



MINUTES

for the Meeting of the Board of the Directors

Thursday, January 25th, 2024

7:30am

BIA Office Boardroom, 7 York Street South

EXECUTIVE

Chair – Wes Found | Linborough Property Corp.

Vice-Chair – Steve Podolsky | A&L Investments

Treasurer | Vacant

DIRECTORS

Reese Burns | Burns Bulk Food

Nicki Dedes | Olympia Restaurant

Sandra Falconer | Appleseed Quiltworks

Jim Garbutt | A Buy & Sell Shop

Adam Hayward | Nesbitt's Meat Market

Sandra Patrick | Down to Earth

Eric Smeaton | CKL Council, Ward 5

Charlie McDonald | CKL Council, Ward 7

LIAISONS

Carlie Arbour | CKL Economic Development

Chief Mark Mitchell | Kawartha Lakes Police Service

Meeting Called to Order by the Chair:

In Attendance: Wes Found, Steve Podolsky, Reese Burns, Sandra Falconer,
Councillor Eric Smeaton, Councillor Charlie McDonald, Carlie Arbour

Recording Secretary: Melissa McFarland

Guests: None

Late Arrivals: Sandra Patrick (7:39am), Jim Garbutt (7:48am)

Early Departures: Councillor Smeaton (8:30am)

Regrets / Absent: Nicki Dedes, Adam Hayward, Chief Mark Mitchell

2.0 – ADMINISTRATIVE BUSINESS -----

2.1 - Adoption of Agenda

Moved By: Reese Burns

Seconded By: Steve Podolsky

Resolved: That the agenda be adopted as circulated.

Carried RBM2024-01

2.2 – Declarations of Pecuniary Interest

2.3 - Adoption of Minutes

No Minutes to Approve

3.0 – DEPUTATIONS -----

None Scheduled

4.0 - CORRESPONDENCE -----

None Received

5.0 – NEW BUSINESS -----

5.1 – Strategic Plan Tender

Chair Wes Found updated. He highlighted the benefits of having a 3rd party conduct the sessions, and reminded the Board that \$12,500 was included in the approved 2024 for budget. He has consulted with Kay Matthews at OBIAA regarding processes and how to select a moderator. He has begun to draft a tender with a scope of work included, and items for review will include boundary expansion, levy allocation, board and organization priorities, and a review of operations. The Board is welcome and encouraged to provide their input for inclusions.

Sandra Falconer suggested that a vision for the utilization of the 'Reid's Parkette' be included. Carlie Arbour advised that the matter of the future ownership of the property is still within the Realty Services department, and no update has been provided on timelines.

5.2 – 2024 Annual General Meeting

Discussion was held regarding the date and time, and Melissa McFarland suggested Thursday, March 21st at the Pie Eyed Monk. She will reach out to the venue to confirm availability. Suggestions for a guest speaker included Mayor Doug Elmslie and Kirk Winter.

Carlie Arbour and Melissa McFarland will review the Board’s proposed changes to policy documents that would be required to be passed at an AGM, and have those on the February Board Agenda for pre-approval. A change to the operating vs fiscal year will need to be included, as well as a Land Agreement Policy put into place.

5.3 – Treasurer Appointment

Chair Wes Found advised that for the past year, he has been acting as Treasurer, but as Board Chair, this is not in best practice. The Chair and Vice-Chair are to appoint a Treasurer each year, and as this will be done again at the time of the March AGM, at this time, it’s a temporary position. He asked for volunteers, and both Sandra Falconer and Sandra Patrick agreed to work with Melissa McFarland in this role until the AGM.

5.4 – I.T. Services Proposal

Melissa McFarland presented a proposal from McFarland IT Solutions to reinstate the services that had been provided to the BIA prior to her maternity leave and then suspended mid-2023. Due to the potential conflict of interest stemming from the services being provided by her spouse, comparable quotes will be sought.

Moved By: Sandra Patrick

Seconded By: Charlie McDonald

Resolved: That Melissa McFarland seek 2 additional comparable quotes to the proposal provided by McFarland IT Solutions, and be given authority to retain the services of the provider of the lowest quote.

Carried RBM2024-02

6.0 – LIAISON UPDATES -----

6.1 – Police

Chief Mitchell was not in attendance.

6.2 – Council

Councillor McDonald advised that the International Plowing Match will be taking place on October 1st – 5th at the Lindsay Fairgrounds, and advises that the BIA prioritize having a presence within the event, and also have tools to drive traffic to the downtown. Councillor Smeaton added that the Ag Society’s AGM was that evening.

Sandra Patrick inquired about the progress being made at the property on Lindsay Street South that was formerly a car wash and intended to be a new facility. Councillor McDonald advised that the planning process is almost complete. There has been no update on the former KFC location.

6.3 – Economic Development

Carlie Arbour updated. Million Dollar Makeover is open for funding, and applications are due by the end of February. A couple of downtown businesses received funding in the last cycle. The Business Count Data report is being finalized and will be available soon. The RED program for funding through the Municipality, provided by OMAFRA will be opening in March for minor capital projects, as a 50/50 matching program. My Main Street will also be launched shortly, with 2 streams – the Community Activator, and Business Sustainability. Digital Main Street is still open for

applications to use the remaining available funds for the Digital Transformation Grant, and businesses may apply even if they have received funds in the past.

7.0 – REPORTS -----

7.1 – Treasurer

No report to approve, but Chair Wes Found provide an update. The BIA is moving forward with QuickBooks for their bookkeeping, and he, Melissa McFarland and Sarah Steele met with Sabine Lorbach from the City’s Treasurer’s office to review processes and to coordinate 2023 year end. 2024’s books looks healthy thus far, and more timely and accurate reports for reconciliations and cash flow will be provided to the Board on a monthly basis moving forward.

7.2 – Marketing Committee

Discussion was held regarding Classics on Kent and the structure of the organization of the event. Concerns were raised about the volume of work that falls upon the BIA, and it was discussed how it could be spread among other volunteers and contributors. A wrap-up meeting still needs to held for the 2023 event.

7.3 – Beautification Committee

Steve Podolsky updated on the issue with the lamppost outlets, several of which were not working for the winter snowflake decorations. It was thought that the outlets were faulty, but in actual case, the outlets, being GCFI-style, were being tripped by moisture and need to be reset. He is attempting to work with Public Works to find a solution so that the outlets could have some type of cover to keep them dry. Discussion was held regarding the timing of the power to the outlets, which is the same as the streetlights, and if this could be overridden to allow the snowflakes to be lit during the day if wanted.

7.4 – Parking/Advocacy Committee

Chair Wes Found gave an update on the CCTV initiative. Various departments within the City via the CAO are being consulted for the report coming to Council on Tuesday, February 13th.

7.6 – Executive Updates

Wes Found welcomed Melissa McFarland back to her role as Executive Director.

Melissa McFarland updated. She returned officially from her maternity leave on Monday, January 8th, and has spent her time getting reacquainted with the position. Priorities have included the hiring of a Marketing & Events Coordinator, January meetings, the Exploring Lindsay magazine content, and returning the administration of the office to her preferred methods. She has also been working with OBIAA to onboard the Mainstreet RM system, which will be a game changer for the BIA in regards to how membership data is collected, maintained, and used. It will also aid in membership communications. She plans to overhaul the current data by connecting with each business directly in the coming weeks to ensure their data within the system is complete and accurate.

Moved By: Steve Podolsky

Seconded By: Sandra Patrick

Resolved: That the following Meeting Minutes and Reports be approved –

Marketing Committee Minutes of January 11th, 2024

Beautification Committee Minutes of January 11th, 2024

Parking/Advocacy Committee Minutes of January 9th, 2024

Carried RBM2024-03

8.0 – NEXT MEETING -----

Thursday, February 29th, 2024

7:30am

BIA Office Boardroom, 7 York Street South

9.0 – ADJOURNMENT -----

Moved By: Councillor McDonald

Seconded By: Jim Garbutt

Resolved: That the January 25th, 2024 meeting of the Board of Directors be adjourned at 9:17am

Carried RBM2024-04



MINUTES

for the Meeting of the Board of the Directors

Thursday, February 28th, 2024
7:30am
BIA Office Boardroom, 7 York Street South

EXECUTIVE

Chair – Wes Found | Linborough Property Corp.
Vice-Chair – Steve Podolsky | A&L Investments
Treasurer – Sandra Falconer | Appleseed Quiltworks

DIRECTORS

Reese Burns | Burns Bulk Food
Nicki Dedes | Olympia Restaurant
Sandra Falconer | Appleseed Quiltworks
Jim Garbutt | A Buy & Sell Shop
Adam Hayward | Nesbitt's Meat Market
Sandra Patrick | Down to Earth
Eric Smeaton | CKL Council, Ward 5
Charlie McDonald | CKL Council, Ward 7

LIAISONS

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

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

In Attendance: Wes Found, Steve Podolsky, Reese Burns, Sandra Falconer, Adam Hayward, Sandra Patrick, Councillor Eric Smeaton, Councillor Charlie McDonald, Carlie Arbour

Recording Secretary: Melissa McFarland

Guests: Donna Goodwin

Late Arrivals: Nicki Dedes (7:40am), Chief Mark Mitchell (7:42am)

Early Departures: Chief Mark Mitchell (8:50am)

Regrets / Absent: None

2.0 – ADMINISTRATIVE BUSINESS -----

2.1 - Adoption of Agenda

Moved By: Jim Garbutt **Seconded By:** Steve Podolsky

Resolved: That the agenda be adopted with an amendment to have ‘My Main Street Community Activator application’ added as 6.1 under New Business. **Carried RBM2024-05**

2.2 – Declarations of Pecuniary Interest

2.3 - Adoption of Minutes

Moved By: Steve Podolsky **Seconded By:** Sandra Patrick

Resolved: That the Minutes of the January 25th, 2024 meeting of the Board of Directors be approved. **Carried RBM2024-06**

3.0 – DEPUTATIONS -----

None Scheduled

4.0 - CORRESPONDENCE -----

None Received

5.0 – LIAISON UPDATES -----

5.1 – Police

Chief Mitchell updated. The policing governing legislation is coming into effect with some changes to how court processes are handled, and all front line staff will be utilizing body cameras.

5.2 – Council

Charlie McDonald updated. International Plowing Match is slated for the first week of October and he recommends that the BIA be involved. The event is in need of volunteers. Wes Found inquired how the BIA can best be involved. Councillor McDonald will ask at the next board meeting if they’d like to make a presentation. Melissa McFarland will connect with a representative, and the BIA could make a significant inclusion into the welcome bags.

Councillor Smeaton thanked Councillor McDonald on his involvement in the IPM, and congratulated the BIA on their successful bid to Council for the CCTV funding.

5.3 – Economic Development

Carlie Arbour updated. 6 applications had been received by end of business day yesterday for Million Dollar Makeover and closed at midnight last night. The First Impressions Community Exchange program will be getting underway, and Fenelon Falls is completing theirs with Campbellford. If Lindsay is interested in the program, she can submit their interest. Economic Development is partnering to host a Networking Wine networking event for International Women’s Day at Launch Kawartha on March 6th, and mentioned the Chamber Awards Gala on April 20th.

Wes Found advised that he was able to see a preview of the Economic Development’s Business Count Report before it goes to Council, and that the information, which now has downtown statistics isolated, will be useful information once made public.

6.0 – NEW BUSINESS -----

6.1 – My Main Street Community Activator Application

Funding opened February 22nd for Placemaking Initiatives, which include events and activations in downtowns. Funding is not matching, but for reimbursements, due at the end of March for work in the 2024 calendar year. Economic Development has an interest in a Public Art program in Downtown Lindsay, utilizing the wall facing the Reid’s lot on the side of the Lingerie Loft (121 Kent Street West). Because of the structure of the wall being privately owned, and the specifications of the Public Art Policy, there will need to be some creativity in how art is handled on the wall. Ideas for a lighting installation were presented. Economic Development has interest in partnering with the BIA on the application, with the BIA being the lead on the actual application, with it being prepared by Ec Dev and them handling the public art submissions and details, and the BIA would handle the financial details, and securing the permissions. The BIA and the property owner would both have seats on the jury panel to ultimately decide on the chosen art.

Wes Found summarized his thoughts on the impact on the BIA, with workload on staff being a consideration, and concerns with cash flow, as it’s a reimbursement structure. There are possibilities for a loan from the City to offset cash flow limitations. Discussion was held regarding concerns with vandalism and maintenance and response time for addressing issues. Donna Goodwin advised that there is an annual budget that is already in place to maintain and repair public art, and in most cases, the artist themselves have first right of refusal for such maintenance. It was noted that the CCTV program will be moving forward, which would help in preventing vandalism. There is also the idea of having the installation only on the upper part of the wall, mitigating access for vandals.

