be conducted to see how the initiative is picked up, and a bigger push can be done for the second set if necessary. The second theme will be for business who want to promote their reopening after lockdown and continue to roll out through the fall and winter at various times and for different campaigns.

5.2 – Spring/Summer Events

Lindsay Bagg updated on the walking tour. She has designed it with 8-10 stops to start, and will continue to add. It will be ready to go for June 1st with social media posts. It will be posted on the website, so that visitors can follow along or download a PDF. Businesses will be asked to help promote as something interactive for locals and visitors that allows for social distancing.

The committee discussed the likelihood of summer events that have people gathering in any way. The general consensus is that this will not be likely for the majority of the summer, but will try and pull something together for late summer if restrictions allow. No plans will be made before this is possible so that our organization is not promoting crowds in any way.

Discussion was held regarding developing a standardized operating guide to running events. Matt Geraghty & Lindsay Bagg to work on the development of a general guide, and Melissa McFarland will reach out to OBIAA through their Member Needs Assistance program to see if other BIA's have a template.

5.3 – Provincial Lockdown / COVID-19 Response

Discussion was held about common dining areas, and Laura LeMiere suggested that the Reid's Parkette be used for picnic tables. Melissa McFarland advised that due to that location being used for the reconstruction headquarters, it likely will not be available for public use this summer.

The committee discussed a post-Covid video once all restrictions are lifted, to thank customers for supporting local businesses during that time. This item will stay on future agendas.

5.4 – Downtown Reconstruction

Discussion was held about the lack of rollout of the #diggingdowntown campaign. Melissa McFarland will continue to provide updates as they're received. Some signage has been installed, and the feature videos will resume when Covid-19 restrictions are lifted.

5.5 – Canada Summer Jobs

The LDBIA was approved for the Canada Summer Jobs grant, for a Marketing & Events position, for 11 weeks, at 25 hours per week. Normally this position is used for Classics on Kent / Fun Four Hours and other summer events downtown. Melissa McFarland suggested that in light of the lack of events this summer, and the work that Lindsay Bagg is doing, that a specific project be developed for this position to be used.

The committee agreed that they would like to see a comprehensive business directory be developed with full information on businesses and properties, along with photos and videos of every business that can be used for future marketing and promotions, both by the LDBIA and the businesses themselves. Melissa McFarland will post for this position when restrictions begin to be lifted, as the hired individual would not be able to access businesses consistently until then.

5.6 - Other Advertising & Promotions

Lindsay Bagg will run a Mother's Day contest on social media, asking entrants what their favourite downtown business is, and giving winners \$100 gift certificates for that business. Another contest will be conducted for Father's Day in June.

Melissa McFarland brought forth a marketing campaign via the Lindsay Advocate for a subsidy program like the one that was done in November/December. Editorial pieces will be developed, surrounded by ads from downtown businesses, with the 50% of the cost being covered by the BIA. - flexible ad sizes

Moved By: Laura LeMiere

Seconded By: Liz Grimes

Resolved: That the Marketing Committee will contribute towards the cost of downtown ads in the June/July Lindsay Advocate campaign for downtown.

Carried MC2021-16

Melissa McFarland also brought forward a pitch from the creators of @dinein519, a restaurant Instagram page and food blog in the Kitchener / Guelph area. The creator is a Lindsay area native, and is looking to bring the same success to a @dinein705 project. The committee agreed to potentially partner, and more information will be provided as it comes forward.

6.0 - NEXT MEETING -----

Thursday, June 3rd, 2021

5:00pm

Location TBA

7.0 - ADJOURNMENT -----

Moved By: Mike Puffer

Seconded By: Sandra Patrick

Resolved: That the May 6th, 2021 meeting of the Marketing Committee be adjourned at 6:24pm.

Carried MC2021-17



MINUTES

for the Meeting of the Marketing Committee

Thursday, July 8th, 2021
5:00pm
Boiling Over's Coffee Vault, 148 Kent Street West

CHAIR

Matt Geraghty | Matty G Digital

VOTING MEMBERS

Liz Grimes | Cathy Allan Ladieswear
Laura LeMiere | Boiling Over's Coffee Vault
Rebekah McCracken | Hamilton Creek
Sandra Patrick | Down to Earth
Mike Puffer | Remedy's RX on Kent
Ann Scarlett | The Kent Florist

LIASIONS

None

1.0 - CALL TO ORDER

Meeting Called to Order by the Chair: 5:02pm

In Attendance: Matt Geraghty, Liz Grimes, Mike Puffer, Ann Scarlett, Laura LeMiere,

Recording Secretary: Melissa McFarland

Guests: Lindsay Bagg, Luke Schauf

Late Arrivals: None

Early Departures: None

Regrets / Absent: Rebekah McCracken, Sandra Patrick

2.0 - ADMINISTRATIVE BUSINESS -----

2.1 - Adoption of Agenda

Moved By: Laura LeMiere

Seconded By: Liz Grimes

Resolved: That the agenda be adopted as circulated.

Carried MC2021-22

2.2 - Declarations of Pecuniary Interest

None Declared

2.3 - Adoption of Minutes

Moved By: Ann Scarlett

Seconded By: Mike Puffer

Resolved: That the Minutes of June 3rd, 2021 be approved as circulated.

Carried MC2021-23

3.0 - DEPUTATIONS -----

None Scheduled

4.0 - CORRESPONDENCE -----

None Received

5.0 - NEW BUSINESS -----

5.1 - Social Media Update

Lindsay Bagg updated about the social media accounts for the month of June. Discussion was held about an item brought up at the Board of Directors meeting, about a campaign to highlight past influential individuals of the downtown area, either on the social media accounts, the website, or both. This could be accomplished by asking for stories and nominations from the public via the Throwback Thursday posts. The business profiles are going well, and will continue, along with the other more current content, and promoting the Walking Tour.

5.2 – Walking Tour Update

The tour is live, but tweaks are needed on the website. Storefront handouts are being created, and will be distributed to any business willing to hand them out, and they will also be provided to the Chamber of Commerce summer staff that are operating a tourism booth adjacent to the Farmers Market. There have been issues with overview map on the website, but solutions are being worked on.

5.3 – Event Operating Guide

Lindsay Bagg has completed a template, that will be used as a fluid document as events occur, and a portfolio of standard events can be created and filed away. It involves a timeline for each event, and breaks down general tasks by time.

5.4 – Committee Terms of Reference

Deferred. A standardized template for all committees is being developed.

5.5 – Summer Events & Promotions

Plans for an August 7th Sidewalk Sale were discussed. The original intent was to utilize lot M1 at the back of the businesses on the north side of Kent, but considerations were also made for keeping it exclusively to the storefronts. All retailers will be invited to participate, and encourage to have a 9:00am start in order to capture the Farmers Market traffic. Lindsay Bagg will create some promotional material and begin to solicit participants.

5.6 – Event Support Program

Melissa McFarland gave an overview of a new proposed initiative. It would see the creation of an 'Event Support' Program and Grant, which would allow local community organizations to organize and execute events in the downtown, with financial and administrative support from the BIA. This would increase the number of events in the downtown area, without the BIA being responsible for the overall execution. She proposed that if a \$10,000 budget can be found for 2022, that the program be launched in the New Year, with organizations being able to apply with an event proposal, and the grants could be issued for late winter/early spring, to take place in the remainder of 2022. The Board of Directors was supportive of the idea and has instructed the Marketing Committee to create a proposal and work plan to be approved prior to the fall budget discussions. Pros and cons were discussed, and a decision will be finalized at the August meeting. A suggestion was made by Laura LeMiere in regards to using Leaha Denney (Dash of Denney)'s scavenger hunt as a trial for another organization running an initiative. This event could be tied in with the Walking Tour and will involve customized cookies, prizes, and is meant to last several weeks. She will be advised to submit a proposal, and be invited to the August meeting.

5.7 – Other Advertising & Promotions

Guess Where Trips has featured Corner Bites and Boiling Over in some of their trips.

Bounce 91.9 has proposed a new campaign for supporting restaurants and other small businesses for the summer. This will take place instead of the business subsidy program, as businesses were hesitant to participate with restricted marketing budgets due to Covid.

A Winter Festival for Lindsay is being proposed for February and has endorsement from Council. Melissa McFarland has a meeting on August 4th with the organizer, to find out how the downtown can best support and participate.

The LEX is developing a digital passport for supporting area businesses during the Lindsay Central Exhibition, and the BIA and Chambers are partners. A meeting for more information is scheduled for July 9.

6.0 - NEXT MEETING -----

Thursday, August 5th, 2021
5:00pm
Boiling Over's Coffee Vault
148 Kent Street West

7.0 - ADJOURNMENT -----

Moved By: Mike Puffer

Seconded By: Ann Scarlett

Resolved: That the July 8th, 2021 meeting of the Marketing Committee be adjourned at 6:30pm.

Carried MC2021-24



MINUTES

for the Meeting of the Marketing Committee

Thursday, June 3rd, 2021
5:00pm
via Zoom

CHAIR

Matt Geraghty | Matty G Digital

VOTING MEMBERS

Liz Grimes | Cathy Allan Ladieswear
Laura LeMiere | Boiling Over's Coffee Vault
Rebekah McCracken | Hamilton Creek
Sandra Patrick | Down to Earth
Mike Puffer | Remedy's RX on Kent
Ann Scarlett | The Kent Florist

LIASIONS

None

1.0 - CALL TO ORDER

Meeting Called to Order by the Chair: 5:04pm

In Attendance: Matt Geraghty, Liz Grimes, Mike Puffer, Ann Scarlett

Recording Secretary: Melissa McFarland

Guests: None

Late Arrivals: None

Early Departures: None

Regrets / Absent: Laura LeMiere, Rebekah McCracken, Sandra Patrick

2.0 - ADMINISTRATIVE BUSINESS -----

2.1 - Adoption of Agenda

Moved By: Ann Scarlett

Seconded By: Liz Grimes

Resolved: That the agenda be adopted as circulated.

Carried MC2021-18

2.2 - Declarations of Pecuniary Interest

None Declared

2.3 - Adoption of Minutes

Moved By: Mike Puffer

Seconded By: Liz Grimes

Resolved: That the Minutes of May 6th, 2021 be approved as circulated.

Carried MC2021-19

3.0 - DEPUTATIONS -----

None Scheduled

4.0 - CORRESPONDENCE -----

None Received

5.0 - NEW BUSINESS -----

5.1 - Social Media Update & Template Review / Father's Day

Matt Geraghty updated. Lindsay Bagg is running about 5 scheduled posts per week on Facebook and Instagram, with featured the featured business posts being given slight priority to businesses in the construction zone on a cycle with other posts. June will additionally feature promotions for the Walking Tour the addition of Take-Out Tuesday posts and other ideas based what some other BIA's are doing. Discussion was held about the previous month's idea to do a photo op with businesses in hard hats to feature the construction progress, and Liz Grimes will coordinate this.

A Father's Day promotion and contest will be run through the social media, and will be dedicated to Dan Burns as an annual memorial. Posts will go up the week before, and the winner chosen on Friday the 18th. The winner will receive a \$100 gift basket from Burns, and a \$100 gift certificate to a downtown restaurant of their choice. Melissa McFarland will coordinate the prizes, and consult the Burns family before they're posted.

5.2 - Walking Tour Update

Matt Geraghty updated on the Walking Tour on behalf of Lindsay Bagg. The focus of the tour is the downtown 'then and now', with fun facts and historical items. There will be 8-10 stops along a full route of downtown, and additional stops can be added monthly. This will be put on the website as a printable PDF or something people can follow along with via mobile devices. Discussion was held regarding how best to promote through the actual businesses downtown, and a physical postcard, possibly with a QR code could be developed for store counters with instructions on how to access.

5.3 - Event Operating Guide

Matt Geraghty updated. The document is in development, and Melissa McFarland was able to get some resources from OBIAA. It's a resource that will be a good starting point to executing different events downtown, and can be added to as time goes on.

5.4 - Provincial Lockdown / COVID-19 Response

Melissa McFarland updated. With the Reopening Plan possibly beginning on June 14th, resources will be provided to businesses as they're made available.

5.5 - Downtown Reconstruction

The City's marketing campaign can be seen through some directional signage throughout the downtown, and the business feature videos will be resuming as restrictions are eased.

5.6 - Dine in 705

Melissa McFarland gave an overview of the program to date. The Instagram posts have began and are featuring great photography of our restaurants. The creators proposed a Top 10 feature, with written articles, photos and videos of the featured restaurants (the contents of which would also be available for BIA and the restaurant's own use), and Melissa McFarland had proposed a more comprehensive dining guide that would include all downtown eateries, as there are only 20 currently. They came back with a cost of \$4500.