Discussion was held regarding fine details, which will be included in the motion to go to the Beautification Committee for further discussion. Discussion was also about adding other elements to the existing application, which is possible, but caution will be needed to not dilute the strength of the intended project. There is an information session on March 5th and Melissa McFarland is registered to attend. Special note was made that the timeline for applications is extremely short, and too much debate and discussion may hinder an application making it in at all.

Moved By: Sandra Falconer

Seconded By: Eric Smeaton

Motion Presented:

- Apply for the funding in partnership with the City for a public art installation at 121 Kent Street West, Lindsay. Secure necessary permissions, and access to the properties that are involved in the installation.

- That this initiative be put on the next Marketing and Beautification meetings’ agendas for input for consideration relating to the project and scope of work to be included in the application in which representatives from Economic Development should be present for said meetings.
- Upon a mutually agreed upon time, the art installation developed through this project will be donated to the municipality as public art.

	In Favour	Opposed	Abstain
Steve Podolsky			x
Wes Found	x		
Jim Garbutt	x		
Sandra Patrick	x		
Sandra Falconer	x		
Councillor McDonald	x		
Nicki Dedes	x		
Adam Hayward	x		
Reese Burns		x	
Councillor Smeaton	x		

Carried RBM2024-07

6.1 – 2024 AGM & Policy Updates

Melissa McFarland advised that the Annual General Meeting was scheduled at the Pie Eyed Monk for 6:00pm on March 21st, and that a draft invitation is included in the printed Agenda Package. This will be circulated electronically to the membership and other key community members today, and by hand to the membership next week, fulfilling the procedural requirements. Terry Guiel from the Chamber of Commerce has agreed to be the guest speaker. Jim Garbutt recommended that Ron Taylor be invited as a guest speaker for future meetings.

Melissa McFarland reviewed the changes that were outlined in the agenda package for the By-Law 2008-212 (adding the mention of an Operating Year to already noted Fiscal Year) and the changes reviewed for the Constitution and Procedural By-Law. Wes Found reviewed the presented Purchasing Policy, and Melissa McFarland advised that despite the requirements of the Municipal Act to have a Sale & Disposition of Land Policy, OBIAA has recommended that a notation be made in the Constitution that the BIA will follow in the municipality’s policy, as a BIA owning land is very much a rarity.

Jim Garbutt raised concerns with the short timeline given to review the documents, and strongly believes that more time is needed. Because of the timeline of the AGM, which the By-Law, Constitution and Procedural By-Laws need to be approved at it will be necessary to have Board Members review and send their comments to the Executive Director for an email approval. Board Directors will send their comments no later than March 7th, which will be compiled and re-sent, with a target of March 14th for full approval. Melissa McFarland recommended that moving forward, the AGM be scheduled for the fall, to better align with being able to present audited financials, the new proposed budget for the following year, and Board Elections, when necessary, to happen in the same meeting.

Moved By: Reese Burns

Seconded By: Sandra Patrick

Resolved: That all presented Policy Documents be reviewed by the Board Directors and their comments circulated back to the Executive Director, with full approvals of the documents targeted for no later than March 14th.

Carried RBM2024-08

6.2 – Marketing & Events Coordinator Proposal

Wes Found reviewed the proposal that was included in the Agenda Package to make the current part-time position of Marketing & Events Coordinator full-time, and the financial implications.

Moved By: Sandra Patrick

Seconded By: Reese Burns

Resolved: That the current position of Marketing & Events Coordinator be increased from 20 hours per week to 35 hours per week, effective immediately. The budget will be adjusted to accommodate by shifting the funds allocated for a Strategic Plan to 2025, and eliminating one of the Canada Summer Job positions. The approximate \$1500 shortfall will come from the operating budget that is projected to have a large surplus. **Carried RBM2024-09**

6.3 – Classics on Kent

Wes Found and Melissa McFarland reviewed some of the discussions that have been held in the past few weeks, regarding the feasibility of the BIA coordinating Classics on Kent in the future, beginning with this year. Concerns with the value of the time of BIA staff and volunteers have been raised, and debated against the reputation of the BIA in cancelling an event that has already been advertised. Interest from the Rotary Club of Lindsay was brought forward a few days ago and a proposal is being prepared for them to determine what role they would be willing to take on in the organization of the show.

6.4 – CCTV Update

Wes Found updated. The proposal brought to CKL Council was approved, with one-time funding of \$40,000 being provided to the BIA to fulfill the matching side of the grant through KLPS. Fine details need be determined, such as lease agreements to have the hardware installed on City infrastructure, electricity sources, and needed policies. Ron Taylor and Councillor McDonald will both be involved. KLPS confirmed that they will be able transfer the funds.

A tender will be developed to obtain competitive quotes as previously discussed in the purchasing policy.

7.0 – REPORTS -----

7.1 – Treasurer

Sandra Falconer updated. The Consolidated Cash Flow was provided in the agenda package and the Board had an opportunity to review the figures. Melissa McFarland will provide a profit & loss statement to each committee at the monthly meetings.

7.2 – Marketing Committee

Sandra Patrick updated on the Loaded Fries and Easter Scavenger Hunt events.

7.3 – Beautification Committee

Steve Podolsky advised that all Beautification updates are outlined in the minutes.

7.4 – Parking/Advocacy Committee

Councillor McDonald updated on the Parking Study, which was assigned back to CKL staff to review and give their recommendations for implementations. Key people will be conducting a walkabout downtown, and staff has been tasked to bring updates back by the end of 1st quarter with updates.

7.6 – Executive Updates

Melissa McFarland updated. Her month has been spent onboarding and training Mary Hackett in the Marketing & Events Coordinator role; working through moving the bookkeeping into Quickbooks and moving the time & attendance system and payroll into there as well; updating policies and procedures; Data collection from the membership is in progress and will begin to be entered into Mainstreet RM when functional. Services provided by McFarland IT Solutions have been reinstated, after two other quotes for comparable IT services were obtained, one by MicroAge in Peterborough and one from TekTonic in Vaughan came in, both nearly 10x the price per device. The quotes will be kept on file for reference if needed. Brittany n Bros opened a second store next door to their current location, this one focusing on shoes and accessories, filling a void left by the closure of Cheslers. A new hair salon, Waves & Babes has opened on Lindsay Street North, and what appears to be a variety store may have opened on William Street North. Kent Place Mall has undertaken a full lobby renovation. International Women’s Day is March 8th, and a few events are taking place downtown that week, including a Networking Wine Night at Launch on Wednesday evening, and a brunch at Thrive on Friday.

Wes Found updated on his deputation at the CKL Strategic Plan public meeting, regarding a plan to address residential vacancies in the downtown, and a creating task force.

Moved By: Councillor McDonald

Seconded By: Sandra Patrick

Resolved: That the following Meeting Minutes and Reports be approved –

Marketing Committee Minutes of February 8th, 2024

Beautification Committee Minutes of February 1st, 2024

Parking/Advocacy Committee Minutes of February 13th, 2024

Carried RBM2024-10

8.0 – NEXT MEETING -----

Annual General Meeting

Thursday, March 21st, 2024

7:30am

BIA Office Boardroom, 7 York Street South

9.0 – ADJOURNMENT -----

Moved By: Reese Burns

Seconded By: Jim Garbutt

Resolved: That the February 29th, 2024 meeting of the Board of Directors be adjourned at 9:20am.

Carried RBM2024-11



MINUTES

for the Meeting of the Board of the Directors

Thursday, April 25th, 2024
7:30am
BIA Office Boardroom, 7 York Street South

EXECUTIVE

Chair – Wes Found | Linborough Property Corp.
Vice-Chair – Steve Podolsky | A&L Investments
Treasurer – Sandra Falconer | Appleseed Quiltworks

DIRECTORS

Reese Burns | Burns Bulk Food
Nicki Dedes | Olympia Restaurant
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Jim Garbutt | A Buy & Sell Shop
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Sandra Patrick | Down to Earth
Eric Smeaton | CKL Council, Ward 5
Charlie McDonald | CKL Council, Ward 7

LIAISONS

Carlie Arbour | CKL Economic Development
Chief Designate Kirk Robertson | Kawartha Lakes Police Service

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

In Attendance: Wes Found, Steve Podolsky, Sandra Falconer, Jim Garbutt, Sandra Patrick, Councillor Eric Smeaton, Councillor Charlie McDonald, Carlie Arbour, Chief Designate Kirk Robertson

Recording Secretary: Melissa McFarland

Guests: Mary Hackett

Late Arrivals: None

Early Departures: Chief Designate Robertson (8:09am), Carlie Arbour (8:22am), Councillor Smeaton (8:28am)

Regrets / Absent: Reese Burns, Adam Hayward, Nicki Dedes

2.0 – ADMINISTRATIVE BUSINESS -----

2.1 - Adoption of Agenda

Moved By: Steve Podolsky

Seconded By: Sandra Patrick

Resolved: That the agenda be adopted as circulated.

Carried RBM2024-20

2.2 – Declarations of Pecuniary Interest

2.3 - Adoption of Minutes

Moved By: Steve Podolsky

Seconded By: Councillor Smeaton

Resolved: That the Minutes of the February 29th, 2024 meeting of the Board of Directors be approved.

Carried RBM2024-21

3.0 – DEPUTATIONS -----

None Scheduled

4.0 - CORRESPONDENCE -----

None Received

5.0 – LIAISON UPDATES -----

5.1 – Police

Chief Designate Kirk Robertson updated. He will formally be taking over the Chief of Police position on May 18th. The reporting for the CCTV grant has been completed and filed with the Ministry by KLPS. Funds have been deposited to the City Treasurer, and is in the process of being released to the BIA.

5.2 – Council

Councillor McDonald updated. CIMA is being honoured with an award for the design of the Lindsay Downtown Reconstruction. Councillor Smeaton advised that there was a lot of buzz about the downtown at the Chamber Awards of Excellence Gala. Wes Found inquired about the Committee of the Whole meeting, where the report on the Downtown Parking Strategy was discussed. Councillor McDonald advised that the matter, which is now being addressed by staff Juan Rojas and Mike Farquahar.

5.3 – Economic Development

Carlie Arbour updated. The Million Dollar Makeover committee met, and approvals were made this week, some in downtown Lindsay. Another program, the Local Economic Development Support Grant, which is an operating grant

for nonprofits, closes Tuesday. An update was given on the launch of LeBoat, and Mary Hackett updated. The grand opening is in Peterborough in May. They will have 8 houseboats on the TSW, and no training or boating license is necessary for patrons. They are looking for marketing and businesses to engage with, and they are targeting European markets.

6.0 – NEW BUSINESS -----

6.1 – Vacancy Task Force – Terms of Reference

Wes Found reviewed the circulated Terms of Reference that he has drafted for the Task Force, the creation of which was approved by CKL Council. Discussion was held about the proposed composition of members.

Moved By: Jim Garbutt

Seconded By: Sandra Falconer

Resolved: That the Board of Directors approve the creation of the proposed Task Force, and the BIA's staff to spend time on its tasks.

Carried RBM2024-15

6.2 – Banking Changes

Wes Found outlined the current issues with established financial institution, specifically with responsiveness and correctness, both. He would like to see a structure in which the excess funds not immediately needed could be transferred to a GIC and drawn on as needed. Upon some research on fee structures and customer service practices, he recommends RBC.

Moved By: Steve Podolsky

Seconded By: Sandra Patrick

Resolved: That the Lindsay Downtown BIA transfer the banking and investments from Scotiabank to RBC Royal Bank.

Carried RBM2024-16

Moved By: Sandra Falconer

Seconded By: Sandra Patrick

Resolved: That Wesley Found, Stephen Podolsky and Melissa McFarland be authorized signing authorities on any financial accounts on behalf of the organization.

Carried RBM2024-17

Moved By: Steve Podolsky

Seconded By: Deputy Mayor McDonald

Resolved: That an internal policy be created that at any time, a member of the Executive Committee can be authorized as a signing authority for the financial accounts on behalf of the organization.

Carried RBM2024-18

6.3 – Classics on Kent Updates

Melissa McFarland and Wes Found updated. Planning is progressing well, with advertising starting to go out. Wards Lawyers PC has come on as a partner, with the intention of taking the reins of the event in future years. Vendors and sponsors are being sought

6.4 – Constitution Review

Melissa McFarland reviewed the proposed plan for the next few meetings and the review of the procedural documents and preparation of the 2025 budget. For this meeting, sections 2-8 of the Constitution were circulated for review.

Moved By: Sandra Patrick

Seconded By: Steve Podolsky

Resolved: That the proposed sections of the Constitution, Sections 2-8 be approved as circulated, with no changes.

Carried RBM2024-19

7.0 – REPORTS -----

7.1 – Treasurer

Wes Found reviewed. There are still glitches with the spreadsheet for the Cash Flow, which may be overinflating the surplus, and it is still being adjusted. The finances in general are in good shape, however.