Moved By: Ann Scarlett

Seconded By: Liz Grimes

Resolved: That a contract for a paid restaurant promotion with Dinein705 be approved. **Carried MC2021-20**

With indoor dining restrictions likely to be in place through much of the summer, the restaurants will be contacted to ask if they would prefer the campaign to occur into the fall and keep on with the free promotion for now.

5.7 - Other Advertising & Promotions

An update was given on new businesses and targeted dates for opening. The owners of Millbrook Valley Chocolates are not taking the space at 146 Kent Street due to health issues, but plan to reopen in another location in a few months. Thairapy is now occupying the space at 3 Kent Street West, and a clothing store is intended to open in that space.

Discussion was held regarding a Tent Sale in the M1 parking lot as a future initiative. Some preliminary conversations can happen with the businesses on that block to ask if that's something they would like to participate in, and when the optimal time would be for their business.

6.0 - NEXT MEETING -----

Thursday, July 8th, 2021 (due to the Canada Day holiday)

5:00pm

Location TBA

7.0 - ADJOURNMENT -----

Moved By: Mike Puffer

Seconded By: Ann Scarlett

Resolved: That the June 3rd, 2021 meeting of the Marketing Committee be adjourned at 6:24pm.

Carried MC2021-21



MINUTES

for the Meeting of the Marketing Committee

Thursday, August 5th, 2021
5:00pm
Boiling Over's Coffee Vault, 148 Kent Street West

CHAIR

Matt Geraghty | Matty G Digital

VOTING MEMBERS

Liz Grimes | Cathy Allan Ladieswear
Laura LeMiere | Boiling Over's Coffee Vault
Rebekah McCracken | Hamilton Creek
Sandra Patrick | Down to Earth
Mike Puffer | Remedy's RX on Kent
Ann Scarlett | The Kent Florist

LIASIONS

None

1.0 - CALL TO ORDER

Meeting Called to Order by the Chair: 5:00pm

In Attendance: Matt Geraghty, Laura LeMiere, Sandra Patrick, Ann Scarlett

Recording Secretary: Melissa McFarland

Guests: Lindsay Bagg, Leaha Denney

Late Arrivals: None

Early Departures: None

Regrets / Absent: Liz Grimes, Rebekah McCracken, Mike Puffer

2.0 - ADMINISTRATIVE BUSINESS -----

2.1 - Adoption of Agenda

Moved By: Laura LeMiere

Seconded By: Sandra Patrick

Resolved: That the agenda be adopted as circulated.

Carried MC2021-25

2.2 - Declarations of Pecuniary Interest

None Declared

2.3 - Adoption of Minutes

Moved By: Ann Scarlett

Seconded By: Laura LeMiere

Resolved: That the Minutes of July 8th, 2021 be approved as circulated.

Carried MC2021-26

3.0 - DEPUTATIONS -----

None Scheduled

4.0 - CORRESPONDENCE -----

None Received

5.0 - NEW BUSINESS -----

5.1 - Social Media Update

Lindsay Bagg updated about the social media accounts for the month of July. Most of the traffic and posts have been directed towards the Sidewalk Sale.

5.2 - Walking Tour Update

The tour is live, and being advertised. Discussion was held about adding new stops every month or so.

5.3 – August 7th Sidewalk Sale

Businesses have been solicited for participation, and have been provided with postcards. They have been asked to provide a 15 second script of their promotions to provide to the DJ. Coroplast signage is arriving in the morning.

5.4 – Event Support Program

Melissa McFarland reviewed the information that was provided at the July meeting, as no decisions were made by the Committee at that time.

Moved By: Laura LeMiere

Seconded By: Matt Geraghty

Resolved: That a proposal for an Event Support Grant Program be developed and presented at the September meeting, for the Marketing Committee to approve for the Board's review. **Carried MC2021-26**

5.5 – Upcoming Fall & Holiday Planning

Melissa McFarland advised that she connected with BakerTilly regarding the Santa Claus Parade. No date has been set, but it's likely to occur on Sunday, November 21st, making the logical date for the Holiday Kick-Off to occur on Friday, November 19th. They will advise her ASAP if this is not the case. Pending Covid-19 restrictions, the event could mirror the 2019 event, with the launch of the Holiday Passport, the Christmas Tree Lighting (also pending reconstruction challenges in location) and the VIP Shopping Night. In regards to the Passport, the 12 Days of Giveaways theme worked well, and could be replicated with some minor tweaks.

5.6 – Other Advertising & Promotions

The organizer of Dine in 705 has noted that there has been challenges with engaging restaurant businesses. Lindsay Bagg advised that she has sent additional correspondence to the restaurants so that they would expect his reaching out to them.

Leaha Denney, from Dash of Denney talked to the committee about her Doodle Dash scavenger hunt game taking place on Instagram, involving local businesses throughout the Kawarthas. The committee will work with Dash of Denney to create a fall event to promote the Walking Tour and test the Event Support grant.

6.0 – NEXT MEETING -----

Thursday, September 2nd, 2021

5:00pm

Boiling Over's Coffee Vault, 148 Kent Street West

7.0 – ADJOURNMENT -----

Moved By: Laura LeMiere

Seconded By: Sandra Patrick

Resolved: That the August 5th, 2021 meeting of the Marketing Committee be adjourned at 5:42pm.

Carried MC2021-27



MINUTES

for the Meeting of the Marketing Committee

Thursday, September 2nd, 2021
5:00pm
Big Brothers / BIA Boardroom, 117 Kent Street West

CHAIR

Matt Geraghty | Matty G Digital

VOTING MEMBERS

Leaha Denney | A Dash of Denney

Liz Grimes | Cathy Allan Ladieswear

Laura LeMiere | Boiling Over's Coffee Vault

Rebekah McCracken | Hamilton Creek

Sandra Patrick | Down to Earth

Mike Puffer | Remedy's RX on Kent

Ann Scarlett | The Kent Florist

LIASIONS

None

1.0 - CALL TO ORDER

Meeting Called to Order by the Chair: 5:07pm

In Attendance: Matt Geraghty, Laura LeMiere, Rebekah McCracken, Sandra Patrick

Recording Secretary: Melissa McFarland

Guests: None

Late Arrivals: Leaha Denney (5:28pm)

Early Departures: Sandra Patrick (5:47pm)

Regrets / Absent: Liz Grimes, Mike Puffer, Ann Scarlett

2.0 - ADMINISTRATIVE BUSINESS -----

2.1 - Adoption of Agenda

Moved By: Laura LeMiere

Seconded By: Sandra Patrick

Resolved: That the agenda be adopted as circulated.

Carried MC2021-28

2.2 - Declarations of Pecuniary Interest

None Declared

2.3 - Adoption of Minutes

Moved By: Rebekah McCracken

Seconded By: Laura LeMiere

Resolved: That the Minutes of August 5th, 2021 be approved as circulated.

Carried MC2021-29

3.0 - DEPUTATIONS -----

None Scheduled

4.0 - CORRESPONDENCE -----

None Received

5.0 - NEW BUSINESS -----

5.1 - Social Media Update

Matt Geraghty updated about the social media accounts for the month of August on behalf of Lindsay Bagg. Stats were presented from the Facebook and Instagram accounts in regards to reach and impressions.

5.2 - Event Support Program / Sample Event Proposal

A review of the proposed program was given for committee members who were absent at previous

meetings. Laura LeMiere and Leah Denney have put together a sample event for fall that was reviewed by the committee.

Moved By: Rebekah McCracken

Seconded By: Sandra Patrick

Resolved: That the proposed event, "Harvest Walking Tour" be conducted, with the \$800 financial request granted to the organizers.

Carried MC2021-29

An additional proposal was received from Sandra Falconer regarding hosting a Harvest Festival type event on the weekend of the October 16th, and it was agreed that her suggestions will be incorporated into the larger event, with various initiatives taking place each October weekend from Thanksgiving. With the assistance of Lindsay Bagg, Laura LeMiere and Leah Denney will head up the event.

5.3 - Holiday Passport & Kickoff

Discussion was held regarding the format for the Holiday Passport for this year and the committee was in agreement to closely follow last year's program in regards to format, design and prize giveaways. Additional information and incentives will be provided to the businesses in order to increase awareness and participation from ALL employees. Melissa McFarland will be reviewing the program with Lindsay Bagg for her to implement, and a timeline will be created for the next meeting. The Holiday Kickoff (with the launch of the Passport) will be on Friday, November 19th, in anticipation of the Santa Claus Parade on Sunday, November 21st.

5.4 - Other Advertising & Promotions

The sign panel at the Lindsay Curling Club will be renewed for advertising for the 2021/2022 season. The fee was waived for the 2020/2021 season.

6.0 - NEXT MEETING -----

TBA

7.0 - ADJOURNMENT -----

Moved By: Laura LeMiere

Seconded By: Leah Denney

Resolved: That the September 2nd, 2021 meeting of the Marketing Committee be adjourned at 6:19pm.

Carried MC2021-30



MINUTES

for the Meeting of the Marketing Committee

Thursday, September 2nd, 2021
5:00pm
Big Brothers / BIA Boardroom, 117 Kent Street West

CHAIR

Matt Geraghty | Matty G Digital

VOTING MEMBERS

Leaha Denney | A Dash of Denney

Liz Grimes | Cathy Allan Ladieswear

Laura LeMiere | Boiling Over's Coffee Vault

Rebekah McCracken | Hamilton Creek

Sandra Patrick | Down to Earth

Mike Puffer | Remedy's RX on Kent

Ann Scarlett | The Kent Florist

LIASIONS

None

1.0 - CALL TO ORDER

Meeting Called to Order by the Chair: Unofficial Meeting from 5:05pm-6:00pm
Quorum from 5:15pm until 5:30pm only

In Attendance: Matt Geraghty, Liz Grimes, Laura LeMiere, Mike Puffer

Recording Secretary: Melissa McFarland

Guests: None

Late Arrivals: Leaha Denney (5:15pm)

Early Departures: Leaha Denney (5:30pm)

Regrets / Absent: Rebekah McCracken, Sandra Patrick, Ann Scarlett

2.0 - ADMINISTRATIVE BUSINESS -----

2.1 - Adoption of Agenda

Moved By: Laura LeMiere

Seconded By: Liz Grimes

Resolved: That the agenda be adopted as circulated.

Carried MC2021-28

2.2 - Declarations of Pecuniary Interest

None Declared

2.3 - Adoption of Minutes

Moved By: Mike Puffer

Seconded By: Laura LeMiere

Resolved: That the Minutes of September 2nd, 2021 be approved as circulated.

Carried MC2021-29

3.0 - DEPUTATIONS -----

None Scheduled

4.0 - CORRESPONDENCE -----

None Received

5.0 - NEW BUSINESS -----

5.1 - Social Media Update

Lindsay Bagg sent regrets for the meeting, but all updates were given by Laura LeMiere on her behalf.

5.2 - Autumn Harvest Events

Events have been planned for the last 4 Saturdays in October, and information is being communicated to the

membership. Each Saturday will have a theme, with Buskers and other entertainment being featured on October 9th, Family Games & Food Vendors on October 16th, a 'Find the Scarecrows' activity on October 23rd and a Halloween walkthrough, with businesses carving pumpkins for their storefronts, on October 30th. Throughout the month, a Dash of Denney's Cookie Kits will be available for purchase, which are themed in conjunction with the Downtown Walking Tour. Businesses are being encouraged to participate with sidewalk sales, hosting popups, and spreading the word via their networks and social media accounts, and content has been provided for them to do so.

5.3 - Holiday Passport & Kickoff

The Holiday Passport will go into formal planning mode in October with a timeline created with hard deadlines to ensure all of the details stay on track and nothing falls behind. An email to the membership will be sent out in the next couple of weeks to let them know the early details and to confirm participation. Print and media advertising is being looked at, and more details will be presented at the next meeting.

5.4 - Other Advertising & Promotions

The sign panel at the Lindsay Recreation Complex will be renewed for advertising for the 2021/2022 season. The fee was waived for the 2020/2021 season.

'Inclusivity' decals or stickers for business windows was briefly discussed and will be placed on a future agenda.

6.0 - NEXT MEETING -----

Thursday, November 4th
5:00pm
Big Brothers / Big Sisters Boardroom
117 Kent Street West

7.0 - ADJOURNMENT -----

Moved By: Laura LeMiere

Seconded By: Mike Puffer

Resolved: That the September 30th, 2021 meeting of the Marketing Committee be adjourned at 5:30pm.

Discussion was held among remaining committee members until 6:00pm

Carried MC2021-30



MINUTES

for the Meeting of the Marketing Committee

Thursday, November 4th, 2021
5:00pm
Big Brothers / BIA Boardroom, 117 Kent Street West

CHAIR

Matt Geraghty | Matty G Digital

VOTING MEMBERS

Leaha Denney | A Dash of Denney
Alana Forsyth | Alana Maria Photography
Liz Grimes | Cathy Allan Ladieswear
Christine Houle | Ice Man Video Games
Laura LeMiere | Boiling Over's Coffee Vault
Rebekah McCracken | Hamilton Creek
Sandra Patrick | Down to Earth
Mike Puffer | Remedy's RX on Kent
Beth Rescorl | The Kent Florist
Ann Scarlett | The Kent Florist

1.0 - CALL TO ORDER

Meeting Called to Order by the Chair:

In Attendance: Matt Geraghty, Alana Forsyth, Laura LeMiere, Sandra Patrick, Mike Puffer, Ann Scarlett

Recording Secretary: Melissa McFarland

Guests: Lindsay Bagg, Christine Houle, Beth Rescorl

Late Arrivals: None

Early Departures: None

Regrets / Absent: Liz Grimes, Leah Denney, Rebekah McCracken

2.0 - ADMINISTRATIVE BUSINESS -----

2.1 - Adoption of Agenda

Moved By: Laura LeMiere

Seconded By: Ann Scarlett

Resolved: That the agenda be adopted as circulated.

Carried MC2021-31

2.2 - Declarations of Pecuniary Interest

None Declared

2.3 - Adoption of Minutes

Moved By: Mike Puffer

Seconded By: Laura LeMiere

Resolved: That the Minutes of September 30th, 2021 be approved as circulated.

Carried MC2021-32

3.0 - DEPUTATIONS -----

None Scheduled

4.0 - CORRESPONDENCE -----

None Received

5.0 - NEW BUSINESS -----

5.1 - Social Media Update

Lindsay Bagg updated. Impressions have increased on both Facebook and Instagram. A discussion was held about new ideas for posts, with a more personal angle, including features on the Board and Committee members. An idea was suggested to do posts about holiday gift guides in the downtown, as well as Sunday Shopping features.

5.2 – Holiday Passport & Other Holiday Initiatives

Lindsay Bagg advised that the initial email went to the membership on October 27th and a follow up will be sent following Remembrance Day with a social media toolkit. FAQ's and Participant posters have been created and will be distributed along with the passports and stamps on November 18th. A campaign with Bob FM has been confirmed, and posts on Facebook and Instagram will be boosted.

Melissa McFarland updated on the Christmas Tree from the Beautification Committee, which will be installed in front of Town Hall this year, as the ValuMart lot is not accessible. A tree lighting will be possible on Friday the 19th and the committee discussed some preliminary details. Lindsay Bagg and Melissa McFarland will work with Laura LeMiere and Leah Denny to pull the event together.

5.3 – 2022 General Marketing Strategy

Matt Geraghty advised the committee that this will be discussed in greater detail at the December meeting, and that an overall campaign will be developed that can be referred throughout the year. Discussion was held regarding the concepts of increasing the downtown's reputation as an art/culture/music hub, and a summer destination. Types of strategies could include developing different ways of presenting a 'typical day downtown' for various demographics of visitors, and developing a downtown heat map.

5.4 – 2022 Events – Preliminary Planning

Matt Geraghty advised the committee that this will be discussed in greater detail at the December meeting, and that an overall events schedule will be developed that can be generally be followed throughout the year. Melissa McFarland gave an overview of how the budget was developed and that the Event Support Grant will assist in providing more events year round in the downtown. The committee will map out dates at the December meeting to ensure that events and initiatives are being planned well. Committee members are to provide 2-3 ideas apiece to Lindsay Bagg by November 18th.

5.5 – Inclusion Decal

The committee was in favour of developing a decal and Lindsay Bagg will pull together a draft design for the December meeting, and the decal can roll out in the new year.

5.6 – Other Events & Promotions

Melissa McFarland advised that Big Brothers Big Sisters approached her with idea of doing a 'local box' type of initiative for a fundraiser for them, which would feature speciality items from downtown businesses. This initiative could be good in the early spring and will be revisited. Family movie nights were also suggested.

Melissa McFarland advised that \$475 was raised from the Autumn Harvest cookie kits and was donated to Community Care Hospice in memory of Dan Burns.

Lindsay Bagg updated on the Autumn Harvest events and requested that committee members complete the survey she circulated for post-event reporting.

Christine Houle and Beth Rescorl advised that they would like to officially join the Marketing Committee, and Alana Forsyth was officially welcomed.

6.0 - NEXT MEETING -----

Thursday, December 2nd

5:00pm

Big Brothers / Big Sisters Boardroom

117 Kent Street West

7.0 - ADJOURNMENT -----

Moved By: Ann Scarlett

Seconded By: Alana Forsyth

Resolved: That the November 4th, 2021 meeting of the Marketing Committee be adjourned at

Carried MC2021-33



MINUTES

for the Meeting of the Marketing Committee

Thursday, December 2nd, 2021
5:00pm
Big Brothers / BIA Boardroom, 117 Kent Street West

CHAIR

Matt Geraghty | Matty G Digital

VOTING MEMBERS

Leaha Denney | A Dash of Denney
Alana Forsyth | Alana Maria Photography
Liz Grimes | Cathy Allan Ladieswear
Christine Houle | Ice Man Video Games
Laura LeMiere | Boiling Over's Coffee Vault
Sandra Patrick | Down to Earth
Mike Puffer | Remedy's RX on Kent
Beth Rescorl | The Kent Florist
Ann Scarlett | The Kent Florist

1.0 - CALL TO ORDER

Meeting Called to Order by the Chair:

In Attendance: Matt Geraghty, Alana Forsyth, Liz Grimes, Chris Houle, Laura LeMiere, Sandra Patrick, Mike Puffer, Ann Scarlett

Recording Secretary: Melissa McFarland

Guests: Lindsay Bagg, Steve Podolsky, Ron Wittenberg

Late Arrivals: None

Early Departures: Mike Puffer (5:50pm), Sandra Patrick (6:31pm)

Regrets / Absent: Beth Rescorl

2.0 - ADMINISTRATIVE BUSINESS -----

2.1 - Adoption of Agenda

Moved By: Laura LeMiere

Seconded By: Liz Grimes

Resolved: That the agenda be adopted as circulated.

Carried MC2021-34

2.2 - Declarations of Pecuniary Interest

None Declared

2.3 - Adoption of Minutes

Moved By: Ann Scarlett

Seconded By: Sandra Patrick

Resolved: That the Minutes of November 4th, 2021 be approved as circulated.

Carried MC2021-35

3.0 - DEPUTATIONS -----

None Scheduled

4.0 - CORRESPONDENCE -----

None Received

5.0 - NEW BUSINESS -----

5.1 - Social Media Update

Lindsay Bagg updated. Impressions and engagement have generally stayed the same, with good engagement on the holiday themed posts. Lindsay and Matt Geraghty have been discussing some new strategies and themes for the new year and beyond, and will start working on implementing those along with any new strategies being discussed later in the meeting. Committee members are welcome to send ideas through at any time.

5.2 – Holiday Passport Update

An extra 1000 passports have been ordered and will be ready Friday, in anticipation of needing them as a result of a potential shopping event. Melissa McFarland advised that she has been delivering extras to businesses on a daily basis. Prize baskets are being purchased and assembled and it will be determined the best places to conduct the daily prize draws.

5.3 – Holiday Shopping Event

Discussion was held regarding a potential shopping event on Saturday, December 18th as a ‘last Saturday before Christmas’ promotion – event name TBA. The committee agreed that the best promotion for the Holiday Passport would be for Christmas characters to be roaming who can give bonus stamps or stickers while they walk downtown. Discussion was also held about using the downtown mural as a photo op station that day, and possibly providing musical entertainment.

5.4 – Other Promotions & Advertising

Melissa McFarland presented the proposed contracts from Dave Raulston of Brelyn Enterprise for renewal of the contracts for 2022. Costs have stayed the same at \$550 for the publication and \$150 to be featured on the mobile app.

Moved By: Laura LeMiere

Seconded By: Sandra Patrick

Resolved: That the proposed contracts for Exploring Lindsay 2022 be approved.

Carried MC2021-36

Lindsay Bagg presented 3 different designs for an inclusion decal that could be circulated to businesses and the committee voted on their preference. Melissa McFarland has begun to obtain quotes and the decals can proceed in the new year, with a press release.

5.5 – 2022 Marketing Strategy

Lindsay Bagg assembled all of the suggestions made by committee members since the last meeting and posted them on the wall for discussion. The committee worked through the possibilities of various campaigns and slogans and narrowed down a few that were well received by all. Matt Geraghty will work towards pulling the concepts together in a more formal way for the January meeting.

5.6 – 2022 Event Planning

Lindsay Bagg assembled all of the suggestions made by committee members since the last meeting and posted them on the wall for discussion. Discussion was held about balancing large events and smaller scale activations, and the ideal way to space them out and fill in gaps with the event grant program. The grant program will be rolled out in the new year and active organizations approached and encouraged to submit applications. A larger scale event may be possible for the summer, and the committee discussed potential themes that may best benefit the businesses and general community. Grants will be investigated to supplement costs, and may be more likely to be obtained with early planning. Committee members have been encouraged to continue brainstorming before the January meeting and advised that there will be an expectation of committee members to take an active role in the planning and execution of at least one event in 2022.

6.0 - NEXT MEETING -----

Thursday, January 13th

5:00pm

Big Brothers / Big Sisters Boardroom

117 Kent Street West

7.0 - ADJOURNMENT -----

Moved By: Ann Scarlett

Seconded By: Alana Forsyth

Resolved: That the December 2nd, 2021 meeting of the Marketing Committee be adjourned at 6:45pm.

Carried MC2021-37



MINUTES

for the Meeting of the Parking Committee

Tuesday, January 12th, 2021

9:00am
via Zoom

CHAIR

Steve Podolsky | A&L Investments

VOTING MEMBERS

Dan Burns | Burns Bulk Food

Jim Garbutt | A Buy & Sell Shop

Charlie McDonald | Community Member

Steve Turner | Lindsay Sportsline

Councillor Pat Dunn | CKL Council

LIAISONS

Wayne English | LDBIA Community Liaison

Enzo Ingribelli | CKL Public Works

1.0 - CALL TO ORDER

Meeting Called to Order by the Chair: 9:05am

In Attendance: Steve Podolsky, Jim Garbutt, Charlie McDonald, Councillor Pat Dunn,
Wayne English

Recording Secretary: Melissa McFarland

Guests: Oliver Vigelius

Late Arrivals: None

Early Departures: None

Regrets: None

Absent: Dan Burns, Steve Turner

2.0 - ADMINISTRATIVE BUSINESS -----

2.1 - Adoption of Agenda

Moved By: Jim Garbutt

Seconded By: Councillor Dunn

Resolved: That the agenda be adopted as circulated.

Carried PC2021-01

2.2 - Declarations of Pecuniary Interest

None Declared

2.3 - Adoption of Minutes

Moved By: Charlie McDonald

Seconded By: Councillor Dunn

Resolved: That the Minutes of November 10th, 2020 be approved as circulated. Carried PC2021-02

3.0 - DEPUTATIONS -----

None Scheduled

4.0 - CORRESPONDENCE -----

None Received

5.0 - NEW BUSINESS -----

5.1 - Report - Wayne English, Community Liaison

Report reviewed - please see agenda package, or request a copy from the Lindsay Downtown BIA.

Moved By: Steve Podolsky

Seconded By: Charlie McDonald

Resolved: That the above report be received.

Carried PC2021-03

5.2 - Other General Matters

Complaints were received from businesses specifically in the reconstruction area regarding dog waste on the sidewalk - the impacts of which are heightened due to the narrowed sidewalks. Steve Podolsky advised that he has notified Scott Wood, who will monitor and clean up as needed. A suggestion was made to put signs on the construction fencing to advise pedestrians, and Melissa McFarland will follow through on this item.

An additional concern was brought up regarding the presence of panhandlers who approach downtown visitors and employees for money and/or food. Wayne English is aware of the individuals who are regularly present downtown, and at this point does not believe that they are in violation of any laws, and are within the Canadian Charter of Rights and Freedoms in being on the street and conversing with passerby. He will monitor the situation, which likely feels heightened due to Covid-19 and the narrowing of the sidewalk in the construction area.

Planned development on the corner of William St North and Wellington Street was discussed, in regards to the impact it may have on downtown traffic and parking inventory. The item will remain on future agendas for discussion.