7.2 – Marketing Committee

Sandra Patrick updated. Updates are well updated in the meeting minutes. There is lots going on, and everything is progressing well. Wes Found inquired about the advertising budget, and that it appears that the committee has a large focus on events, and little of the advertising budget is being spent. It was advised that the committee members are divided on the best use of funds, and information on the local demographics may be helpful in better directing the conversation. Carlie Arbour advised that Economic Development may be able to assist with stats.

7.3 – Beautification Committee

Steve Podolsky updated. Spring cleanup is underway. A meeting is being held with Engineering regarding the placement of the street furniture and expected delivery. The BIA contracted bin from Miller required an encroachment application and is going for approval at a meeting on May 13th.

7.4 – Parking/Advocacy Committee

Deputy Mayor McDonald updated. The updates on the Parking Strategy Report was covered earlier in the meeting.

7.5 – Executive Updates

Wes Found updated. The Art Gallery has requested funding from Council for a new location, with Linborough's property at 19 Cambridge Street South a consideration, and will have a resolution after the April 30th meeting. BIA 2025 budget preparations will begin in June, and as a template exists, should be a simple process this year. The Chamber Awards of Excellence Gala saw Kindred Coffee win for New Business, and Vince Killen from KLCFDC for Business Leader of the Year. The CCTV project is progressing, and the lease agreement is being reviewed by a lawyer.

Melissa McFarland updated. Administratively, everything is going well. The Annual General Meeting was well received by the membership. She, Wes Found, and Mary Hackett will be attending the OBIAA Conference in Mississauga next week. Mainstreet RM has been procured and data is beginning to be entered. Business updates include Van Halterens moving to 55 Kent Street, and the opening of Babes and Waves on Lindsay Street North, and Bliss Beauty in the space behind Scott's Decorating. Kountry Kitchen sold, and has reopened as Road Trippers Diner, and Second Time Around thrift store has vacated.

Moved By: Steve Podolsky

Seconded By: Jim Garbutt

Resolved: That the above reports, and following Minutes be approved:

Treasurer's Report – February & March 2024

Marketing Committee Minutes of March 14th

Marketing Committee Minutes of April 11th

Beautification Committee Minutes of March 7th

Beautification Committee Minutes of April 4th

Parking/Advocacy Committee Minutes of March 12th

Parking/Advocacy Committee Minutes of April 9th

Carried RBM2024-22

8.0 – NEXT MEETING -----

Thursday, May 30th, 2024

7:30am

BIA Office Boardroom, 7 York Street South

9.0 – ADJOURNMENT -----

Moved By: Deputy Mayor McDonald

Seconded By: Steve Podolsky

Resolved: That the April 25th, 2024 meeting of the Board of Directors be adjourned at 8:51am.

Carried RBM2024-23



MINUTES

for the Meeting of the Board of the Directors

Thursday, May 30th, 2024

7:30am

BIA Office Boardroom, 7 York Street South

EXECUTIVE

Chair – Wes Found | Linborough Property Corp.

Vice-Chair – Steve Podolsky | A&L Investments

Co-Treasurer – Sandra Falconer | Appleseed Quiltworks

Co-Treasurer – Sandra Patrick | Down to Earth

DIRECTORS

Reese Burns | Burns Bulk Food

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Eric Smeaton | CKL Council, Ward 5

Charlie McDonald | CKL Council, Ward 7

LIAISONS

Carlie Arbour | CKL Economic Development

Chief Kirk Robertson | Kawartha Lakes Police Service

LINDSAY DOWNTOWN BUSINESS IMPROVEMENT ASSOCIATION

7 York Street South | 705-324-7710 | hello@lindsaydowntown.ca

5.3 – Economic Development

Carlie Arbour updated. Economic Development is undergoing a strategic plan refresh, with focus groups, individual interviews and surveys. The deadline is June 7th. A login and password is required to complete online survey, and it was acknowledged that this may be a barrier to completion by the public.

6.0 – NEW BUSINESS -----

6.1 – Classics on Kent Updates

Wes Found updated. Wards is an effective partner and the outlook is positive for them taking over the organization of the event in future years. The committee is working through logistics, and sourcing sponsorships.

6.2 – 2025 Budget

Committees will begin working on 2025 budgets at their next two meetings. There will be an opportunity for the board directors to provide direction to the committees. A good bar was set for 2024 as far as cash flow, and can carry through 2025 with minor tweaks.

6.3 – Constitution Review

Melissa McFarland presented sections 9&10 for review. No changes were made.

7.0 – REPORTS -----

7.1 – Treasurer

The Consolidated Cash Flow report was reviewed.

Wes Found advised that there has been an unexpected cost incurred for the installation of Cat 5 cable required for the CCTV. Engineering will require the installation, as well as police presence for the contractors, and the cost is around \$10,000.

Moved By: Jim Garbutt

Seconded By: Sandra Falconer

Resolved: That up to \$12,000 be approved from the Administration surplus to cover the costs of Cat 5 installation for the CCTV project. **Carried RBM2024-26**

7.2 – Marketing Committee

Moved By: Wes Found

Seconded By: Nicki Dedes

Resolved: That the Marketing Committee's recommendation, that the structure of the committee will be changed to focus their initiatives on Marketing & Promotions, with task forces to address specific events through the year, and that the task force will report on their activities at the monthly meetings; and that a new Terms of Reference will be developed and brought to the Board for approval. **Carried RBM2024-27**

7.3 – Beautification Committee

No additional updates.

7.4 – Parking/Advocacy Committee

Moved By: Reese Burns

Seconded By: Sandra Patrick

Resolved: That the Parking / Advocacy Committee's recommendation, that a formal request be made to the City of Kawartha Lakes to undertake a Boundary Expansion process, be approved. **Carried RBM2024-28**

7.5 – Executive Updates

Wes Found updated. He will be making a deputation to Council to acquire the right-of-way that runs behind Kent Place Mall, from Cambridge North to Victoria North, which will allow him to create additional parking for the downtown.

Melissa McFarland updated. Thrive Co-working Community has closed, and Masala Kraft, an Indian restaurant opened on Lindsay Street. A cross fit gym will be opening in the Victoria Fruit Market space, and Downtown Pets has advised that they will be closing. A Heritage Planning virtual workshop is scheduled by Emily Turner on June 24th at 7:00pm.

Moved By: Sandra Falconer

Seconded By: Jim Garbutt

Resolved: That the above reports, and following Minutes be approved:

Treasurer’s Report – April 2024

Marketing Committee Minutes of May 16th

Beautification Committee Minutes of May 2nd

Parking/Advocacy Committee Minutes of May 14th

Carried RBM2024-29

8.0 – NEXT MEETING -----

Thursday, June 27th, 2024

7:30am

BIA Office Boardroom, 7 York Street South

9.0 – ADJOURNMENT -----

Moved By: Sandra Falconer

Seconded By: Reese Burns

Resolved: That the May 30th, 2024 meeting of the Board of Directors be adjourned at 8:58am.

Carried RBM2024-30



MINUTES

for the Meeting of the Board of the Directors

Thursday, July 4th, 2024

7:30am

BIA Office Boardroom, 7 York Street South

EXECUTIVE

Chair – Wes Found | Linborough Property Corp.

Vice-Chair – Steve Podolsky | A&L Investments

Co-Treasurer – Sandra Falconer | Appleseed Quiltworks

Co-Treasurer – Sandra Patrick | Down to Earth

DIRECTORS

Reese Burns | Burns Bulk Food

Nicki Dedes | Olympia Restaurant

Jim Garbutt | A Buy & Sell Shop

Adam Hayward | Nesbitt's Meat Market

Eric Smeaton | CKL Council, Ward 5

Charlie McDonald | CKL Council, Ward 7

LIAISONS

Carlie Arbour | CKL Economic Development

Chief Kirk Robertson | Kawartha Lakes Police Service

LINDSAY DOWNTOWN BUSINESS IMPROVEMENT ASSOCIATION

7 York Street South | 705-324-7710 | hello@lindsaydowntown.ca

1.0 – CALL TO ORDER -----

Meeting Called to Order by the Chair:

In Attendance: Wes Found, Sandra Falconer, Jim Garbutt, Sandra Patrick, Nicki Dedes, Jim Garbutt, Councillor Eric Smeaton, Deputy Mayor Charlie McDonald

Recording Secretary: Melissa McFarland

Guests: Mary Hackett

Late Arrivals: Reese Burns (7:41am), Steve Podolsky (7:58am)

Early Departures: None

Regrets / Absent: Adam Hayward, Carlie Arbour, Chief Robertson

2.0 – ADMINISTRATIVE BUSINESS -----

2.1 - Adoption of Agenda

Moved By: Jim Garbutt **Seconded By:** Sandra Patrick
Resolved: That the agenda be adopted as circulated. **Carried RBM2024-31**

2.2 – Declarations of Pecuniary Interest

2.3 - Adoption of Minutes

Moved By: Jim Garbutt **Seconded By:** Councillor Smeaton
Resolved: That the Minutes of the May 30th meeting of the Board of Directors be approved. **Carried RBM2024-32**

3.0 – DEPUTATIONS -----

3.1 – Donna Goodwin, CKL Economic Development

My Main Street Grant Application Update

Announcement has been made that the BIA's application on behalf of the City's Economic Development department was approved for the art installation to be installed on the wall adjacent to the Reid's Parkette, in the amount of \$114,000. Donna Goodwin discussed next steps, and that the BIA will meeting with their team later in the day to discuss roles and responsibilities. The Board was advised that a communications embargo exists, and that the funding cannot be formally or publicly announced until a contribution agreement is signed by both parties.

4.0 - CORRESPONDENCE -----

None Received

5.0 – LIAISON UPDATES -----

5.1 – Police

Chief Robertson was not in attendance.

5.2 – Council

Deputy Mayor McDonald advised that the International Plowing Match is approaching and they are in need of volunteers. He brought posters with the request that BIA staff distribute to downtown businesses. He also was able to provide mattress disposal tags to the BIA for their use. Discussion was held regarding the condition of Lindsay Street South, with derelict buildings and waste being an ongoing problem. Councillor McDonald advised that the best practice is for individuals to file official complaints with the City for tracking.

5.3 – Economic Development

Carlie Arbour was not in attendance. Melissa McFarland updated on her behalf, regarding the Business Count Surveys being conducted across the municipality by their team of summer staff.

6.0 – NEW BUSINESS -----

6.1 – Classics on Kent Updates

Melissa McFarland and Wes Found provided progress updates, and everything is proceeding well.

6.2 – 2025 Administration Budget

Items for consideration in the Administration Budget were reviewed by the Board, and no major changes or modifications were suggested. The final budget will be approved along with the other committees' budgets at the Board Meeting on August 29th.

Moved By: Jim Garbutt

Seconded By: Reese Burns

Resolved: That the proposed lease provided by A&L Investments for 7 York Street South, for February 1st, 2025 be approved at a cost of \$800+HST for Year 1, and \$900+HST for Years 2&3.

Carried RBM2024-33

6.3 – Constitution Review

Melissa McFarland presented sections 11-15, Preamble & Definitions for review. Agreed-upon changes will be made and the final draft will be circulated for approval at the August 29th Board Meeting.

Moved By: Reese Burns

Seconded By: Steve Podolsky

Resolved: That the proposed changes be approved.

Carried RBM2024-34

6.4 – CCTV Policy & Procedures Manual

Discussion was held regarding the identification of the sole person with access permissions being the Executive Director, and that a backup designate be trained in case of extended absence by the ED. Wes Found advised that the required CAT6 wire has been run, the deposit paid to Paulson Security, and that the cameras have been ordered and that a schedule for installation is being developed, and will likely occur in the next month.

7.0 – REPORTS -----

7.1 – Treasurer

The Consolidated Cash Flow report, presented as a Profit/Loss statement via Quickbooks was reviewed. Melissa McFarland advised that the setup of Quickbooks to be a useful, accurate and efficient tool for the BIA's bookkeeping is still in progress and going well. In the near future, those figures will be able to feed the Consolidated Cash Flow for increased efficiency, and an even more accurate prediction of the remainder of each operating year. Treasurer Sandra

Falconer advised that she has met with Melissa McFarland on a monthly basis and is comfortable with the figures as presented.

7.2 – Marketing Committee

No additional updates.

7.3 – Beautification Committee

No additional updates.

7.4 – Parking/Advocacy Committee

Charlie McDonald provided an update from the Council on parking, that Engineering has been tasked with reporting on the Parking Strategy and will take the lead on the future planning of parking capacity.

Discussion was held regarding the ongoing social issues in the downtown, and Melissa McFarland advised that the proposed workshop provided by KLPS to the membership will now likely occur in September.

7.5 – Executive Updates

Wes Found advised that his deputation to Council regarding his acquisition of the right of way behind Kent Place Mall. More due diligence is needed, and negotiations will need to occur with City staff. Siding has been removed from the property at 15 Cambridge Street South, and stucco will be installed, and re-creations of the original arches. Kawartha Art Gallery will be moving in to the space in the fall.