6.0 - NEXT MEETING -----

Tuesday, February 9th, 2021

Time & Location TBD

7.0 - ADJOURNMENT -----

Moved By: Charlie McDonald

Seconded By: Jim Garbutt

Resolved: That the January 12th, 2021 meeting of the Parking Committee be adjourned at 9:58am.

Carried PC2021-04



MINUTES

for the Meeting of the Advocacy Committee

Tuesday, January 12th, 2021
Following the Parking Committee
via Zoom

CHAIR

Jim Garbutt | A Buy & Sell Shop

VOTING MEMBERS

Dan Burns | Burns Bulk Food
Charlie McDonald | Community Member
Steve Podolsky | A&L Investments
Steve Turner | Lindsay Sportsline
Councillor Pat Dunn | CKL Council

LIAISONS

None

1.0 - CALL TO ORDER

Meeting Called to Order by the Chair: 9:58am

In Attendance: Jim Garbutt, Charlie McDonald, Steve Podolsky, Councillor Pat Dunn

Recording Secretary: Melissa McFarland

Guests: Wayne English

Late Arrivals: None

Early Departures: None

Regrets: None

Absent: Dan Burns, Steve Turner

2.0 - ADMINISTRATIVE BUSINESS -----

2.1 - Adoption of Agenda

Moved By: Councillor Dunn

Seconded By: Charlie McDonald

Resolved: That the agenda be adopted as circulated.

Carried AC2021-01

2.2 - Declarations of Pecuniary Interest

None Declared

2.3 - Adoption of Minutes

Moved By: Steve Podolsky

Seconded By: Councillor Dunn

Resolved: That the Minutes of November 10th, 2020 be approved as circulated. Carried AC2021-02

3.0 - DEPUTATIONS -----

None Scheduled

4.0 - CORRESPONDENCE -----

None Received

5.0 - NEW BUSINESS -----

5.1 - Identify 2021 Priorities

The committee agreed that while it is difficult to plan for the remainder of 2021, items concerning or affecting downtown businesses or the downtown as a whole will be placed on the agenda as they arise.

Jim Garbutt advised that he would like to see further research done on the future possibility of street security cameras, and Melissa McFarland will follow up with Member Needs Assistance through OBIAA.

The impacts of the development on William Street North and Wellington Street will be kept on future agendas, as they may impact downtown and parking as a whole.

6.0 - NEXT MEETING -----

Thursday, February 9th, 2020
Time & Location TBD

7.0 - ADJOURNMENT -----

Moved By: Councillor Dunn

Seconded By: Steve Podolsky

Resolved: That the January 12th, 2021 meeting of the Marketing Committee be adjourned at 10:05am.

Carried PC2021-03



MINUTES

for the Meeting of the Parking Committee

Tuesday, February 9th, 2021
9:00am
via Zoom

CHAIR

Steve Podolsky | A&L Investments

VOTING MEMBERS

Dan Burns | Burns Bulk Food

Jim Garbutt | A Buy & Sell Shop

Charlie McDonald | Community Member

Steve Turner | Lindsay Sportsline

Councillor Pat Dunn | CKL Council

LIAISONS

Wayne English | LDBIA Community Liaison

Enzo Ingribelli | CKL Public Works

1.0 - CALL TO ORDER

Meeting Called to Order by the Chair: 9:01am

In Attendance: Steve Podolsky, Jim Garbutt, Charlie McDonald, Steve Turner,
Councillor Pat Dunn, Wayne English

Recording Secretary: Melissa McFarland

Guests: Oliver Vigelius (left 9:24am)

Late Arrivals: Dan Burns (9:05am)

Early Departures: None

Regrets: None

Absent: None

2.0 - ADMINISTRATIVE BUSINESS -----

2.1 - Adoption of Agenda

Moved By: Charlie McDonald **Seconded By:** Councillor Dunn

Resolved: That the agenda be adopted as circulated.

Carried PC2021-05

2.2 - Declarations of Pecuniary Interest

None Declared

2.3 - Adoption of Minutes

Moved By: Charlie McDonald **Seconded By:** Steve Turner

Resolved: That the Minutes of January 12th, 2021 be approved as circulated.

Carried PC2021-06

3.0 - DEPUTATIONS -----

None Scheduled

4.0 - CORRESPONDENCE -----

None Received

5.0 - NEW BUSINESS -----

5.1 - Report - Wayne English, Community Liaison

Report reviewed - please see agenda package, or request a copy from the Lindsay Downtown BIA.

Moved By: Jim Garbutt

Seconded By: Charlie McDonald

Resolved: That the above report be received.

Carried PC2021-07

5.2 - Committee Structure

Discussion was held regarding the proposal made at the Board of Directors meeting, regarding the possibility of merging the Parking & Advocacy Committees into one. Rationale was made that many of the initiatives and agenda items overlap, and the members of each committee are the same. Concerns were brought forth regarding clarity of issues and the committee agreed that important items that would normally fall under Advocacy could be placed higher on the agenda, assuring that nothing gets overlooked.

Moved By: Charlie McDonald

Seconded By: Steve Podolsky

Resolved: That the Parking Committee recommends to the Board of Directors that the Parking Committee and Advocacy Committee be consolidated into one Committee on a trial basis, under the temporary name 'Downtown Services Committee'.

Carried PC2021-08

5.3 - Other Matters Concerning Downtown Parking

Moved By: Jim Garbutt

Seconded By: Charlie McDonald

Resolved: That the Parking Committee recommends to the Board of Directors that correspondence be sent to Council with the recommendation that the maintenance of the downtown Municipal Parking Lots be assigned to the City of Kawartha Lakes Public Works Department, beginning in the 2021/2022 winter season, in order to ensure continuity of winter services.

Carried PC2021-09

Discussion was held regarding the Parking Study, to which there is understanding that is likely delayed due to Covid-19. Councillor Dunn advised that an update may be available through Engineering & Asset Management at the March 9th Committee of the Whole meeting.

Steve Podolsky brought forward concerns about a car parked overnight frequently at Kent Street and York Street, as well as snow on the sidewalks in this area.

5.4 - Other General Matters

Melissa McFarland will have an update in March regarding Downtown Street Cameras and information through Member Needs Assistance with other BIA's and their programs. Jim Garbutt advised that he will continue to have updates on the development planned for William & Wellington, and that Million Dollar Makeover closes this month. Melissa McFarland will advise the membership again of the application date.

Other issues generally pertaining to Advocacy will be on the combined March agenda.

6.0 - NEXT MEETING -----

Tuesday, March 9th, 2021
Time & Location TBD

7.0 - ADJOURNMENT -----

Moved By: Charlie McDonald

Seconded By: Jim Garbutt

Resolved: That the February 9th, 2021 meeting of the Parking Committee be adjourned at 10:15am.

Carried PC2021-10



MINUTES

for the Meeting of the Combined Parking & Advocacy Committees

Tuesday, March 9th, 2021
9:00am
via Zoom

CHAIR

Steve Podolsky | A&L Investments

VOTING MEMBERS

Dan Burns | Burns Bulk Food

Jim Garbutt | A Buy & Sell Shop

Charlie McDonald | Community Member

Steve Turner | Lindsay Sportsline

Councillor Pat Dunn | CKL Council

LIAISONS

Wayne English | LDBIA Community Liaison

Enzo Ingribelli | CKL Public Works

1.0 - CALL TO ORDER

Meeting Called to Order by the Chair: 7:36am

In Attendance: Steve Podolsky, Jim Garbutt, Charlie McDonald, Councillor Pat Dunn, Wayne English

Recording Secretary: Melissa McFarland

Guests: Wes Found, Oliver Vigelius

Late Arrivals: Dan Burns (7:39am)

Early Departures: None

Regrets: None

Absent: None

2.0 - ADMINISTRATIVE BUSINESS -----

2.1 - Adoption of Agenda

Moved By: Jim Garbutt

Seconded By: Charlie McDonald

Resolved: That the agenda be adopted as circulated.

Carried PC2021-11

2.2 - Declarations of Pecuniary Interest

None Declared

2.3 - Adoption of Minutes

Moved By: Charlie McDonald

Seconded By: Steve Podolsky

Resolved: That the Minutes of February 9th, 2021 be approved as circulated.

Carried PC2021-12

3.0 - DEPUTATIONS -----

None Scheduled

4.0 - CORRESPONDENCE -----

A letter from Liz Grimes and Ron Wittenberg of Cathy Allan Ladieswear, who expressed their gratitude towards Wayne English for all of his help with their landlord and property improvements.

5.0 - NEW BUSINESS -----

5.1 - Report - Wayne English, Community Liaison

Report reviewed - please see agenda package, or request a copy from the Lindsay Downtown BIA.

Moved By: Dan Burns

Seconded By: Charlie McDonald

Resolved: That the above report be received.

Carried PC2021-13

5.2 – Committee Structure

Discussion on the name was held – will be kept as Parking & Advocacy for the time being, and committee members will bring forward any suggestions at the next meeting. Melissa McFarland mentioned that the term ‘Community’ might be valuable, in conjunction with the Community Liaison position, and perhaps ‘Community Support Committee’ be considered.

Discussion was held in regards to the new chair of the committee.

Moved By: Dan Burns

Seconded By: Councillor Dunn

Resolved: That Charlie McDonald be nominated as Chair of the Parking/Advocacy Committee.

Carried PC2021-14

RECORDED VOTE	In Favour	Opposed	Abstain	Absent
Dan Burns	X			
Councillor Dunn	X			
Jim Garbutt		X		
Charlie McDonald	X			
Steve Podolsky	X			
Steve Turner				X

Moved By: Jim Garbutt

Seconded By: *No seconder*

Resolved: That Steve Podolsky be nominated as Chair of the Parking/Advocacy Committee.

Motion Failed

Melissa McFarland will draft an updated Terms of Reference and circulate with the April agenda package.

5.3 – Other Matters Concerning Downtown Parking

Discussion was held regarding confusion regarding property lines in Lot M1, and how they affect winter maintenance. Steve Podolsky contact Land Management at the City, who advised that we could look up the area on the Land Registry, which should indicate property lines. The information was purchased, but still not completely clear. Oliver Vigelius advised that the BIA could contact Coe Fisher Cameron, as they would have surveyed the area during re-paving, but it would likely cost approximately \$3000. Steve Podolsky will reach out to Mike Farquhar in Engineering to find out if he has more specific information from re-paving.

Discussion was held regarding the status of the lots on Kent Street (ValuMart) and William Street (former Irish House) and whether services can be provided during construction. We have been advised that that has already been completed for the ValuMart lot, and an inquiry will be made of whether this can be completed for William Street next year.

Discussion was held regarding the Parking Study. An update may be provided at the upcoming Committee of the Whole meeting.

5.4 - Other General Matters

Discussion was held regarding construction. Dan Burns advised that visitors are welcome to use his back entrance for access to the street. Melissa will pass on to Economic Development & Communications, as signage may be able to be procured for this purpose.

Discussion was held regarding past items from the Advocacy Committee. Items to be kept on future agendas include:

- Street cameras / CCTV - Melissa McFarland expects that an OBIAA Member Needs Assistance should be posted on the subject shortly.
- Business Mix and potential concerns with a saturation of services on the main street. Jim Garbutt advised that he believes that the municipality has authority to enforce levels of the mix. Communications with Economic Development will continue, as this has been an item in Downtown Revitalization's scope.

Jim Garbutt advised that the Million Dollar Makeover grant has an upcoming intake that will open April 1st and close May 31st.

6.0 - NEXT MEETING -----

Tuesday, April 13th, 2021

7:30am

Century Theatre

141 Kent Street West, Lindsay

7.0 - ADJOURNMENT -----

Moved By: Councillor Dunn

Seconded By: Dan Burns

Resolved: That the March 9th, 2021 meeting of the Parking Committee be adjourned at 9:24am.

Carried PC2021-15



MINUTES

for the Meeting of the Combined Parking & Advocacy Committees

Tuesday, April 13th, 2021
9:00am
via Zoom

CHAIR

Charlie McDonald | Community Member

VOTING MEMBERS

Dan Burns | Burns Bulk Food
Wes Found | Linborough Property Corp
Jim Garbutt | A Buy & Sell Shop
Steve Podolsky | A&L Investments
Steve Turner | Lindsay Sportsline
Councillor Pat Dunn | CKL Council

LIAISONS

Wayne English | LDBIA Community Liaison
Enzo Ingribelli | CKL Public Works

1.0 - CALL TO ORDER

Meeting Called to Order by the Chair: 9:01am

In Attendance: Charlie McDonald, Wes Found, Jim Garbutt, Steve Podolsky,
Councillor Pat Dunn, Wayne English, Enzo Ingribelli

Recording Secretary: Melissa McFarland

Guests: None

Late Arrivals: None

Early Departures: None

Regrets / Absent: Dan Burns, Steve Turner

2.0 - ADMINISTRATIVE BUSINESS -----

2.1 - Adoption of Agenda

Moved By: Steve Podolsky

Seconded By: Councillor Dunn

Resolved: That the agenda be adopted as circulated.

Carried PC2021-15

2.2 - Declarations of Pecuniary Interest

None Declared

2.3 - Adoption of Minutes

Moved By: Steve Podolsky

Seconded By: Wes Found

Resolved: That the Minutes of February 9th, 2021 be approved as circulated.

Carried PC2021-16

3.0 - DEPUTATIONS -----

None Scheduled

4.0 - CORRESPONDENCE -----

None Received

5.0 - NEW BUSINESS -----

5.1 - Report - Wayne English, Community Liaison

Report reviewed - please see agenda package, or request a copy from the Lindsay Downtown BIA.

Moved By: Steve Podolsky

Seconded By: Wes Found

Resolved: That the above report be received.

Carried PC2021-17

5.2 - New Committee Structure - Terms of Reference

Melissa McFarland circulated a draft terms of reference with the agenda package, but some committee members did not have a chance to review. The item will be deferred to the May meeting.

5.3 - Lot M1 Property Lines

Steve Podolsky updated. He has had correspondence with Engineering, but the exact lines remain unclear. He will update if any more information is received in the future, especially as it pertains to snow removal. The item will remain on the Ongoing Initiatives list.

5.4 - CCTV / Street Cameras

Melissa McFarland submitted an inquiry to OBIAA Member Needs Assistance, but no responses were received. She is aware of some communities who have implemented cameras in the past and will reach out to them individually to inquire as to their thoughts and best practices. The item will remain on the Ongoing Initiatives list.

5.5 - Downtown Business Mix

Melissa McFarland will make an inquiry to Economic Development to inquire if the Downtown Revitalization database will be updated by summer students this year, and how best this information could be shared and utilized. The item will remain on the Ongoing Initiatives list.

5.6 - Other Items

Discussion was held regarding garbage issues that were originally brought up at the March 25th Board of Directors Meeting. At the Board Meeting, discussion was held about issues regarding garbage generated by residential tenants, being placed in public garbage cans, causing issues with excess garbage. A request was sent to Council for a by-law to be created that requires property owners to provide a bin for their residential tenants, and this has been referred to City Staff to report back on. Correspondence has been circulating between Steve Podolsky, Wayne English, Nikki Payne (Waste Management) and Aaron Sloan (By-Law Enforcement) regarding current issues with excess garbage and recycling in Lot M6, and the Parkette at #1 Kent. Anything that is unable to be handled from City Staff will be picked up by the BIA's maintenance staff and disposed off properly. The item will remain on the Ongoing Initiatives list. Concerns about bins belonging to IDA and the lids damaging cars in the area of lot M2. This will be investigated.

6.0 - NEXT MEETING -----

Tuesday, May 11th, 2021

7:30am

Location TBA

7.0 - ADJOURNMENT -----

Moved By: Councillor Dunn

Seconded By: Wes Found

Resolved: That the April 13th, 2021 meeting of the Parking Committee be adjourned at 10:01am.

Carried PC2021-18

ONGOING INITIATIVES – WILL BE PLACED ON AGENDA WHEN NEW INFO IS AVAILABLE		
Item	Date Originated	Status
Lot M1 Property Lines	Spring 2021	Will update when any new info is received
CCTV / Street Cameras	Fall 2020	Will update when any new info is received
Downtown Business Mix	Fall 2020	Update in Fall 2021 when database is updated



MINUTES

for the Meeting of the Combined Parking & Advocacy Committees

Tuesday, May 11th, 2021
8:00am
via Zoom

CHAIR

Charlie McDonald | Community Member

VOTING MEMBERS

Wes Found | Linborough Property Corp

Jim Garbutt | A Buy & Sell Shop

Steve Podolsky | A&L Investments

Steve Turner | Lindsay Sportsline

Councillor Pat Dunn | CKL Council

LIAISONS

Wayne English | LDBIA Community Liaison

Enzo Ingribelli | CKL Public Works

1.0 - CALL TO ORDER

Meeting Called to Order by the Chair: 8:00am

In Attendance: Charlie McDonald, Wes Found, Jim Garbutt, Steve Podolsky, Steve Turner
Councillor Pat Dunn, Wayne English

Recording Secretary: Melissa McFarland

Guests: Oliver Vigelius

Late Arrivals: None

Early Departures: None

Regrets / Absent: None

2.0 - ADMINISTRATIVE BUSINESS -----

2.1 - Adoption of Agenda

Moved By: Steve Podolsky

Seconded By: Steve Turner

Resolved: That the agenda be adopted as circulated.

Carried PC2021-19

2.2 - Declarations of Pecuniary Interest

None Declared

2.3 - Adoption of Minutes

Moved By: Steve Turner

Seconded By: Councillor Dunn

Resolved: That the Minutes of April 13th, 2021 be approved as circulated.

Carried PC2021-20

3.0 - DEPUTATIONS -----

None Scheduled

4.0 - CORRESPONDENCE -----

None Received

5.0 - NEW BUSINESS -----

Chair Charlie McDonald opened the meeting by offering his condolences for the passing of Dan Burns. He will be greatly missed by everyone, and notably, by this Committee.

5.1 - CKL Parking Study - Presentation & Report Info

The committee reviewed the presentation that was provided to stakeholders, ahead of it and the full report going to Council at the Committee of the Whole meeting on June 1st. Each slide was reviewed, and notes made with the Committees own recommendations, questions and general feedback. These notes will provided to Council via the Clerk's office, along with a deputation request, and they are attached to these Minutes.

5.2 - Reconstruction Updates

No update.

5.3 - New Committee Structure - Terms of Reference

Deferred to June meeting.

5.4 - Other Items

None.

6.0 - NEXT MEETING -----

Tuesday, June 8th, 2021

7:30am

Location TBA

7.0 - ADJOURNMENT -----

Moved By: Councillor Dunn

Seconded By: Jim Garbutt

Resolved: That the May 11th, 2021 meeting of the Parking Committee be adjourned at 9:30am.

Carried PC2021-21

ONGOING INITIATIVES - WILL BE PLACED ON AGENDA WHEN NEW INFO IS AVAILABLE		
Item	Date Originated	Status
Lot M1 Property Lines	Spring 2021	Will update when any new info is received
CCTV / Street Cameras	Fall 2020	Will update when any new info is received
Downtown Business Mix	Fall 2020	Update in Fall 2021 when database is updated

Downtown Parking Strategy

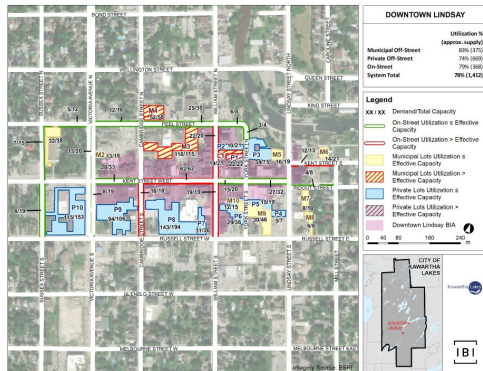
Summary of Draft Findings and Recommendations

April 30, 2021

Lindsay Downtown BIA

Feedback & Additional Recommendations

Existing Supply and Peak Utilization of Parking in Downtown Lindsay



Committed Changes to Municipal Parking Demand and Supply

- Lindsay
 - On-Street Parking: Gain of 12 spaces from downtown reconstruction.
 - Off-Street Parking: Gain of 18 Spaces from construction of parking lot at 7 William St. S. and immediate reduction of demand equivalent to 10 spaces at Lot M2 from relocation of Municipal Law Enforcement staff.
- Fenelon Falls
 - On-Street Parking: Loss of 6 spaces from downtown reconstruction.
 - Off-Street Parking: No known change.
- Bobcaygeon
 - On-Street Parking: No known change, although there will be an eastward shift of parking on Canal St. and Lot M3 will be paved through road reconstruction.
 - Off-Street Parking: No known change.

Growth Forecast Based on Provincial Growth Plan

Year	Permanent Population	Seasonal Population	Sum of Permanent and Seasonal Population	Notional Population Generating Parking Demand (Permanent Population + 50% of Seasonal Population)	2019 to 2041 Parking Demand Growth Factor
2016	75,423	33,727	109,150	92,287	1.325
2019	78,655	34,429	113,084	95,870	
2041	107,000	40,045	147,045	127,023	

The gain of spaces as a result of downtown reconstruction is possible, but will be confirmed upon completion, and our overall inventory updated at that time.

Question regarding Growth Forecast:

How will the impacts of Covid-19 affect these projections? The housing market appears to be greatly impacted by the population of urban areas relocating to more rural areas such as ours, at an increased rate due to remote work options. Will there be studies being conducted that will be able to give a more accurate view of the future growth for our area?

Anticipated Parking Supply Expansion Required by 2041



- Lindsay
 - Peak utilization anticipated to reach 100% by 2041.
 - Approximately 221 additional parking spaces will be required.
- Fenelon Falls
 - Peak utilization anticipated to remain well below effective capacity to 2041.
 - No parking supply expansion required, although some is recommended to address long vehicle parking needs and optimize Lot M1.
- Bobcaygeon
 - Peak utilization anticipated to remain slightly below effective capacity to 2041.
 - No parking supply expansion required, but situation should be monitored.

Opportunity • Community • Naturally

General Recommendation Highlights for All Three Downtown Areas



- Service Level Standards
 - **Maximum Peak Utilization:** 85% for municipal parking and 90% for private parking, which defines effective capacity.
 - **Maximum Walking Distance:** 400m between parking and destination, wherever reasonably possible.
- Wayfinding Improvements and Strategy
 - Introduction signs at major entry points to the Core Area.
 - Directional signs located in advance of anticipated turning maneuvers.
 - Identification signs located at all parking lot entrances – this would include naming / numbering, descriptions to aid in users' spatial understanding, and a colour scheme on the identification signage to delineate municipal and private parking assets.
 - Pedestrian signs located at each parking lot's pedestrian access points.
 - Addition of municipal parking lot locations to Google Maps.
 - Creation of an online parking maps.

Opportunity • Community • Naturally

The LDBIA agrees with this forecast of spaces that will be needed as our population increases, and with some of the suggestions that follow in later slides that will gain the 221 spaces that are required. We do believe however, that increased traffic to our area will necessitate these changes being implemented sooner rather than later.

We understand that 400m is a generalized maximum distance in studies of consumer behaviour, that people will reasonably walk to their destination, in theory. However, local demographics and conditioned behaviour make this 400m distance extremely unlikely in practice—it is, for example, the distance between the Academy Theatre and the Town Hall building at 180 Kent Street. Unless visitors are planning to leisurely stroll the downtown intentionally, almost anyone is unlikely to walk this distance for a quick errand.

The LDBIA is in support of all wayfinding strategies and signage that can be implemented, and would welcome the opportunity to be involved in the implementation. We believe this are positive ways to improve our parking model that can be accomplished in as 'quick wins' in the near future. With the Downtown Reconstruction in it's third of four years, we believe this would be an excellent way to add to the aesthetic of the newly reconstructed downtown, and would like to see some of these strategies implemented as soon as possible.

General Recommendation Highlights for All Three Downtown Areas



- Parking Service Administration
 - **Parking Supervisor:** Create a parking supervisor position (comparable to the existing licensing supervisor position) within the Municipal Law Enforcement Division.
 - **Delegated Enforcement:** Maintain delegation of parking enforcement in downtown Lindsay to the LDBIA, and provide the same option to the local chambers of commerce in Fenelon Falls and Bobcaygeon.
 - **Deputized Enforcement:** Continue to provide property owners with the option to obtain the authority to enforce parking by-laws applicable to their parking lots.
 - **Funding LDBIA Enforcement:** In lieu of paying the LDBIA directly for parking enforcement services, the City should permit the LDBIA to retain parking fine revenues it generates. The LDBIA has recourse to its own tax levy to make up any shortfall.
 - **Parking Fines:** Increase the overtime parking fine to \$40 and overnight parking fine to \$30 to match prevailing fines in peer municipalities.