Melissa McFarland updated on business movements. Van Halterens has opened at 55 Kent Street West. The Market Gym has opened in the former Victoria Fruit Market location. Matty G Digital has opened an office in the Income Tax Plus building following the closure of Thrive. Milk & Honey will be moving into the Thrive space, and a comic book and novelty store with workshops will be opening next to McFadden’s Sewing Shop. She also advised that Nesbitt’s Clothiers will be having an anniversary and memorial celebration for Greg Nesbitt on August 3rd.

Steve Podolsky updated on the parkette space. The offer made by Mark Reid to the City to gift them the space is no longer available. Following the end of his contract for ValuMart and the property, the assets will go back to the Loblaws corporation, and any future use is uncertain.

Moved By: Reese Burns

Seconded By: Sandra Falconer

Resolved: That the above reports, and following Minutes be approved:

Treasurer’s Report – May 2024

Marketing Committee Minutes of May 16th

Beautification Committee Minutes of May 2nd

Parking/Advocacy Committee Minutes of May 14th

Carried RBM2024-35

8.0 – NEXT MEETING -----

Thursday, July 25th, 2024

7:30am

BIA Office Boardroom, 7 York Street South

9.0 – ADJOURNMENT -----

Moved By: Sandra Falconer

Seconded By: Reese Burns

Resolved: That the July 4th, 2024 meeting of the Board of Directors be adjourned at 8:58am.

Carried RBM2024-36



MINUTES

for the Meeting of the Board of the Directors

Thursday, August 8th, 2024
7:30am
BIA Office Boardroom, 7 York Street South

EXECUTIVE

Chair – Wes Found | Linborough Property Corp.
Vice-Chair – Steve Podolsky | A&L Investments
Co-Treasurer – Sandra Falconer | Appleseed Quiltworks
Co-Treasurer – Sandra Patrick | Down to Earth

DIRECTORS

Reese Burns | Burns Bulk Food
Nicki Dedes | Olympia Restaurant
Jim Garbutt | A Buy & Sell Shop
Adam Hayward | Nesbitt's Meat Market
Eric Smeaton | CKL Council, Ward 5
Charlie McDonald | CKL Council, Ward 7

LIAISONS

Carlie Arbour | CKL Economic Development
Chief Kirk Robertson | Kawartha Lakes Police Service

1.0 – CALL TO ORDER -----

Meeting Called to Order by the Chair:

In Attendance: Wes Found, Steve Podolsky, Sandra Falconer, Sandra Patrick, Reese Burns, Councillor Eric Smeaton, Deputy Mayor Charlie McDonald, Carlie Arbour, Chief Kirk Robertson

Recording Secretary: Melissa McFarland

Guests: Mary Hackett

Late Arrivals: Nicki Dedes (7:46am)

Early Departures: Chief Robertson, Charlie McDonald (8:25am)

Regrets / Absent: Jim Garbutt, Adam Hayward

2.0 – ADMINISTRATIVE BUSINESS -----

2.1 - Adoption of Agenda

Moved By: Steve Podolsky **Seconded By:** Sandra Patrick

Resolved: That the agenda be adopted as circulated.

Carried RBM2024-37

2.2 – Declarations of Pecuniary Interest

2.3 - Adoption of Minutes

Moved By: Jim Garbutt **Seconded By:** Councillor Smeaton

Resolved: That the Minutes of the May 30th meeting of the Board of Directors be approved.

Carried RBM2024-38

3.0 – DEPUTATIONS -----

None Scheduled

4.0 - CORRESPONDENCE -----

None Received

5.0 – LIAISON UPDATES -----

5.1 – Police

Chief Robertson provided updates. The previously discussed workshop between KLPS and BIA members will be scheduled for early fall when staff has better availability. Discussion was held regarding ongoing social issues in the downtown and surrounding areas, and the recent increase in encampments. Chief Robertson advised the Board that law enforcement is unable to relocate homeless encampments that are located on public property unless they are able to offer suitable alternative accommodation (of which there is none currently), unless another form of illegal activity is taking place.

5.2 – Council

Deputy Mayor McDonald congratulated the BIA on the success of Classics on Kent, and Councillor Smeaton echoed, and added that there was much positive feedback from the community.

5.3 – Economic Development

Carlie Arbour attended virtually, and updated on the progress of the Economic Development Strategy meetings and interviews that were conducted, and that there will be fall sessions scheduled to continue the process. Planning for the International Plowing Match is progressing well, and Million Dollar Makeover will begin a new intake period in September for 2025 projects.

6.0 – NEW BUSINESS -----

6.1 – 2025 Budget

Melissa McFarland provided a draft budget for Board Members to review, with each of the 4 sections (Administration, Beautification, Marketing & Parking) broken down in detail, as well as an overview of the whole budget and how each affects the overall levy ask. The levy ask is dependent on the amount funded by By-Law towards Parking Control, and the figure will likely change before final approval by Council in Q4, as it also does not currently include projected carryover for the end of 2024/2025's operating year. Melissa McFarland will make all discussed edits and the final draft will be included in the Agenda Package for approval at the August 29th meeting.

7.0 – NEXT MEETING -----

Thursday, August 29th, 2024

7:30am

BIA Office Boardroom, 7 York Street South

8.0 – ADJOURNMENT -----

Moved By: Sandra Falconer

Seconded By: Reese Burns

Resolved: That the August 8th, 2024 meeting of the Board of Directors be adjourned at 9:08am. **Carried RBM2024-39**



MINUTES

for the Meeting of the Board of the Directors

Thursday, August 29th, 2024

7:30am

BIA Office Boardroom, 7 York Street South

EXECUTIVE

Chair – Wes Found | Linborough Property Corp.

Vice-Chair – Steve Podolsky | A&L Investments

Co-Treasurer – Sandra Falconer | Appleseed Quiltworks

Co-Treasurer – Sandra Patrick | Down to Earth

DIRECTORS

Reese Burns | Burns Bulk Food

Nicki Dedes | Olympia Restaurant

Jim Garbutt | A Buy & Sell Shop

Adam Hayward | Nesbitt's Meat Market

Eric Smeaton | CKL Council, Ward 5

Charlie McDonald | CKL Council, Ward 7

LIAISONS

Carlie Arbour | CKL Economic Development

Chief Kirk Robertson | Kawartha Lakes Police Service

LINDSAY DOWNTOWN BUSINESS IMPROVEMENT ASSOCIATION

7 York Street South | 705-324-7710 | hello@lindsaydowntown.ca

1.0 – CALL TO ORDER -----

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

In Attendance: Wes Found, Steve Podolsky, Sandra Falconer, Sandra Patrick, Jim Garbutt, Adam Hayward, Deputy Mayor Charlie McDonald

Recording Secretary: Melissa McFarland

Guests: Mary Hackett

Late Arrivals: Reese Burns (7:45am), Nicki Dedes (8:00am)

Early Departures: None

Regrets / Absent: Councillor Eric Smeaton, Carlie Arbour

2.0 – ADMINISTRATIVE BUSINESS -----

2.1 - Adoption of Agenda

Moved By: Steve Podolsky **Seconded By:** Sandra Patrick

Resolved: That the agenda be adopted as circulated.

Carried RBM2024-37

2.2 – Declarations of Pecuniary Interest

2.3 - Adoption of Minutes

Moved By: Steve Podolsky **Seconded By:** Sandra Patrick

Resolved: That the Minutes of the July 4th and August 8th meetings of the Board of Directors be approved.

Carried RBM2024-38

3.0 – DEPUTATIONS -----

None Scheduled

4.0 - CORRESPONDENCE -----

None Received

5.0 – LIAISON UPDATES -----

5.1 – Police

Chief Robertson updated on the housing crisis and the KLPS' approach to the known areas of encampments and are engaging as much as possible with issues with the lack of housing. They are in preparations of the 2025 budget, with these items being addressed, and hopefully an increase in staffing to be able to increase patrols and visibility.

5.2 – Council

Deputy Mayor McDonald advised that Council is also addressing issues with housing in relation to 'reno-victions' that are occurring, with tenants being evicted on the grounds of proposed renovations. There may be a by-law that can be created to protect the tenants from eviction, and this is occurring in other Ontario municipalities, but this will take time for the City of Kawartha Lakes. 'Stop-work' orders have not been effective.

5.3 – Economic Development

Carlie Arbour was not in attendance.

6.0 – NEW BUSINESS -----

6.1 – Classics on Kent Final Updates

Melissa McFarland and Wes Found updated with final updates. The show had overwhelmingly positive feedback from the public, the sponsors and the car attendees. Perfect weather helped, and the downtown was positively represented from all aspects. The committee had a wrap up meeting the following week and following that, Melissa McFarland, Wes Found and Melissa Wemyss met to discuss the future of the show and Wards PC Lawyers' involvement. Wards will be at the helm of the show moving forward and future meetings will determine what the BIA's involvement in it will be. Financially, the show came out in the positive.

6.2 – Fall AGM Date & Format

Discussion was held regarding the Fall AGM, and if the meeting should contain the previously discussed KLPS workshop as the guest speaker element. The Board was not in favour, and a more positive topic for a guest speaker will be sought. The date of the AGM will be Thursday, November 7th at 6:00pm, and Wes Found offered his newly renovated atrium at Kent Place Mall for the venue.

6.3 – Policy Document Review & Approvals

Small edits, mostly pertaining to definitions and clarification of wording and references were noted in the most recent draft of the Constitution, and Melissa McFarland will make the agreed-upon edits, and the final document will be included in the September agenda package for final approval.

Moved By: Sandra Patrick

Seconded By: Jim Garbutt

Resolved: That the final draft of the CCTV Community Safety Policy be approved with small wording edits made to include the fact that the footage will be on the local LDBIA office network only, and that only Paulsen Security will have remote access for maintenance and troubleshooting; and that Board Executive will be the ones to name a designate to access footage in the absence of the Executive Director.

Carried RBM2024-39

The Board reviewed the Procedural By-Law sections (2-11) that were distributed for review. All edits proposed by Melissa McFarland were agreed upon and will appear in the final draft for approval.

6.4 – 2025 Budget Approval

Melissa McFarland presented the final draft, with explanations of how the Levy Ask figure was arrived to, and that no carryover exists in the budget, as there is no way to predict exact amounts. The overall operating budget will be dependent on the approval of the request made to By-Law for reimbursement of Parking Enforcement Officers' wages, and there is no way to confirm its approval until final Council approval of all budgets.

Moved By: Wes Found

Seconded By: Reese Burns

Resolved: That the final draft of the 2025 Budget be approved as circulated, and sent to the City of Kawartha Lakes' Treasurer as required.

Carried RBM2024-40

7.0 – REPORTS -----

7.1 – Treasurer

Sandra Falconer inquired about the revenue still remaining in the Administration budget, and Melissa McFarland advised that the KLPS portions of the CCTV grant still has not been received from the City, and that there have been no Associate Membership fees paid to date.

7.2 – Marketing Committee

No additional updates.

7.3 – Beautification Committee

A request was made to invite Rebecca Mustard, Manager of Economic Development to the next Beautification Committee meeting to discuss the City’s municipality-wide signage strategy, and to provide updates on its progress, what is being planned for the downtown, and how the BIA can have input. These answers will drive the BIA’s own approach to signage that can be procured for the downtown above and beyond what the City will be providing.

7.4 – Parking/Advocacy Committee

Wes Found brought forth the recommendation from the Parking / Advocacy Committee regarding Boundary Expansion, for Board approval.

Moved By: Nicki Dedes

Seconded By: Reese Burns

Resolved: That the LDBIA begin to undertake a formal Boundary Expansion process with the municipality, beginning with identifying the maximum area considered, and calculating potential revenue versus projected costs of providing services.

Carried RBM2024-41

7.5 – Executive Updates

Melissa McFarland advised the Board of Pinnguaq’s grand opening celebration later that day. She also updated on the Public Art Grant, and that the communications embargo has been lifted, so it can now be public knowledge that My Main Street is the funder. Submissions have been received, and the jury panel will be reviewing the 25 submissions and agreeing on three finalists on Friday. The jury consists of representatives from Economic Development, the municipal Heritage Committee, the Kawartha Lakes Arts Council, and the property owner, as well as the BIA.

Moved By: Sandra Falconer

Seconded By: Nicki Dedes

Resolved: That Melissa McFarland, Executive Director be designated as the BIA’s representative on the jury for the Public Art project.

Carried RBM2024-42

Discussion was held regarding the efficiencies of the Board Meetings, and going forward, any discussions of items pertaining to the Reports will have to be in the form of an extraction, with the request provided to the Chair prior to the meeting. Melissa McFarland will send a reminder of this in the email containing the agenda package, and efforts will be made between the Board and staff to have questions prepared and/or answered ahead of time if possible. The format of the Board Agenda will also be adjusted, to have Reports be scheduled ahead of New Business.