Opportunity • Community • Naturally

General Recommendation Highlights for All Three Downtown Areas



- Parking Requirements in Zoning By-Laws
 - **Applications for Exemptions:** Decisions of City should have regard for the impact exemptions on the parking system.
 - **Indirect Provision of Parking:** Permit development proponents to mitigate anticipated parking deficiencies through agreements with owners of private parking lots located within a walkable distance to the proposed development.
- Cash-in-Lieu of Parking Policies
 - **Fenelon Falls and Bobcaygeon:** Abolish cash-in-lieu of parking for Fenelon Falls and do not introduce cash-in-lieu of parking for Bobcaygeon.
 - **Lindsay:** Have City staff and or a consultant determine the optimal mix of funding instruments to support the expansion of the municipal parking system. Until that determination is made, maintain some form of cash-in-lieu of parking in a consistent manner.

Opportunity • Community • Naturally

Thank you to the IBI Group and the CKL Parking Task Force for recognizing the benefits of our Community Liaison position and recommending this for other communities, and supporting the continuation of this position. We are also in support of deputized private property owners where appropriate.

We do however have concerns with the funding recommendation—we believe this will create a feeling of enforcement and ticketing simply for a revenue 'cash grab', and this is not the type of environment we would like for our downtown. Our current model of funding is subsidized by the City at \$30,000 annually, with the balance made up from the tax levy imposed on our property owners. As this is still a cost-savings to the City (vs being patrolled by MLEO), as well as simple accounting and reporting for all departments, our recommendation would be to have the current model of funding continue as is.

The increase in parking fines seems to be in extreme, and we would not be in support of an increase, especially one of this margin, at this time. The impacts of Downtown Reconstruction and Covid-19 will be felt in our area for a long time, and we believe the next few years are essential for building goodwill and a positive visitor environment, for the benefit of our businesses. We do not believe a parking fine increase is the way to accomplish this.

All of the other recommendations appear to be directed to the internal operations of the City, and we have no input on those items. We do appreciate the recommendation that any cash-in-lieu exemptions be made with regard to the impact on our parking system as a whole.

Recommendation Highlights for Downtown Lindsay



• Parking Supply Expansion

- Lot M2: Convert 11 reserved spaces into public parking upon relocation of Paramedic Service.
- Lot M5: Reconfigure the lot to gain approximately 10 spaces upon resurfacing.
- Victoria Ave. (Kent St. to Peel St.): Convert parallel parking into angle parking to gain approximately 34 spaces.
- Kent St. (Victoria Ave. to Sussex St.): Extend angle parking to Sussex St. to gain approximately 40 spaces depending on turn lane requirements.
- Peel St. (Victoria Ave. to Sussex St.): Widen street to the south and convert parallel parking into angle parking to gain approximately 12 spaces.
- Lot P9: Through a public-private partnership or other appropriate means, facilitate the consolidation and reconfiguration of the vacant lands comprising and adjacent to Lot P9 to gain approximately 114 spaces.
- Total Gain: 221 spaces.

Opportunity • Community • Naturally

We appreciate the work that went in to these recommendations and suggestions to gain the additional 221 required spaces that our downtown will need in the future. Some of these suggestions are simpler than others—(Victoria Avenue, for example, would need to lose the median to accomplish angle parking in this area), and public-private partnerships can be difficult to coordinate, especially in some of the areas identified. However, we're in support of any studies that look into the feasibility of these recommendations and would like to be involved with those if they arise. We would also like to note that all of these suggestions are for locations at the far west of downtown. Could similar recommendations for the east end be developed as well?

Recommendation Highlights for Downtown Lindsay



• Parking Demand Management and Enforcement

- Demand Redistribution: Introduce location-based pricing to municipal parking lots in an effort to better distribute parking demand.
- Parking Lots: Reduce the duration for free off-street parking from 4 hours to 3 hours to increase demand for parking permits and help recover the cost of enforcement technology.
- On-Street Parking: Maintain free 2-hour on-street parking and monitor implemented recommendations for two years. If parking demand is not better distributed or managed, consider reinstating paid on-street parking.
- Enforcement: Adopt handheld license plate recognition (LPR) technology to enforce parking duration limits.

Opportunity • Community • Naturally

Demand Redistribution—we would be in support of this, especially where permits are concerned, to make parking in lots further from the downtown core attractive for employees of downtown, leaving heavily utilized lots accessible for visitors.

Parking Lots—we would recommend to keep the free off-street parking as is (4 hours) for the time being, as an act of goodwill, as this mainly targets employees of our businesses who will be feeling the impacts of reconstruction and Covid-19 for the near future.

We are in support of any technology upgrades for enforcement.

Thank you to the IBI Group, and CKL Task Force for their hard work in developing this study and presentation. We were pleased with many of the recommendations overall, and their efforts to consult our organization and the general public. Our position has always been in support of free parking in our downtown, and we appreciate that the recommendation of the implementation of a paid parking model is not being immediately suggested. We would welcome the opportunity to work with City Staff on an ongoing basis moving forward to implement many of these recommendations, as our goal has always been to create a vibrant, thriving downtown. The effects of Downtown Reconstruction and Covid-19 on our businesses will no doubt be felt for a long time, but we're optimistic that our downtown will be a prime destination in the Kawarthas in the near future. We appreciate the opportunity to provide you with our feedback and own recommendations.



LINDSAY DOWNTOWN
BUSINESS IMPROVEMENT ASSOCIATION

117 Kent Street West, Lindsay K9V 2Y5 | 705-324-7710 | hello@lindsaydowntown.ca

Steve Podolsky

Board Vice-Chair

Charlie McDonald

Parking/Advocacy Committee Chair

Melissa McFarland

Executive Director



MINUTES

for the Meeting of the Combined Parking & Advocacy Committees

Tuesday, June 8th, 2021

7:30am

Century Theatre, 141 Kent Street West

CHAIR

Charlie McDonald | Community Member

VOTING MEMBERS

Wes Found | Linborough Property Corp

Jim Garbutt | A Buy & Sell Shop

Steve Podolsky | A&L Investments

Steve Turner | Lindsay Sportsline

Councillor Pat Dunn | CKL Council

LIAISONS

Wayne English | LDBIA Community Liaison

Enzo Ingribelli | CKL Public Works

LINDSAY DOWNTOWN BUSINESS IMPROVEMENT ASSOCIATION

117 Kent Street West, Lindsay K9V 2Y5 | 705-324-7710 | hello@lindsaydowntown.ca

1.0 - CALL TO ORDER

Meeting Called to Order by the Chair: 7:31am

In Attendance: Charlie McDonald, Wes Found, Jim Garbutt, Steve Podolsky, Steve Turner
Wayne English

Recording Secretary: Steve Podolsky

Guests: None

Late Arrivals: None

Early Departures: None

Regrets / Absent: Councillor Pat Dunn, Enzo Ingribelli

2.0 - ADMINISTRATIVE BUSINESS -----

2.1 - Adoption of Agenda

Moved By: Wes Found

Seconded By: Steve Turner

Resolved: That the agenda be adopted as circulated.

Carried PC2021-22

2.2 - Declarations of Pecuniary Interest

None Declared

2.3 - Adoption of Minutes

Moved By: Steve Turner

Seconded By: Wes Found

Resolved: That the Minutes of May 11th, 2021 be approved as circulated.

Carried PC2021-23

3.0 - DEPUTATIONS -----

None Scheduled

4.0 - CORRESPONDENCE -----

None Received

5.0 - NEW BUSINESS -----

5.1 - Community Liaison Report

Wayne English updated. He has returned to the position as of June 1st. He has been following up with the By-Law officer tasked with handling the removal of the trailer behind Cathy Allan's Ladieswear, which should commence now that the Stay-at-Home Order has been lifted. He updated on the issue of bicycles and trailers

behind 24 Kent Street, which have been cleared away since contacting the tenant. He has noticed that the utilization in parking lots has increased a bit since earlier in the spring. He has followed up with the Engineering Department regarding the timing of the pedestrian crosswalk lights, which was addressed a few weeks ago, and will update with any new information, as well as his inquiries regarding enhanced snow removal around the poles.

Melissa McFarland will follow up with Public Works regarding the Summer Student program that is providing enhanced services, such as garbage removal and weeding, to the downtowns.

Moved By: Steve Turner

Seconded By: Jim Garbutt

Resolved: That the above report be received.

Carried PC2021-24

5.2 - CKL Parking Study Update

Charlie McDonald informed the Committee of the deputation that was given to Council at the June 1st Committee of the Whole meeting by himself and Steve Podolsky. The report that was circulated to the Committee last week was also included. City Staff confirmed their intentions to include the BIA in any implementation of the recommendations (wayfinding, creating additional inventory), as they go forward. The IBI Group's presentation and report was also approved and City Staff were instructed to use the report to direct future recommendations. Jim Garbutt reminded the Committee of the need for longer vehicle parking spaces in the area, and this should be communicated to City Staff. Wes Found agreed that communication with staff going forward would be the key to maintaining success.

Discussion was held regarding the recommendation that permits be issued by area, and that the cost reflect the lot - with incentives of parking further away from the core be reflected in lower permit prices. This item will be added to the 'Ongoing Initiatives' list.

5.3 - Reconstruction Updates

Asphalt has been laid in the area of Kent Street from William to Victoria, and Cambridge Street, north to Peel. Underground infrastructure replacement has commenced on Cambridge Street South. The second layer has been laid by HardCo on Kent Street east of William and Lindsay Street. New supports for the tree pits are being installed in the current area, and will be corrected in the Phase II area. Rubber mulch will be placed when this is complete. Jim Garbutt inquired about the extra supply of bricks for future repairs, and Steve Podolsky informed the Committee that the question was asked of Engineering but no reply has yet to be received, as well as the request for renderings of the work to be done on York Street in 2022. Discussion was held about current and potential future delivery issues in that area that could be remedied with the construction. Steve Podolsky also updated on the status of the street furniture, which has not been confirmed by City Staff as of yet, and is still in the hands of the CAO's office.

5.4 - New Committee Structure - Terms of Reference

Moved By: Wes Found

Seconded By: Steve Turner

Resolved: That the draft Terms of Reference for the Parking / Advocacy Committee be approved as circulated, and included on the June Board of Directors Agenda with a recommendation that they be adopted as written.

Carried PC2021-25

5.5 - Other Items

Discussion was held about the topics of Skateboard Parks, as it was mentioned at the Board Meeting held on May 27th. Members believe that an adequate park nearer to the downtown, but outside of it may entice skateboarders away from the downtown infrastructure which is seeing damage. Wes Found would like to see a petition created to inform City Staff of the value of a new facility, and volunteered to take on the initiative. It's likely the BIA would be happy to write a letter in support of the project.

6.0 - NEXT MEETING -----

Tuesday, July 13th, 2021

7:30am

Century Theatre, 141 Kent Street West

7.0 - ADJOURNMENT -----

Moved By: Wes Found

Seconded By: Jim Garbutt

Resolved: That the June 8th, 2021 meeting of the Parking Committee be adjourned at 9:00am.

Carried PC2021-26

ONGOING INITIATIVES – WILL BE PLACED ON AGENDA WHEN NEW INFO IS AVAILABLE		
Item	Date Originated	Status
Lot M1 Property Lines	Spring 2021	Will update when any new info is received
CCTV / Street Cameras	Fall 2020	Will update when any new info is received
Downtown Business Mix	Fall 2020	Update in Fall 2021 when database is updated
Parking Lot Permit Price Structure	Spring 2021	Will be investigated over the summer



MINUTES

for the Meeting of the Combined Parking & Advocacy Committees

Tuesday, July 13th, 2021
7:30am
Century Theatre, 141 Kent Street West

CHAIR

Charlie McDonald | Community Member

VOTING MEMBERS

Wes Found | Linborough Property Corp

Jim Garbutt | A Buy & Sell Shop

Steve Podolsky | A&L Investments

Steve Turner | Lindsay Sportsline

Councillor Pat Dunn | CKL Council

LIAISONS

Wayne English | LDBIA Community Liaison

Enzo Ingribelli | CKL Public Works

1.0 - CALL TO ORDER

Meeting Called to Order by the Chair: 7:40am

In Attendance: Charlie McDonald, Wes Found, Steve Podolsky, Steve Turner
Wayne English

Recording Secretary: Steve Podolsky

Guests: Reese Burns

Late Arrivals: None

Early Departures: None

Regrets / Absent: Jim Garbutt, Councillor Pat Dunn, Enzo Ingribelli

2.0 - ADMINISTRATIVE BUSINESS -----

2.1 - Adoption of Agenda

Moved By: Steve Podolsky

Seconded By: Steve Turner

Resolved: That the agenda be adopted as circulated.

Carried PC2021-27

2.2 - Declarations of Pecuniary Interest

None Declared

2.3 - Adoption of Minutes

Moved By: Steve Turner

Seconded By: Steve Podolsky

Resolved: That the Minutes of June 8th, 2021 be approved as circulated.

Carried PC2021-28

3.0 - DEPUTATIONS -----

None Scheduled

4.0 - CORRESPONDENCE -----

4.1 - Received from Laura LeMiere - Boiling Over's Coffee Vault

Concerns with Downtown Parking and the Messaging Received from Staff at Municipal By-Law Enforcement

Moved By: Steve Turner

Seconded By: Steve Podolsky

Resolved: That the above correspondence be received, and that a meeting with Aaron Sloan (Manager of Municipal By-Law Enforcement) and Cathie Ritchie (City Clerk) be requested, along with a letter to outline the concerns about the messaging being given to the public, and to address the miscommunications that may have occurred that caused the incorrect information to be conveyed.

Carried PC2021-29

4.2 - Received from Kelly Maloney - Economic Development
Update on Need for Horse & Buggy Parking in the Downtown Area

Moved By: Steve Turner

Seconded By: Steve Podolsky

Resolved: That the above correspondence be received.

Carried PC2021-30

5.0 - NEW BUSINESS -----

5.1 - Community Liaison Report

Moved By: Wes Found

Seconded By: Steve Turner

Resolved: That the above report be received.

Carried PC2021-31

5.2 - Reconstruction Updates

Discussion was held regarding the line painting for parking spaces, and a list will be issued. Discussion was held regarding the crosswalk and wireless signals. Issues with the wiring were identified and are being addressed.

5.3 - Other Items

Reese Burns, representing Burns Bulk Food identified his willingness to join the Committee. The Board of Directors will be informed, and he will join officially as of the August meeting.

6.0 - NEXT MEETING -----

Tuesday, August 10th, 2021

7:30am

Century Theatre

141 Kent Street West

7.0 - ADJOURNMENT -----

Moved By:

Seconded By:

Resolved: That the July 13th, 2021 meeting of the Parking/Advocacy Committee be adjourned at 9:00am

Carried PC2021-32

ONGOING INITIATIVES - WILL BE PLACED ON AGENDA WHEN NEW INFO IS AVAILABLE		
Item	Date Originated	Status
Lot M1 Property Lines	Spring 2021	Will update when any new info is received
CCTV / Street Cameras	Fall 2020	Will update when any new info is received
Downtown Business Mix	Fall 2020	Update in Fall 2021 when database is updated
Parking Lot Permit Price Structure	Spring 2021	Will be investigated over the summer
Angle Parking - Small Car Spaces	Summer 2021	Keep on radar



MINUTES

for the Meeting of the Combined Parking & Advocacy Committees

Tuesday, August 10th, 2021
7:30am
Century Theatre, 141 Kent Street West

CHAIR

Charlie McDonald | Community Member

VOTING MEMBERS

Reese Burns | Burns Bulk Food
Wes Found | Linborough Property Corp
Jim Garbutt | A Buy & Sell Shop
Steve Podolsky | A&L Investments
Steve Turner | Lindsay Sportsline
Councillor Pat Dunn | CKL Council

LIAISONS

Wayne English | LDBIA Community Liaison
Enzo Ingribelli | CKL Public Works

1.0 - CALL TO ORDER

Meeting Called to Order by the Chair: 7:30am

In Attendance: Charlie McDonald, Reese Burns, Wes Found, Steve Podolsky, Steve Turner, Wayne English

Recording Secretary: Melissa McFarland

Guests: None

Late Arrivals: Jim Garbutt (7:32am)

Early Departures: None

Regrets / Absent: Councillor Pat Dunn

2.0 - ADMINISTRATIVE BUSINESS -----

2.1 - Adoption of Agenda

Moved By: Wes Found

Seconded By: Steve Turner

Resolved: That the agenda be adopted as circulated.

Carried PC2021-33

2.2 - Declarations of Pecuniary Interest

None Declared

2.3 - Adoption of Minutes

Moved By: Steve Podolsky

Seconded By: Steve Turner

Resolved: That the Minutes of July 13th, 2021 be approved as circulated.

Carried PC2021-34

3.0 - DEPUTATIONS -----

None Scheduled

4.0 - CORRESPONDENCE -----

None Received

5.0 - NEW BUSINESS -----

5.1 - Community Liaison Report

Moved By: Steve Podolsky

Seconded By: Jim Garbutt

Resolved: That the above report be received.

Carried PC2021-35

5.2 - By-Law Communication Issue Update

Following the motion made at the July 13th meeting, correspondence was sent to Aaron Sloan, Manager of By-Law Enforcement, regarding the issues brought forward in terms of the messaging about downtown parking that was provided by a staff member to a downtown employee. A reply was received on Monday, August 9th from Mr. Sloan, requesting more detailed information about the incident so that he may investigate further. Melissa McFarland will follow up with Laura LeMiere at Boiling Over to collect the requested information.

For future complaints, a complaint form will be created by Melissa McFarland to use in order to better track issues and have all relevant details.

5.3 - Reconstruction Updates

Jim Garbutt brought forth concerns about the quality of the line painting for the parking spaces and symbols for accessible spaces. A follow up with Richard Kettle at CIMA will be conducted to ask about the process for quality assurance of this service, and how it can be better addressed in the future.

5.4 - Other Items

Wes Found brought forth concerns with the Summer Database project, and how the project could have been improved with better scope of questions. Discussion will be held at the Board meeting so that Directors will have input into future projects, as it could be an Advocacy issue in addition to the Marketing Committee's overseeing of the project and position, as it's through the Canada Summer Job grant.

Steve Turner brought forth a front page article in Kawartha Lakes This Week, that discussed construction downtown, but with an unflattering photo of damage done to a planter. Discussion will be held at the Board meeting about how more positive messaging can be given to the public, perhaps with a better photo.

Wes Found mentioned that there were action items that were identified in the City's Parking Report. Those will be identified and added to a future meeting to discuss in more detail.

Horse & Buggy Parking was discussed, and Steve Podolsky confirmed that after a conversation with Kelly Maloney (Economic Development - Agriculture), there has not been a need identified from the local Mennonite community.

6.0 - NEXT MEETING -----

Tuesday, September 14th, 2021

7:30am

Century Theatre

141 Kent Street West

7.0 - ADJOURNMENT -----

Moved By: Wes Found

Seconded By: Reese Burns

Resolved: That the August 10th, 2021 meeting of the Parking/Advocacy Committee be adjourned at 8:22am.

Carried PC2021-36

ONGOING INITIATIVES - WILL BE PLACED ON AGENDA WHEN NEW INFO IS AVAILABLE		
Item	Date Originated	Status
Lot M1 Property Lines	Spring 2021	Will update when any new info is received
CCTV / Street Cameras	Fall 2020	Will update when any new info is received
Downtown Business Mix	Fall 2020	Update in Fall 2021 when database is updated
Parking Lot Permit Price Structure	Spring 2021	Will be investigated over the summer
Angle Parking - Small Car Spaces	Summer 2021	Keep on radar



MINUTES

for the Meeting of the Combined Parking & Advocacy Committees

Tuesday, September 14th, 2021
7:30am
Century Theatre, 141 Kent Street West

CHAIR

Charlie McDonald | Community Member

VOTING MEMBERS

Reese Burns | Burns Bulk Food
Wes Found | Linborough Property Corp
Jim Garbutt | A Buy & Sell Shop
Steve Podolsky | A&L Investments
Steve Turner | Lindsay Sportsline
Councillor Pat Dunn | CKL Council

LIAISONS

Wayne English | LDBIA Community Liaison
Enzo Ingribelli | CKL Public Works

1.0 - CALL TO ORDER

Meeting Called to Order by the Chair: 7:30am

In Attendance: Charlie McDonald, Reese Burns, Wes Found, Steve Podolsky, Steve Turner, Councillor Pat Dunn, Wayne English

Recording Secretary: Steve Podolsky

Guests: None

Late Arrivals: Jim Garbutt (7:35am)

Early Departures: None

Regrets / Absent: Enzo Ingribelli

2.0 - ADMINISTRATIVE BUSINESS -----

2.1 - Adoption of Agenda

Moved By: Steve Turner **Seconded By:** Reese Burns

Resolved: That the agenda be adopted as circulated.

Carried PC2021-37

2.2 - Declarations of Pecuniary Interest

None Declared

2.3 - Adoption of Minutes

Moved By: Councillor Dunn **Seconded By:** Steve Turner

Resolved: That the Minutes of August 10th, 2021 be approved as circulated.

Carried PC2021-38

3.0 - DEPUTATIONS -----

None Scheduled

4.0 - CORRESPONDENCE -----

None Received

5.0 - NEW BUSINESS -----

5.1 - Community Liaison Report

Moved By: Steve Turner **Seconded By:** Wes Found

Resolved: That the above report be received.

Carried PC2021-39

5.2 - Parking Study Recommendation Review

Melissa McFarland prepared an overview of the recommendations that were made by the IBI in the full Parking Study report, prior to the meeting, for the committee to review. This document is attached to the minutes.

Though many of the recommendations speak to municipal processes, the committee discussed any of the recommendations that the BIA may be able to act on or advocate for as an organization. It was agreed that a priority should be finding solutions to disperse parking traffic from the downtown core, to the further outlying areas.

Councillor Dunn expressed his concerns with the recommendation that the BIA accept ticket revenue in lieu of a wage subsidy from Municipal By-Law Enforcement.

Discussion was held about the signage and the importance of Wayfinding, which Wes Found expressed that he believes has been undervalued in the past, as it pays large dividends. The City was to be developing and sharing a signage plan with the BIA, but nothing has been received to date.

It was noted that there is ongoing confusion with the signage in Lot M1, regarding areas for permit holders vs regular parking. There is also confusion on the municipal website as to where permit holders may park. Discussion was held regarding the increases to parking fees, and it was suggested that perhaps regular small increases would be better than occasional significant increases.

The BIA will take the opportunity to survey the membership regarding their parking needs for employees (public vs private spaces). The other committees will be asked if they have a survey to submit as well to round out the survey.

The topic of Parking Study Recommendations will be kept on the agenda regularly.

5.3 - Reconstruction Updates

Covered in Community Liaison report.

5.4 - Other Items

Amendment - At the October 12th Meeting, an amendment was made to ensure that the following item was to be included in this record of the meeting.

Jim Garbutt brought forth the topic of long vehicle parking. While lines were added in the area east of the Coach and Horses (between York Street South and Russell Street West), there is likely still a need for additional throughout the downtown. Discussion was held regarding the allocation and how more could be added in the future, as well as potential locations.

6.0 - NEXT MEETING -----

Tuesday, October 12th, 2021

7:30am

Century Theatre

141 Kent Street West

7.0 - ADJOURNMENT -----

Moved By: Steve Turner

Seconded By: Councillor Dunn

Resolved: That the Sept 14th, 2021 meeting of the Parking/Advocacy Committee be adjourned at 8:30am

Carried PC2021-40

ONGOING INITIATIVES - WILL BE PLACED ON AGENDA WHEN NEW INFO IS AVAILABLE		
Item	Date Originated	Status
Lot M1 Property Lines	Spring 2021	Will update when any new info is received
CCTV / Street Cameras	Fall 2020	Will update when any new info is received
Downtown Business Mix	Fall 2020	Update in Fall 2021 when database is updated
Parking Lot Permit Price Structure	Spring 2021	Will be investigated over the summer
Angle Parking - Small Car Spaces	Summer 2021	Keep on radar



MINUTES

for the Meeting of the Combined Parking & Advocacy Committees

Tuesday, October 14th, 2021
7:30am
Century Theatre, 141 Kent Street West

CHAIR

Charlie McDonald | Community Member

VOTING MEMBERS

Reese Burns | Burns Bulk Food
Wes Found | Linborough Property Corp
Jim Garbutt | A Buy & Sell Shop
Steve Podolsky | A&L Investments
Steve Turner | Lindsay Sportsline
Councillor Pat Dunn | CKL Council

LIAISONS

Wayne English | LDBIA Community Liaison
Enzo Ingribelli | CKL Public Works

1.0 - CALL TO ORDER

Meeting Called to Order by the Chair: 7:35am

In Attendance: Charlie McDonald, Reese Burns, Steve Podolsky, Steve Turner,
Councillor Pat Dunn, Wayne English

Recording Secretary: Steve Podolsky

Guests: None

Late Arrivals: None

Early Departures: None

Regrets / Absent: Wes Found, Enzo Ingribelli

2.0 - ADMINISTRATIVE BUSINESS -----

2.1 - Adoption of Agenda

Moved By: Steve Turner

Seconded By: Jim Garbutt

Resolved: That the agenda be adopted as circulated.