Moved By: Reese Burns

Seconded By: Steve Podolsky

Resolved: That the above reports, and following Minutes be approved:

Profit & Loss YTD

Marketing Committee Minutes of August 15th

Beautification Committee Minutes of July 7th

Parking/Advocacy Committee Minutes of July 11th

Parking/Advocacy Committee Minutes of August 13th

Carried RBM2024-43

8.0 – NEXT MEETING -----

Thursday, July 25th, 2024

7:30am

BIA Office Boardroom, 7 York Street South

9.0 – ADJOURNMENT -----

Moved By: Sandra Falconer

Seconded By: Reese Burns

Resolved: That the August 29th, 2024 meeting of the Board of Directors be adjourned at 8:58am. **Carried RBM2024-44**



MINUTES

for the Meeting of the Board of the Directors

Thursday, September 26th, 2024

7:30am

BIA Office Boardroom, 7 York Street South

EXECUTIVE

Chair – Wes Found | Linborough Property Corp.

Vice-Chair – Steve Podolsky | A&L Investments

Co-Treasurer – Sandra Falconer | Appleseed Quiltworks

Co-Treasurer – Sandra Patrick | Down to Earth

DIRECTORS

Reese Burns | Burns Bulk Food

Nicki Dedes | Olympia Restaurant

Jim Garbutt | A Buy & Sell Shop

Adam Hayward | Nesbitt's Meat Market

Eric Smeaton | CKL Council, Ward 5

Charlie McDonald | CKL Council, Ward 7

LIAISONS

Carlie Arbour | CKL Economic Development

Chief Kirk Robertson | Kawartha Lakes Police Service

LINDSAY DOWNTOWN BUSINESS IMPROVEMENT ASSOCIATION

7 York Street South | 705-324-7710 | hello@lindsaydowntown.ca

1.0 – CALL TO ORDER -----

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

In Attendance: Wes Found, Steve Podolsky, Sandra Falconer, Sandra Patrick, Jim Garbutt,
Councillor Charlie McDonald, Carlie Arbour

Recording Secretary: Melissa McFarland

Guests: Mary Hackett

Late Arrivals: Nicki Dedes (7:41am)

Early Departures: Chief Robertson (8:15am), Councillor McDonald (8:19am)

Regrets / Absent: Reese Burns, Adam Hayward, Councillor Eric Smeaton

2.0 – ADMINISTRATIVE BUSINESS -----

2.1 - Adoption of Agenda

Moved By: Sandra Patrick **Seconded By:** Steve Podolsky

Resolved: That the agenda be adopted as circulated.

Carried RBM2024-45

2.2 – Declarations of Pecuniary Interest

None Declared

2.3 - Adoption of Minutes

Moved By: Steve Podolsky **Seconded By:** Councillor McDonald

Resolved: That the Minutes of the August 29th meeting of the Board of Directors be approved.

Carried RBM2024-46

3.0 – DEPUTATIONS -----

None Scheduled

4.0 - CORRESPONDENCE -----

None Received

5.0 – LIAISON UPDATES -----

5.1 – Police

Chief Robertson updated. He updated on some staffing changes that will be occurring in the coming months due to retirement of long-term employees. Discussion was held regarding encampments and the obstacles faced by provincial and municipal law enforcement in removing them. Public perception is an ongoing concern with criticism of local authorities, despite their legal limitations.

5.2 – Council

Deputy Mayor McDonald updated, adding to the discussion above regarding homeless encampments. Budget presentations have been ongoing, and the Budget Committee received information from outside departments and agencies, including the BIA. Deferments of ongoing projects from the last couple of years are costing taxpayers due to drastically increasing costs, and Council is attempting to catch up on needed priorities.

5.3 – Economic Development

Carlie Arbour provided updates on Economic Development’s participation in the IPM, and advised that most of the Economic Development team would be on site throughout the show. Updates on Million Dollar Makeover applications for October were provided, and some examples to physical improvements that can be made, such as patios and art installations will be provided to the membership as they may not realize funding could be available for projects such as these.

6.0 – REPORTS -----

6.1 – Treasurer

Melissa McFarland presented the year-to-date profit and loss statement. The inaccurate figures from Classics on Kent that were identified as inaccurate at the last meeting have been corrected. All other department budgets are on track.

6.2 – Marketing Committee

The Committee is in a transition phase, with a turnover in members. The Board agreed that more understanding of the Terms of Reference, and overall goals for the Committee for the members would likely be useful. Melissa McFarland will place the Terms of Reference on the next committee meeting agenda for review, so that there can be more understanding of the committees' purpose and goals, and if any edits need to be made in light of the fact that there is now a full-time Marketing Coordinator.

6.3 – Beautification Committee

Jim Garbutt asked for more detail regarding the item in the Minutes regarding the Parks Strategy, and Melissa McFarland gave a more detailed overview of the process and the BIA's participation.

6.4 – Parking/Advocacy Committee

Jim Garbutt asked for more detail regarding the status of the Associate Membership Program and Melissa McFarland advised that it's on her to-do list for fall, with an anticipated formal rollout for January. A request was made for the ValuMart Parkette to be added to the next committee meeting.

Wes Found brought forth the recommendation from the Parking / Advocacy Committee regarding Parking Enforcement: *“That the Committee recommends to the Board of Directors that correspondence be sent to appropriate City departments and CIBC management; that the spaces previously designated to CIBC within Lot M3 will not be patrolled by Parking Control Staff as of October 1st, unless formally instructed otherwise by the Manager of Municipal By-Law Enforcement.”*

Moved By: Sandra Patrick **Seconded By:** Steve Podolsky

Resolved: That the above recommendation be received.

Carried RBM2024-47

Moved By: Sandra Falconer **Seconded By:** Steve Podolsky

Resolved: That the correspondence referenced in the above recommendation be sent as stated.

Carried RBM2024-48

6.5 – Executive Updates

Melissa McFarland updated. The Public Art project is underway, with the winning submission being chosen by the jury on Tuesday. The artist's name is Monique Legault from Sudbury, and preparations for the install will begin as soon as possible. As mentioned, the International Plowing Match begins Wednesday, and BIA staff will be helping to set up as part of the larger Kawartha Lakes exhibit for the 'Communities of the Kawarthas' booth, along with the area Chambers. BIA Staff will be present at the expo all day Friday. The AGM was confirmed for Thursday, November 7th at 6:00pm at the Pie Eyed Monk and the information will be circulated to the membership. The Board suggested Mayor Doug Elmslie as a guest speaker.

Wes Found updated. He has been corresponding with Carlie Arbour regarding the City's GIS staff gathering physical addresses for the boundary expansion from the BIA's provided map. Carlie advised that if there is a set deadline to let her know, and Wes requested that the information be available prior to the November 7th AGM.

Moved By: Sandra Falconer **Seconded By:** Nicki Dedes

Resolved: That the above reports, and following Minutes be approved:

Profit & Loss YTD

Marketing Committee Minutes of September 10th

Beautification Committee Minutes of September 5th

Parking/Advocacy Committee Minutes of September 10th

Carried RBM2024-49

7.0 – NEW BUSINESS -----

7.1 – Policy Document Review

The Board reviewed the Procedural By-Law sections (12-15, Definitions) that were distributed for review. All edits proposed by Melissa McFarland were agreed upon and will appear in the final draft for approval at the October 31st meeting, along with the final draft of the Constitution.

7.2 – 2025 Strategic Planning

Wes Found reviewed the document he had circulated to the Board the day prior, regarding the direction that should be taken when seeking a vendor to facilitate the process, and what elements should be included. The topic will be placed on the October agenda for discussion so that a more fleshed-out vision can be presented at the AGM.

7.3 – Committee Structure

Wes Found brought forth discussion on the current format of the Parking / Advocacy Committee, and how it could be changed to be more efficient. He proposed that matters related to Parking be addressed directly with the Executive Committee, who will resume regularly scheduled meetings, and that the priorities addressed by the Advocacy Committee could then be more focused and strategic. The matter will be further discussed at the next committee meeting.

8.0 – NEXT MEETING -----

Thursday, October 31st, 2024

7:30am

BIA Office Boardroom, 7 York Street South

9.0 – ADJOURNMENT -----

Moved By: Steve Podolsky

Seconded By: Sandra Patrick

Resolved: That the September 25th, 2024 meeting of the Board of Directors be adjourned at 8:58am.

Carried RBM2024-50



LINDSAY DOWNTOWN

MINUTES

for the Meeting of the Board of the Directors

Thursday, September 26th, 2024

7:30am

BIA Office Boardroom, 7 York Street South

EXECUTIVE

Chair – Wes Found | Linborough Property Corp.

Vice-Chair – Steve Podolsky | A&L Investments

Co-Treasurer – Sandra Falconer | Appleseed Quiltworks

Co-Treasurer – Sandra Patrick | Down to Earth

DIRECTORS

Reese Burns | Burns Bulk Food

Nicki Dedes | Olympia Restaurant

Jim Garbutt | A Buy & Sell Shop

Adam Hayward | Nesbitt's Meat Market

Eric Smeaton | CKL Council, Ward 5

Charlie McDonald | CKL Council, Ward 7

LIAISONS

Carlie Arbour | CKL Economic Development

Chief Kirk Robertson | Kawartha Lakes Police Service

LINDSAY DOWNTOWN BUSINESS IMPROVEMENT ASSOCIATION

7 York Street South | 705-324-7710 | hello@lindsaydowntown.ca

1.0 – CALL TO ORDER -----

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

In Attendance: Wes Found, Steve Podolsky, Sandra Falconer, Jim Garbutt, Adam Hayward,
Councillor Charlie McDonald, Councillor Eric Smeaton, Chief Robertson

Recording Secretary: Melissa McFarland

Guests: Mary Hackett

Late Arrivals: Reese Burns (7:33am), Nicki Dedes (7:40am),

Early Departures: Councillor Smeaton (8:37am)

Regrets / Absent: Sandra Patrick, Carlie Arbour

2.0 – ADMINISTRATIVE BUSINESS -----

2.1 - Adoption of Agenda

Moved By: Steve Podolsky **Seconded By:** Sandra Falconer

Resolved: That the agenda be adopted as amended, with item 'Encroachment Agreements' being designated to 7.4 under New Business. **Carried RBM2024-51**

2.2 – Declarations of Pecuniary Interest

None Declared

2.3 - Adoption of Minutes

Moved By: Sandra Falconer **Seconded By:** Councillor Smeaton

Resolved: That the Minutes of the September 26th meeting of the Board of Directors be approved. **Carried RBM2024-52**

3.0 – DEPUTATIONS -----

None Scheduled

4.0 - CORRESPONDENCE -----

None Received

5.0 – LIAISON UPDATES -----

5.1 – Police

Chief Robertson updated. Recruitment and hiring is taking place in many positions at the station, with existing vacancies being filled and additional recruitment taking place in January. Calls for service are steady.

5.2 – Council

Councillor McDonald updated on Council's work towards the homelessness challenge and direct outreach. Council's budget is in process and going well, and KLPS and OPP's needed increases are being addressed. Councillor Smeaton commented that he has observed that the BIA's reputation in the community is positive and he believes that the perception is that the organization is doing great things.

5.3 – Economic Development

Carlie Arbour sent regrets, but provided Melissa McFarland with updates. Council's November 5th Committee of the Whole meeting will see several items pertaining to Economic Development. The Economic Development Strategy report will be presented, of which the BIA had the opportunity for input; the Cultural Facility Task Force report (in which Councillor Smeaton was able to elaborate on for the Board) will be coming forward with recommendations; and the Signage Strategy report will be coming forward.

6.0 – REPORTS -----

6.1 – Treasurer

Melissa McFarland presented the year-to-date profit and loss statement.

7.4 – Encroachment Agreements

Discussion was held about a concern brought forward regarding the requirements for awnings on the facades of properties in the downtown, which is considered to be an encroachment on municipal property. As it stands, there is an application fee, as well as an annual fee, either via Land Management and/or Realty Services. With downtown properties eligible for funding through the Million Dollar Makeover for items like awnings, the fees are being questioned, especially as it seems that the annual fee is not consistently collected. The Board agreed that they would like more information from the appropriate City department to better understand the rationale for the fee, and its procedure for collection. Melissa McFarland will contact Carlie Arbour for more information, both as the BIA's liaison to the City, and the facilitator of the Million Dollar Makeover program.

8.0 – NEXT MEETING -----

Annual General Meeting

Thursday, November 7th, 2024

6:00pm

Pie Eyed Monk, 8 Cambridge Street North

Regular Meeting

Thursday, November 28th, 2024

7:30am

BIA Office Boardroom, 7 York Street South

9.0 – ADJOURNMENT -----

Moved By: Reese Burns

Seconded By: Nicki Dedes

Resolved: That the October 31st, 2024 meeting of the Board of Directors be adjourned at 9:08am. **Carried RBM2024-56**



LINDSAY DOWNTOWN

MINUTES

for the Meeting of the Board of the Directors

Thursday, November 29th, 2024

7:30am

BIA Office Boardroom, 7 York Street South

EXECUTIVE

Chair – Wes Found | Linborough Property Corp.

Vice-Chair – Steve Podolsky | A&L Investments

Co-Treasurer – Sandra Falconer | Appleseed Quiltworks

Co-Treasurer – Sandra Patrick | Down to Earth

DIRECTORS

Reese Burns | Burns Bulk Food

Nicki Dedes | Olympia Restaurant

Jim Garbutt | A Buy & Sell Shop

Adam Hayward | Nesbitt's Meat Market

Eric Smeaton | CKL Council, Ward 5

Charlie McDonald | CKL Council, Ward 7

LIAISONS

Carlie Arbour | CKL Economic Development

Chief Kirk Robertson | Kawartha Lakes Police Service

1.0 – CALL TO ORDER -----

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

In Attendance: Wes Found, Steve Podolsky, Sandra Falconer, Sandra Patrick, Jim Garbutt, Carlie Arbour, Chief Robertson

Recording Secretary: Melissa McFarland

Guests: Mary Hackett

Late Arrivals: Nicki Dedes (8:15am)

Early Departures: None

Regrets / Absent: Deputy Mayor Charlie McDonald, Adam Hayward

2.0 – ADMINISTRATIVE BUSINESS -----

2.1 - Adoption of Agenda

Moved By: Reese Burns

Seconded By: Steve Podolsky

Resolved: That the agenda be adopted as amended, with item 'Encroachment Agreements' being designated to 7.4 under New Business.

Carried RBM2024-57

2.2 – Declarations of Pecuniary Interest

None Declared

2.3 - Adoption of Minutes

Moved By: Steve Podolsky

Seconded By: Reese Burns

Resolved: That the Minutes of the October 31st meeting of the Board of Directors be approved.

Carried RBM2024-58

3.0 – DEPUTATIONS -----

None Scheduled

4.0 - CORRESPONDENCE -----

None Received

5.0 – LIAISON UPDATES -----

5.1 – Police

Chief Robertson updated. Work with the unhoused community continues with success in offers for assistance, likely due to the approach of cold weather. The budget has been approved, meaning an increase in front line patrol shifts, since 2001. Calls for service have almost doubled. Already, new staff are being hired and trained in every department for previous vacancies. KLPS officers have been successful in connecting with the BIA for footage from the CCTV cameras.

5.2 – Council

Discussion was held regarding the resignation of Councillor Eric Smeaton, and the City's process for a by-election. Melissa McFarland will send a card to Councillor Smeaton to thank him for his service to the BIA.

5.3 – Economic Development

Carlie Arbour updated. The budget, along with the presented strategy was approved by Council. Million Dollar Makeover intake closed, with several downtown businesses having applied. Approvals are targeted to go out before the end of the year for 2025 projects. Diane Steven is retiring from the Kawartha Lakes Small Business & Entrepreneurship Centre after 20+ years of service.

6.0 – REPORTS -----

6.1 – Treasurer

No update or discussion outside of the circulated report.

6.2 – Marketing Committee

No update or discussion outside of the circulated minutes.

6.3 – Beautification Committee

No update or discussion outside of the circulated minutes.

6.4 – Parking/Advocacy Committee

No update or discussion outside of the circulated minutes.

6.5 – Executive Updates

Melissa McFarland gave an update on the art installation. Advance funding has been provided from the municipality to ease the BIA's cash flow concern. Discussion was held about the electrical issues on the light pole outlets that are causing issues with the snowflakes. Steve Podolsky is in communication with Public Works to address. Jim Garbutt raised the recommendation again for a post-construction walkabout and Melissa McFarland will keep this on her to-do list for early spring weather and to connect with Engineering for their cooperation.

Moved By: Reese Burns **Seconded By:** Sandra Patrick

Resolved: That the above reports, and following Minutes be approved:

Profit & Loss YTD

Marketing Committee Minutes of October 10th

Beautification Committee Minutes of October 4th

Parking/Advocacy Committee Minutes of October 8th

Carried RBM2024-59

7.0 – NEW BUSINESS -----

7.1 – Executive Elections

Moved By: Steve Podolsky **Seconded By:** Sandra Falconer

Resolved: The Board approves Wes Found as Board Chair for the 2025 year.

Carried RBM2024-60

Moved By: Wes Found **Seconded By:** Reese Burns

Resolved: The Board approves Steve Podolsky as Board Chair for the 2025 year.

Carried RBM2024-61

7.2 – Executive Committee Terms of Reference

The Board reviewed existing document that was drafted and approved in 2022. Discussion was held about the appointment of Treasurer and Sandra Falconer and Sandra Patrick agreed to act as co-Treasurer's for the upcoming year. The Executive will meet in December and bring findings to the board for January meeting.

7.3 – 2025 Strategic Planning

Wes Found advised that he has a draft for tendering for a facilitator to conduct the process, and it is still being edited, using samples from OBIAA and other BIA's. The item will be on the agenda for Executive Committee, brought to board for the January meeting.

7.4 – Other

The issue of Encroachment Agreements was brought forward. As a result of Million Dollar Makeover applications, it has come to light that there are some issues with clarity from business and property owners about the requirements of items like awnings requiring an encroachment agreement from the City, and the renewals and fees that are associated with it. Carlie Arbour and Melissa McFarland will investigate this further with the municipality's Realty Services department and report back.

A recommendation was made to remind the membership of the notice that would have been given to properties back in the summer from the City's Water and Wastewater Division advising them of their requirements to have a qualified person undertake a plumbing survey to identify any cross-connections that may pose a threat to the municipal drinking water system, and that they are to send the results of this to the City for review, and if a risk is identified, property owners will be required to hire a licensed plumber to install the recommended backflow prevention device; and that the 90 day deadline for this requirement is approaching. Melissa McFarland advised that the December newsletter is about to be circulated, and she will ensure this is reminder is included.

8.0 – NEXT MEETING -----

Thursday, January 30th, 2024

7:30am

BIA Office Boardroom, 7 York Street South

9.0 – ADJOURNMENT -----

Moved By: Reese Burns

Seconded By: Nicki Dedes

Resolved: That the November 28th, 2024 meeting of the Board of Directors be adjourned at 8:39am.

Carried RBM2024-62



MINUTES

for the Meeting of the Beautification Committee

Thursday, January 11th, 2024
8:00am
BIA Office Boardroom, 7 York Street South

CHAIR
Steve Podolsky | A&L Investments

VOTING MEMBERS
Reese Burns | Burns Bulk Food
Sandra Falconer | Appleseed Quiltworks

LIAISONS
Vacant | CKL Parks

1.0 - CALL TO ORDER

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

In Attendance: Steve Podolsky, Reese Burns, Sandra Falconer

Recording Secretary: Melissa McFarland

Guests: None

Late Arrivals: None

Early Departures: None

Regrets / Absent: None

2.0 – ADMINISTRATIVE BUSINESS -----

2.1 - Adoption of Agenda

Moved By: Sandra Falconer

Seconded By: Reese Burns

Resolved: That the agenda be adopted as circulated.

Carried BC2024-01

2.2 - Declarations of Pecuniary Interest

None Declared

2.3 - Adoption of Minutes

No Minutes to Approve

3.0 – DEPUTATIONS -----

None Scheduled

4.0 - CORRESPONDENCE -----

None Received

5.0 – NEW BUSINESS -----

5.1 – 2024 RFP

Steve Podolsky advised that the RFP for the annual planters and hanging baskets is prepared and will be sent out to the previous year's list of businesses in the next couple of days.

5.2 – Identify 2024 Priorities

Discussion was held among the committee regarding the Christmas Tree and improvements that can be made for the upcoming year. Budget will be directed towards new lights in a warm white to coordinate with the snowflakes, and a new tree topper. Committee members will keep an eye for large ball decorations that may be more affordable off season. A Santa Chair belonging to the BIA will also be considered.

The autumn cornstalk decorations will be repeated as they were received well, and could be put out earlier.

Discussion was held regarding a collapsible stage for the Reid's Parkette that could support events that the Marketing Committee would be planning.

6.0 – NEXT MEETING -----

Tuesday, February 13th, 2024

7:30am

BIA Office Boardroom, 7 York Street South

7.0 – ADJOURNMENT -----

Moved By: Sandra Falconer

Seconded By: Reese Burns

Resolved: That the January 11th, 2024 meeting of the Parking/Advocacy Committee be adjourned at 9:05am.

Carried PC2024-02



MINUTES

for the Meeting of the Beautification Committee

Thursday, February 1st, 2024
8:00am
BIA Office Boardroom, 7 York Street South

CHAIR
Steve Podolsky | A&L Investments

VOTING MEMBERS
Reese Burns | Burns Bulk Food
Sandra Falconer | Appleseed Quiltworks

LIAISONS
Vacant | CKL Parks

1.0 - CALL TO ORDER

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

In Attendance: Steve Podolsky, Reese Burns, Sandra Falconer
Recording Secretary: Melissa McFarland
Guests: Mary Hackett
Late Arrivals: None
Early Departures: None
Regrets / Absent: None

2.0 – ADMINISTRATIVE BUSINESS -----

2.1 - Adoption of Agenda

Moved By: Reese Burns **Seconded By:** Sandra Falconer

Resolved: That the agenda be adopted as circulated.

Carried BC2024-03

2.2 - Declarations of Pecuniary Interest

None Declared

2.3 - Adoption of Minutes

Moved By: Reese Burns **Seconded By:** Sandra Falconer

Resolved: That the agenda be adopted as circulated.

Carried BC2024-04

3.0 – DEPUTATIONS -----

None Scheduled

4.0 - CORRESPONDENCE -----

None Received

5.0 – NEW BUSINESS -----

5.1 – 2024 RFP

Melissa McFarland advised that the only RFP received by the deadline was from Hill's Florist. They stated that once again, they would not be able to provide hanging baskets, but quoted on urns and large planters for all seasons, and advised that they would be able to provide plant matter for the bumpouts, but not the labour.

Steve Podolsky stated that he still expects a quote to be received from Kingsway Landscaping, who provided the hanging baskets last year and will forward it when received.

Sandra Falconer will reach out to the other local companies to see if they are still interested in providing quotes.

5.2 – Spring Planning

As the snow melts, the Committee will plan to do a walkaround to see what items will need to be cleaned up. Scott Wood is already working on cleaning out under the garbage cans. Steve Podolsky has been in contact with Public Works regarding the removal of snowflakes, but there is no rush as they were intended to stay up through winter. The snowmen will come out of the bumpouts as soon as the ground thaws a bit more. They will need to be evaluated for future use, as it's their 3rd winter and some seem to be getting tattered.

5.3 – Other Items

Discussion was held regarding options for the lampposts in the spring/summer/fall seasons, and the pros and cons of banners, flags, etched metal adornments, etc. No consensus was reached.

Discussion was held regarding inviting other downtown members to join the Committee. Melissa McFarland will reach out to some of the members mentioned prior to the March meeting.

6.0 – NEXT MEETING -----

Tuesday, March 7th, 2024

7:30am

BIA Office Boardroom, 7 York Street South

7.0 – ADJOURNMENT -----

Moved By: Sandra Falconer

Seconded By: Reese Burns

Resolved: That the February 1st, 2024 meeting of the Beautification Committee be adjourned at.

Carried BC2024-05



MINUTES

for the Meeting of the Beautification Committee

Thursday, March 7th, 2024
8:00am
BIA Office Boardroom, 7 York Street South

CHAIR
Steve Podolsky | A&L Investments

VOTING MEMBERS
Reese Burns | Burns Bulk Food
Sandra Falconer | Appleseed Quiltworks

LIAISONS
Vacant | CKL Parks

1.0 - CALL TO ORDER

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

In Attendance: Steve Podolsky, Reese Burns, Sandra Falconer
Recording Secretary: Melissa McFarland
Guests: Mary Hackett, Deputy Mayor Charlie McDonald, Carlie Arbour, Donna Goodwin
Late Arrivals: Jim Garbutt (guest) 8:09am, left 9:03am
Early Departures: Reese Burns (8:58am)
Regrets / Absent: None

2.0 – ADMINISTRATIVE BUSINESS -----

2.1 - Adoption of Agenda

Moved By: Reese Burns **Seconded By:** Sandra Falconer

Resolved: That the agenda be adopted as circulated.

Carried BC2024-06

2.2 - Declarations of Pecuniary Interest

None Declared

2.3 - Adoption of Minutes

Moved By: Reese Burns **Seconded By:** Sandra Falconer

Resolved: That the agenda be adopted as circulated.

Carried BC2024-07

3.0 – DEPUTATIONS -----

None Scheduled

4.0 - CORRESPONDENCE -----

None Received

5.0 – NEW BUSINESS -----

5.1 – My Main Street Grant Proposal

Donna Goodwin gave the committee an overview of the application process, and the process that would likely be followed in sourcing the art and artist. A review of the timelines was given. The application is due March 31st, and the grants are being awarded through April & May. At this time the call for artists will be circulated, with a 4-6 week window for submissions. The work would be need to be completed by December 31st.