Carried PC2021-41

2.2 - Declarations of Pecuniary Interest

None Declared

2.3 - Adoption of Minutes

Moved By: Jim Garbutt

Seconded By: Councillor Dunn

Resolved: That the Minutes of September 14th, 2021 be approved with the following amendments:

- That discussion was held regarding long vehicle / bus parking in the downtown, and will be added to the list of ongoing issues to revisit.

Carried PC2021-42

3.0 - DEPUTATIONS -----

None Scheduled

4.0 - CORRESPONDENCE -----

None Received

5.0 - NEW BUSINESS -----

5.1 - Community Liaison Report

Moved By: Jim Garbutt

Seconded By: Reese Burns

Resolved: That the above report be received.

Carried PC2021-43

5.2 - Parking Study Recommendation Review

No update, but item will continued to be placed on future agendas.

5.3 - Reconstruction Updates

Steve Podolsky updated on an informal meeting that was held with Corby Purdy and Richard Kettle, along with Melissa McFarland, regarding the planning for Phase IV of Reconstruction, planned to commence in March 2022. An early discussion about coordinating road closures and access to parking lots was held, and more detail will be discussed upon the awarding of the contract in December.

Discussion has been held at the Board level regarding the grounding of buildings that may now be insufficient post-construction. More information will be obtained from Corby Purdy and possibly the Building Department.

5.4 - KLPS Public Meeting

Information about the public information session being held by the Kawartha Lakes Police Service was circulated. The meeting is intended to connect members of the community with local organizations who may be able to assist with issues involving crime in the community. The meeting is being held on Thursday, October 14th and representatives of the BIA will be in attendance. Melissa McFarland sent the information to the membership and advised that she was able to bring concerns forward if they were unable to attend themselves. One was received from Darlene Algire about issues around her property. Jim Garbutt brought forward the ongoing topic of public CCTV cameras, and will wait to see if they are mentioned at the meeting.

5.5 - Other Items

A request was made for the committee to be provided with maps of the downtown parking areas, and Melissa McFarland will be advised to bring these to the November meeting.

Discussion was held regarding the hiring of a new part-time Community Liaison officer. Wayne English made a recommendation of an individual who has completed some shadowing hours with him. He also recommended that another individual continue to be sought for the future, as a possible succession plan.

Moved By: Councillor Dunn

Seconded By: Jim Garbutt

Resolved: That the proposed individual be offered a part-time contract as Community Liaison.

Carried PC2021-43

Moved By: Councillor Dunn

Seconded By: Steve Turner

Resolved: That an additional individual be sought for the Community Liaison position for the future, under 2022/2023 budgets.

Carried PC2021-44

6.0 - NEXT MEETING -----

Tuesday, November 9th, 2021

7:30am

Century Theatre

141 Kent Street West

7.0 - ADJOURNMENT -----

Moved By: Councillor Dunn

Seconded By: Reese Burns

Resolved: That the October 12th, 2021 meeting of the Parking/Advocacy Committee be adjourned at 9:00am.

Carried PC2021-44

ONGOING INITIATIVES - WILL BE PLACED ON AGENDA WHEN NEW INFO IS AVAILABLE		
Item	Date Originated	Status
Lot M1 Property Lines	Spring 2021	Will update when any new info is received
CCTV / Street Cameras	Fall 2020	Will update when any new info is received
Downtown Business Mix	Fall 2020	Update in Fall 2021 when database is updated
Parking Lot Permit Price Structure	Spring 2021	Will be investigated over the summer
Angle Parking - Small Car Spaces	Summer 2021	Keep on radar
Long Vehicle / Bus Parking	Fall 2021	Will update when any new info is received



MINUTES

for the Meeting of the Combined Parking & Advocacy Committees

Tuesday, November 9th, 2021
7:30am
Century Theatre, 141 Kent Street West

CHAIR

Charlie McDonald | Community Member

VOTING MEMBERS

Reese Burns | Burns Bulk Food
Wes Found | Linborough Property Corp
Jim Garbutt | A Buy & Sell Shop
Steve Podolsky | A&L Investments
Steve Turner | Lindsay Sportsline
Councillor Pat Dunn | CKL Council

LIAISONS

Wayne English | LDBIA Community Liaison
Enzo Ingribelli | CKL Public Works

1.0 - CALL TO ORDER

Meeting Called to Order by the Chair: 7:30am

In Attendance: Charlie McDonald, Reese Burns, Steve Podolsky, Steve Turner,
Councillor Pat Dunn, Wayne English

Recording Secretary: Steve Podolsky

Guests: None

Late Arrivals: Jim Garbutt (7:33am)

Early Departures: None

Regrets / Absent: Wes Found, Enzo Ingribelli

2.0 - ADMINISTRATIVE BUSINESS -----

2.1 - Adoption of Agenda

Moved By: Steve Turner

Seconded By: Steve Podolsky

Resolved: That the agenda be adopted as circulated.

Carried PC2021-45

2.2 - Declarations of Pecuniary Interest

None Declared

2.3 - Adoption of Minutes

Moved By: Councillor Dunn

Seconded By: Reese Burns

Resolved: That the Minutes of October 12th be adopted as circulated.

Carried PC2021-46

3.0 - DEPUTATIONS -----

None Scheduled

4.0 - CORRESPONDENCE -----

None Received

5.0 - NEW BUSINESS -----

5.1 - Community Liaison Report

Moved By: Jim Garbutt

Seconded By: Steve Podolsky

Resolved: That the above report be received.

Carried PC2021-43

5.2 - Future of Parking Enforcement

Discussion was held regarding the new hire, Dave Wilkinson's training. He will be sworn in by Council on November 16th and issuing warning tickets in the meantime. In order to be productive in the meantime, he is able to patrol independently and issue warning tickets.

The committee agreed that they will still be proactive in identifying individuals who may be interested in the position long term.

5.3 - Parking Study Recommendation Review

Wayfinding signage is a potential item that can be addressed in the near future. Melissa McFarland will get update on the redevelopment of the sign by-law.

Discussion was held on traffic flow in and around the downtown, and options for long vehicle / bus parking for tourism. The vacant lot on the corner of Kent and Sussex may be ideally located but is still privately owned.

5.4 - Reconstruction Updates

All items covered in the Community Liaison Report.

5.5 - Downtown Business Mix

The item was brought forth via the Board of Director meeting, regarding an ideal business mix in the downtown and concerns that the business mix can be considered service-heavy. Melissa McFarland explained that the database has been updated but can be interpreted in many different ways, as areas of the downtown (Kent Place Mall, 2 William Street South, 17 William North) are intended for services and ideally located for those types of businesses. OBIAA is developing a new province-wide database for BIA's that will assist in understanding the business mix, and to compare between different types of communities. Melissa McFarland will investigate regulations that have been implemented in other municipalities, but suggested that in the meantime businesses should consider marketing towards the employees of the service businesses to create a customer base from them.

5.6 - Small Business Employee Benefits

Deferred.

6.0 - NEXT MEETING -----

Tuesday, December 14th, 2021

7:30am

Century Theatre

141 Kent Street West

7.0 - ADJOURNMENT -----

Moved By: Steve Turner

Seconded By: Councillor Dunn

Resolved: That the November 9th, 2021 meeting of the Parking/Advocacy Committee be adjourned at 8:31am.

Carried PC2021-44

ONGOING INITIATIVES - WILL BE PLACED ON AGENDA WHEN NEW INFO IS AVAILABLE		
Item	Date Originated	Status
Lot M1 Property Lines	Spring 2021	Will update when any new info is received
CCTV / Street Cameras	Fall 2020	Will update when any new info is received
Downtown Business Mix	Fall 2020	Update in Fall 2021 when database is updated
Parking Lot Permit Price Structure	Spring 2021	Will be investigated over the summer
Angle Parking - Small Car Spaces	Summer 2021	Keep on radar
Long Vehicle / Bus Parking	Fall 2021	Will update when any new info is received



MINUTES

for the Meeting of the Combined Parking & Advocacy Committees

Tuesday, December 14th, 2021

7:30am

Century Theatre, 141 Kent Street West

CHAIR

Charlie McDonald | Community Member

VOTING MEMBERS

Reese Burns | Burns Bulk Food

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LIAISONS

Wayne English | LDBIA Community Liaison

Enzo Ingribelli | CKL Public Works

LINDSAY DOWNTOWN BUSINESS IMPROVEMENT ASSOCIATION

117 Kent Street West, Lindsay K9V 2Y5 | 705-324-7710 | hello@lindsaydowntown.ca

Moved By: Charlie McDonald

Seconded By: Wes Found

That correspondence will be sent to the Engineering Department requesting that Cambridge Street South return to the previous lane configuration during the final layer of asphalt in 2022, eliminating the dedicated left turn lane and reinstating the parallel parking spots to their previous locations; and that the BIA be informed directly of the plans for the William Street configurations before the line painting is complete in Phase IV.

Discussion was held regarding the issue with the pedestrian crosswalks not automatically providing the walk signal on the green light, and that no clarification of the resolution, proposed timeline, or cost for adjustment as a result of the November 4th meeting has been received. Councillor Dunn will reach out to Juan Rojas.

5.2 - Future of Parking Enforcement

Wayne English updated on the open position for parking control, and is reviewing resumes of applicants who appeared that they may be qualified via submitted resumes. He is recommending that 2 part time employees be hired for parking control, which will free him up to focus more on the Community Liaison duties and develop job descriptions for both positions.

Wes Found suggested that an outside company to provide parking enforcement on an hourly basis be investigated, citing that consistency in service would be valuable to the downtown. Discussion was also had regarding possible future enforcement on Saturdays, with it being the busiest retail day.

Interviews for parking control candidates will be conducted over the next couple of weeks, and external companies will be investigated for informational purposes.

5.3 - Reconstruction Updates & Discussion of Grounding Issue

Letters have been sent from the City to buildings who may have been affected by the replacement of copper water lines with plastic lines, which may have caused these buildings not to be grounded, as some of them may have been used for grounding purposes. Steve Podolsky and Melissa McFarland will be meeting with Corby Purdy later this day and will provide updates to the committee following the meeting.

5.4 - Items for 2022 Agendas

Charlie McDonald suggested that the Parking Study be placed on each month's agenda to discuss.

Wes Found suggested that a regular survey be circulated to the membership to clearly identify issues that they may have that should be addressed by the Committee on an ongoing basis.

Jim Garbutt inquired if there has been any update on the possibility of CCTV in the downtown, and the item will be kept on future agendas if any other funding opportunities become available.

6.0 - NEXT MEETING -----

Tuesday, January 11th, 2021

7:30am

Century Theatre

141 Kent Street West

7.0 - ADJOURNMENT -----

Moved By: Wes Found

Seconded By: Jim Garbutt

Resolved: That the December 14th, 2021 meeting of the Parking/Advocacy Committee be adjourned at 8:50am.

Carried PC2021-48

ONGOING INITIATIVES - WILL BE PLACED ON AGENDA WHEN NEW INFO IS AVAILABLE		
Item	Date Originated	Status
CCTV / Street Cameras	Fall 2020	Will update when any new info is received
Downtown Business Mix	Fall 2020	Update in Fall 2021 when database is updated
Parking Lot Permit Price Structure	Spring 2021	Will be investigated over the summer
Angle Parking - Small Car Spaces	Summer 2021	Keep on radar
Long Vehicle / Bus Parking	Fall 2021	Will update when any new info is received



MINUTES

for the Annual General Meeting

Thursday, October 7th, 2021
6:00pm
Pie Eyed Monk, 8 Cambridge Street North

EXECUTIVE

Chair - Steve Podolsky | A&L Investments
Vice-Chair - Matt Geraghty | Thrive Coworking Community
Treasurer | *Vacant*

DIRECTORS

Sandra Falconer | Appleseed Quiltworks
Wes Found | Linborough Property Corp.
Jim Garbutt | A Buy & Sell Shop
Laura LeMiere | Boiling Over's Coffee Vault
Ann Scarlett | The Kent Florist
Councillor Pat Dunn | CKL Council
Councillor Pat O'Reilly | CKL Council

LIAISONS

Carlie Arbour | CKL Economic Development
Chief Mark Mitchell | Kawartha Lakes Police Service

5.0 - GUEST SPEAKER PRESENTATION -----

5.1 - Matt Geraghty & Brian Rump, Kawartha Small Business Podcast

6.0 - OPEN DISCUSSION -----

7.0 - ADJOURNMENT -----

Moved By: Sandra Falconer

Seconded By: Councillor Dunn

Resolved: That the 2021 Annual General Meeting be adjourned at 6:55pm.

Carried AGM2021-02