Discussion was held regarding the panel for approving work, and the intended make up would include the BIA, a representative of Heritage, the Arts Network, and Economic Development, with possible positions for the Ward 7 Councillor and the property owner.

Donna Goodwin led the Committee in a discussion about subject matter, inspiration and samples of public art that speaks to them. She advised that the results of these conversations, and others that she is leading, will be a factor in directing the application.

5.2 – RFP Final Approvals

Moved By: Reese Burns

Seconded By: Sandra Falconer

Resolved: That the following proposals be awarded for the annual Beautification items, which are inclusive of HST.

Summer Planters	Hill’s Florist	\$14,859.50
Summer Hanging Baskets	Bradford Greenhouses	\$14,464.00
Fall Planters	Hill’s Florist	\$10,407.30
Winter Planters	Rockwood Forest Nurseries	\$6,240.00

Carried BC2024-08

5.3 – Spring Cleanup

The snowmen have been removed from the bumpouts and stored, and overall are beginning to be in rough shape, and a proper inventory will be done for next winter and a plan for replacements.

With limited amounts of snow this winter, cleanup under garbage cans and in other areas is already beginning. Scott Wood will be tasked with cleaning up the parkette and along the walkway.

Steve Podolsky will contact Engineering regarding the timeline of street furniture installation.

5.4 – Other Items

Moved By: Reese Burns

Seconded By: Sandra Falconer

Resolved: That the presented topper for the Christmas Tree be purchased from Classic Displays at a cost of \$1200 + HST, from the Beautifications Renewal Projects budget.

Carried BC2024-09

Deputy Mayor McDonald informed the Committee of an initiative at IE Weldon, who are making benches as a fundraiser for the IPM, and selling them for \$500. Discussion was held about the BIA purchasing them as an advertising tool at the IPM, and then placing them downtown afterward. Pat O’Reilly will have more information.

6.0 – NEXT MEETING -----

Tuesday, April 4th, 2024

7:30am

BIA Office Boardroom, 7 York Street South

7.0 – ADJOURNMENT -----

Moved By: Sandra Falconer

Seconded By: Reese Burns

Resolved: That the March 7th, 2024 meeting of the Beautification Committee be adjourned at 9:13am.

Carried BC2024-10



MINUTES

for the Meeting of the Beautification Committee

Thursday, April 4th, 2024
8:00am
BIA Office Boardroom, 7 York Street South

CHAIR

Steve Podolsky | A&L Investments

VOTING MEMBERS

Reese Burns | Burns Bulk Food
Sandra Falconer | Appleseed Quiltworks

LIAISONS

Vacant | CKL Parks

1.0 - CALL TO ORDER

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

In Attendance: Steve Podolsky, Reese Burns
Recording Secretary: Melissa McFarland
Guests: Mary Hackett, Theresa Henry, Kevin Brasier
Late Arrivals: None
Early Departures: None
Regrets / Absent: Sandra Falconer

2.0 – ADMINISTRATIVE BUSINESS -----

2.1 - Adoption of Agenda

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

Resolved: That the agenda be adopted as circulated.

Carried BC2024-11

2.2 - Declarations of Pecuniary Interest

None Declared

2.3 - Adoption of Minutes

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

Resolved: That the agenda be adopted as circulated.

Carried BC2024-12

3.0 – DEPUTATIONS -----

None Scheduled

4.0 - CORRESPONDENCE -----

None Received

5.0 – NEW BUSINESS -----

5.1 – My Main Street Grant Proposal

Melissa McFarland updated. The application, developed by Donna Goodwin and Carlie Arbour at Economic Development was submitted by herself, under the BIA’s name. She stated that she was satisfied that the nature of the application was in the spirit of the feedback given by the BIA, noting keywords like ‘heritage’, ‘rural’ and ‘local landscape’ were included. Grant awards are expected sometime in May, and a timeline for the rest of the year was clearly outlined if successful.

Permissions were obtained from key property owners, and the BIA will have a seat on the 5 member jury panel for choosing the artist after proposals and maquettes are presented by them.

5.2 – Contract Fees Proposal

Melissa McFarland presented a developed proposal (attached) to pay the hired contractor on a standard biweekly basis, with high season and low season rates, versus the current system of a \$12.50 hourly rate. This would give him a 15% average increase, with standardized biweekly rates for high season and low season, plus the same straight reimbursements for fuel and other expenses. Board Chair Wes Found has given his approval of the proposal.

Moved By: Reese Burns

Seconded By: Steve Podolsky

Resolved: That the Contract Fee Wage Proposal be approved, and be presented to contractor Scott Wood.

Carried BC2024-13

5.3 – Spring Cleanup

Steve Podolsky updated. Cleanup is occurring under the garbage bins, and the application for an encroachment agreement has been filed with Realty Services for a bin provided by Miller under the BIA. He has contacted CKL Engineering regarding an updated schedule for the last remaining construction items for spring, and a schedule for the placement street furniture.

5.4 – Other Items

Discussion was held regarding #1 Kent and the Lindsay sign. Plants were installed last season, but didn't last. New plantings will need to be done in this area.

6.0 – NEXT MEETING -----

Tuesday, May 2nd, 2024

7:30am

BIA Office Boardroom, 7 York Street South

7.0 – ADJOURNMENT -----

Moved By: Reese Burns

Seconded By: Steve Podolsky

Resolved: That the April 4th, 2024 meeting of the Beautification Committee be adjourned at 9:13am.

Carried BC2024-14



MINUTES

for the Meeting of the Beautification Committee

Thursday, May 2nd, 2024
8:00am
BIA Office Boardroom, 7 York Street South

CHAIR
Steve Podolsky | A&L Investments

VOTING MEMBERS
Kevin Brasier | Lingerie Loft
Reese Burns | Burns Bulk Food
Sandra Falconer | Appleseed Quiltworks
Theresa Henry | Lingerie Loft

LIAISONS
Vacant | CKL Parks

1.0 - CALL TO ORDER

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

In Attendance: Steve Podolsky, Reese Burns, Sandra Falconer, Theresa Henry, Kevin Brasier
Recording Secretary: Melissa McFarland
Guests: Mary Hackett
Late Arrivals: None
Early Departures: None
Regrets / Absent: None

2.0 – ADMINISTRATIVE BUSINESS -----

2.1 - Adoption of Agenda

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

Resolved: That the agenda be adopted as circulated.

Carried BC2024-15

2.2 - Declarations of Pecuniary Interest

None Declared

2.3 - Adoption of Minutes

Moved By: Reese Burns **Seconded By:** Sandra Falconer

Resolved: That the agenda be adopted as circulated.

Carried BC2024-16

3.0 – DEPUTATIONS -----

None Scheduled

4.0 - CORRESPONDENCE -----

4.1 – Received from Zachary Steele, Kawartha Bird Control

An email was received regarding options for pigeons in the downtown, and how it affects properties. An invitation to speak to the committee at a future meeting will be extended.

5.0 – NEW BUSINESS -----

5.1 – Spring Cleanup / Tree Pits

Steve Podolsky updated. He and Melissa McFarland are meeting with Corby Purdy from Engineering later this day to discuss furniture placement, spring construction, and other items. The furniture was delivered in the fall, and is sitting at the St. David St. depot. There are concerns with how the furniture will be anchored in the new sidewalk paving stones. Many of the tree pits have settled, and the mulch mats have deteriorated much more quickly than expected. They will likely be replaced with straight mulch, which comes with issues of mess and containment, but replacement material is free. Discussion was held regarding the possibility of an edging structure to contain it. Research is being

done on a battery-operated blower/vacuum apparatus for cleaning up the current mats. Canadian Tire doesn't have those types of products, but options were suggested for the local Stihl dealer, or Princess Auto, or a rental from Home Building Centre to try. Street sweeping is taking place. Garbage receptacles have been cleaned out underneath, and more receptacles will aid in the overflow issues. All of the winter cedars have been taken off the street, and the full planters have been delivered to Hill's Florist for summer planting, and will be placed back on the street upon completion in June. 5 cedars were kept back, and can be planted around the sign at #1 Kent next week. Discussion was held regarding the possibility of the cedars being planted as shrubs around the 4 other welcome signs.

Craig Shanks, Director of Community Services has retired, and as of yet, a replacement has not been named.

5.2 – Bumpout Flowerbeds

Three flowerbeds were done last year, digging up the material and replacing the soil. Six more will need to be completed. Scott Wood and his team are being given the go-ahead. Thairapy has offered to maintain the two furthest east planters on Kent Street. Discussion was held regarding different types of plant materials, and the possibility of herb materials being planted as well. No mulch will be placed. Interest can be sought from other businesses in the vicinity of each flowerbed for future interest in a similar agreement.

5.3 – IPM Bench Sponsorship

Moved By: Reese Burns

Seconded By: Kevin Brasier

Resolved: That a bench be purchased as a form of sponsorship for the International Plowing Match, at a cost of \$500, and the bench will be utilized somewhere in the downtown following the event.

Carried BC2024-17

5.4 – Other Items

Discussion was held regarding the excess of cardboard placed at the curb by businesses for biweekly curbside pickup. A suggestion was made for a request to be filed to update the next contract to include weekly pickup of cardboard in the downtown commercial area.

6.0 – NEXT MEETING -----

Thursday, June 6th, 2024

7:30am

BIA Office Boardroom, 7 York Street South

7.0 – ADJOURNMENT -----

Moved By: Reese Burns

Seconded By: Steve Podolsky

Resolved: That the May 2nd, 2024 meeting of the Beautification Committee be adjourned at 9:13am.

Carried BC2024-14



MINUTES

for the Meeting of the Beautification Committee

Thursday, June 6th, 2024
8:00am
BIA Office Boardroom, 7 York Street South

CHAIR

Steve Podolsky | A&L Investments

VICE-CHAIR

Sandra Falconer | Appleseed Quiltworks

VOTING MEMBERS

Kevin Brasier | Lingerie Loft
Reese Burns | Burns Bulk Food
Theresa Henry | Lingerie Loft

LIAISONS

Vacant | CKL Parks

5.2 – 2025 Pre-Budget Discussion

Discussion was held regarding an increase to the signage budget for alleyways and other wayfinding. Canada Flags could be reinstated but would need hardware. Banners are still on the agenda and would be a good item for the October intake of the Legacy C.H.E.S.T. Fund.

5.3 – Summer Season Update

Hanging baskets are in, and there were issues with the water supply from winterization but is working now. Storefront planters will need to be redistributed by the committee. Sandra Falconer will reach out to Roger Hill to inquire about the douglas firs that were removed from the large concrete planters.

5.4 – Other Items

A suggestion was made to procure volunteer vests for committee members and other volunteers to wear so that they can be identified when doing beautification work in the downtown.

6.0 – NEXT MEETING -----

Thursday, July 4th, 2024

7:30am

BIA Office Boardroom, 7 York Street South

7.0 – ADJOURNMENT -----

Moved By: Reese Burns

Seconded By:

Resolved: That the June 6th, 2024 meeting of the Beautification Committee be adjourned at 9:13am.

Carried BC2024-21



MINUTES

for the Meeting of the Beautification Committee

Thursday, July 11th, 2024
8:00am
BIA Office Boardroom, 7 York Street South

CHAIR

Steve Podolsky | A&L Investments

VICE-CHAIR

Sandra Falconer | Appleseed Quiltworks

VOTING MEMBERS

Kevin Brasier | Lingerie Loft
Reese Burns | Burns Bulk Food
Theresa Henry | Lingerie Loft
Sarah Fournier | Webmade

LIAISONS

Vacant | CKL Parks

1.0 – CALL TO ORDER -----

Meeting Called to Order by the Chair: 7:58am

In Attendance: Steve Podolsky, Sandra Falconer, Reese Burns, Wes Found
Recording Secretary: Mary Hackett
Guests: None
Late Arrivals: None
Early Departures: None
Regrets / Absent: Sarah Fournier, Theresa Henry, Kevin Brasier

2.0 – ADMINISTRATIVE BUSINESS -----

2.1 - Adoption of Agenda

Moved By: Sandra Falconer **Seconded By:** Reese Burns
Resolved: That the agenda be adopted as circulated.

Carried BC2024-22

2.2 - Declarations of Pecuniary Interest

None Declared

2.3 - Adoption of Minutes

Moved By: Wes Found **Seconded By:** Reese Burns
Resolved: That the agenda be adopted as circulated.

Carried BC2024-23

3.0 – DEPUTATIONS -----

3.1 – Zachary Steele, Kawartha Bird Control *Solutions for downtown issues with pigeons*

An overview of services available to property owners was reviewed, with prevention and removal of pigeons as the main focus. More detailed information on the services and various options for pricing will be provided following the meeting, that can be circulated to interested property owners, and potentially considered by the BIA as a partnership program in the future.

4.0 - CORRESPONDENCE -----

4.1 – Helene Bradburn *Complaint regarding lack of Canadian flags in downtown*

The email was reviewed by the committee, whose ability to install flags was limited by the lack of hardware following downtown reconstruction and in the installation of the new lampposts. The committee will look into options for brackets to be installed in the future, and inquire as to whether or not this should be a cost that is funded by the municipality or included in a future BIA budget.

5.0 – NEW BUSINESS -----

5.1 – 2024 Budget Update

The 2024 Budget to date was reviewed.

5.2 – 2025 Budget Draft

The draft of the 2025 budget that was previously prepared was reviewed, and Wes Found recommended that recurring items from 2024 have a 5% increase added in practice. The next draft will go to the Board for review and approval in August.

5.3 – Other Items

Sandra Falconer mentioned that there appears to be missing planters on William Street North, and this will be investigated.

Discussion was held regarding the previous meeting's deputation by Skedaddle and options for providing lights and holiday décor. Sandra Falconer recommended that Port Perry's BIA be contacted for more information on their suppliers and hardware, as their displays are effective.

Steve Podolsky advised that the BIA's waste bin is now in place, for a cost of \$35 per month, and about \$75 per pickup.

6.0 – NEXT MEETING -----

Thursday, August 1st, 2024

8:00am

BIA Office Boardroom, 7 York Street South

7.0 – ADJOURNMENT -----

Moved By: Reese Burns

Seconded By: Sandra Falconer

Resolved: That the July 11th, 2024 meeting of the Beautification Committee be adjourned at 9:25am.

Carried BC2024-24



MINUTES

for the Meeting of the Beautification Committee

Thursday, September 5th, 2024
8:00am
BIA Office Boardroom, 7 York Street South

CHAIR

Steve Podolsky | A&L Investments

VICE-CHAIR

Sandra Falconer | Appleseed Quiltworks

VOTING MEMBERS

Kevin Brasier | Lingerie Loft
Reese Burns | Burns Bulk Food
Theresa Henry | Lingerie Loft
Sarah Fournier | Webmade

LIAISONS

Vacant | CKL Parks

1.0 – CALL TO ORDER -----

Meeting Called to Order by the Chair: 8:07am

In Attendance: Steve Podolsky, Sandra Falconer, Reese Burns, Theresa Henry
Recording Secretary: Melissa McFarland
Guests: None
Late Arrivals: None
Early Departures: Theresa Henry (8:50am)
Regrets / Absent: Sarah Fournier, Kevin Brasier

2.0 – ADMINISTRATIVE BUSINESS -----

2.1 - Adoption of Agenda

Moved By: Sandra Falconer **Seconded By:** Reese Burns
Resolved: That the agenda be adopted as circulated.

Carried BC2024-25

2.2 - Declarations of Pecuniary Interest

None Declared

2.3 - Adoption of Minutes

Moved By: Theresa Henry **Seconded By:** Reese Burns
Resolved: That the agenda be adopted as circulated.

Carried BC2024-26

3.0 – DEPUTATIONS -----

None Scheduled

4.0 - CORRESPONDENCE -----

None Received

5.0 – NEW BUSINESS -----

5.1 – 2024 Budget Update

Melissa McFarland advised that there has been no changes over the summer, other than regularly budgeted items.

5.2 – Legacy C.H.E.S.T. Fund Application

Grant applications are due to the City on Friday, October 25th. The committee discussed possible options for a grant proposal, including Canada Flags for the lampposts at intersections, as well as street banners, which could potentially be included in the same application. Melissa McFarland will prepare the costs and early draft of the application for the October meeting.

Moved By: Theresa Henry **Seconded By:** Reese Burns

Resolved: That the committee will proceed with a Legacy C.H.E.S.T Fund application for funding towards Canada flags and all the necessary hardware and installation costs.

Carried BC2024-27

5.3 – Fall Plantings

Melissa McFarland advised that Roger Hill is ready to go with fall chrysanthemums as soon as he gets the go-ahead from the committee. The summer planters are showing their wear, and it's ahead of schedule, but he advised that there is no issue with installing them now. The committee debated pros and cons and agreed that the storefront planters can proceed, and that Steve Podolsky and Sandra Falconer will meet with Roger to discuss the logistics of planting the large cement planters. Scott Wood will be contacted to coordinate with pulling the summer planters ahead of Hill's crew.

Stellmar Farms is able to provide the cornstalks again this year, and a crew will be assembled for pickup and installation. Installation will occur September 16th.

5.4 – Holiday Planning

Communication with Skedaddle has been limited, and tree decorations will need to be ordered. Melissa McFarland will investigate other companies to procure from. Canadian Tire ordering will be available October 1st for installations for the bumpouts – either replacement snowmen or alternatives.

Jason Willock at Cooperators has offered to donate a tree that is on his property, and Steve Podolsky and Melissa McFarland are going to look at it later today. A decision will be made to move forward with that tree, or go back to Potash Creek Farms to inquire about their annual donation.

5.5 – Public Art Project Update

Melissa McFarland updated. The three finalists from Stage 1 were chosen by the jury, and contacted to proceed to Stage 2. Each finalist is being issued up to \$1500 to create a maquette of their installation, which will be judged by the jury in person on September 20th.

5.6 – Other Items

Melissa McFarland prepared a map denoting inventory of trees in downtown, noting which appeared to be already dead or not thriving, as well as the 4 that were vandalized the previous weekend. The information, as well as a more formal request for replacement will be sent to Engineering, with the hope that the cost of replacement will be covered by the City, and not a significant burden on the BIA's budget. It is ideal for the trees to be planted in fall.

Steve Podolsky and Melissa McFarland will be attending a virtual meeting the next day, as stakeholders, for the CKL Parks strategic planning. Questions for consideration are being circulated, but a suggestion will be made for a play structure to be installed in the northwest corner of Victoria Park, to attract and retain families to the downtown area.

6.0 – NEXT MEETING -----

Thursday, August 1st, 2024
8:00am
BIA Office Boardroom, 7 York Street South

7.0 – ADJOURNMENT -----

Moved By: Reese Burns

Seconded By: Sandra Falconer

Resolved: That the September 5th, 2024 meeting of the Beautification Committee be adjourned at 9:40am.

Carried BC2024-28



MINUTES

for the Meeting of the Beautification Committee

Friday, October 4th, 2024
8:00am
BIA Office Boardroom, 7 York Street South

CHAIR

Steve Podolsky | A&L Investments

VICE-CHAIR

Sandra Falconer | Appleseed Quiltworks

VOTING MEMBERS

Kevin Brasier | Lingerie Loft

Reese Burns | Burns Bulk Food

Theresa Henry | Lingerie Loft

LIAISONS

Vacant | CKL Parks

1.0 – CALL TO ORDER -----

Meeting Called to Order by the Chair: 8:07am

In Attendance: Steve Podolsky, Sandra Falconer, Reese Burns

Recording Secretary: Melissa McFarland

Guests: Tisha Hicks

Late Arrivals: None

Early Departures: None

Regrets / Absent: Theresa Henry, Kevin Brasier

2.0 – ADMINISTRATIVE BUSINESS -----

2.1 - Adoption of Agenda

Moved By: Sandra Falconer **Seconded By:** Reese Burns

Resolved: That the agenda be adopted as circulated.

Carried BC2024-25

2.2 - Declarations of Pecuniary Interest

None Declared

2.3 - Adoption of Minutes

Moved By: Theresa Henry **Seconded By:** Reese Burns

Resolved: That the agenda be adopted as circulated.

Carried BC2024-26

3.0 – DEPUTATIONS -----

None Scheduled

4.0 - CORRESPONDENCE -----

None Received

5.0 – NEW BUSINESS -----

5.1 – Holiday Planning

Tisha Hicks from Skedaddle attended. Discussion was held regarding timing of installing the Christmas Tree downtown, which for this year is being donated via Jason Wilson. Steve Podolsky advised that he will contact Tessa Smith from Parks to coordinate from their end for delivery and installation. Skedaddle will be providing the lights and installing those, as a donation to their local community, as well as any decorations that the BIA would like to purchase on their own. The committee agreed that warm white lights will be used throughout. Tisha also advised that she may have some existing decorations that could be used as well. Target for installation is November 12th and 14th, ahead of the BIA’s Holiday Kickoff on Friday, November 15th.

5.2 – Legacy C.H.E.S.T. Fund Application

Melissa McFarland informed the committee that the application itself has been drafted, but she needed the committee’s clarification of the flags being sought, as the previous flags at the intersections were on lampposts, but the new streetscape design no longer has lampposts adjacent to the intersections, leaving only traffic light posts as options, which presents a different set of challenges with brackets, installations and permissions. The committee changed their direction to use the grant application for a set of Canada flag banners instead, in order to use the existing banner brackets that are currently not being used.

5.3 – Public Art Project Update

Melissa McFarland provided an update on the artist, the artwork, and that the installation is scheduled to begin next week.



MINUTES

for the Meeting of the Beautification Committee

Thursday, November 7th, 2024
8:00am
BIA Office Boardroom, 7 York Street South

CHAIR

Steve Podolsky | A&L Investments

VICE-CHAIR

Sandra Falconer | Appleseed Quiltworks

VOTING MEMBERS

Kevin Brasier | Lingerie Loft
Reese Burns | Burns Bulk Food
Theresa Henry | Lingerie Loft

LIAISONS

Tessa Smith | CKL Parks

1.0 – CALL TO ORDER -----

Meeting Called to Order by the Chair: 8:07am

In Attendance: Steve Podolsky, Sandra Falconer, Theresa Henry, Kevin Brasier, Tessa Smith

Recording Secretary: Melissa McFarland

Guests: Mary Hackett

Late Arrivals: None

Early Departures: None

Regrets / Absent: Reese Burns

2.0 – ADMINISTRATIVE BUSINESS -----

2.1 - Adoption of Agenda

Moved By: Sandra Falconer **Seconded By:** Theresa Henry

Resolved: That the agenda be adopted as circulated.

Carried BC2024-28

2.2 - Declarations of Pecuniary Interest

None Declared

2.3 - Adoption of Minutes

Moved By: Theresa Henry **Seconded By:** Sandra Falconer

Resolved: That the agenda be adopted as circulated.

Carried BC2024-29

3.0 – DEPUTATIONS -----

None Scheduled

4.0 - CORRESPONDENCE -----

None Received

5.0 – NEW BUSINESS -----

5.1 – Holiday Planning

Jason Willock is donating a spruce tree from his residential property for the Christmas tree. A private contractor has been secured to remove the tree and place it by the roadside for the City's contractor to pick up and bring to downtown on the morning of Tuesday the 12th, trim, and place on the base. Skedaddle has offered their services and materials for decorating on a donated basis this year, and Melissa McFarland has applied for the road occupancy permit to have them work on the sidewalk. The lamppost snowflakes have been scheduled for installation by Public Works on Tuesday & Wednesday next week and will be brought down from storage and placed in the BIA office for Public Works to access. The new snowmen have been delivered and will need to be assembled and installed to be placed in the bumpout planters. The Santa chair will need to be brought down from storage for the tree lighting.

5.2 – Items for Executive Committee

A request was made from the Board of Directors meeting for each committee to recommend items that are administrative in nature that could be referred back to the Executive Committee's tasks, to lighten the burden on the committee. Sandra Falconer recommended that additional staffing be considered as needed for beautification tasks that are falling to the Executive Director, whose time would be better spent on other tasks.

5.3 – Task Tracking

The Board of Directors has advised that each committee maintain a task list on each set of minutes and subsequent agendas that clearly outline tasks to be completed, with responsible person and target dates, in order to maintain a schedule over time with both short and long term tasks and goals.

5.4 – 2025 RFP

The Committee reviewed the circulated draft with various notes and recommendations. Melissa McFarland will update and format the document so that it can be a fillable PDF, and circulate to the maintained list of businesses, including those



MINUTES

for the Meeting of the Beautification Committee

Thursday, December 5th, 2024

8:00am

BIA Office Boardroom, 7 York Street South

CHAIR

Steve Podolsky | A&L Investments

VICE-CHAIR

Sandra Falconer | Appleseed Quiltworks

VOTING MEMBERS

Kevin Brasier | Lingerie Loft

Reese Burns | Burns Bulk Food

Theresa Henry | Lingerie Loft

LIAISONS

Tessa Smith | CKL Parks

Melissa McFarland | LDBIA Executive Director

Mary Hackett | LDBIA Marketing Coordinator

1.0 – CALL TO ORDER -----

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

In Attendance: Steve Podolsky, Sandra Falconer, Theresa Henry, Kevin Brasier, Mary Hackett

Recording Secretary: Melissa McFarland

Guests: None

Late Arrivals: None

Early Departures: None

Regrets / Absent: Reese Burns

2.0 – ADMINISTRATIVE BUSINESS -----

2.1 - Adoption of Agenda

Moved By: Sandra Falconer **Seconded By:** Theresa Henry

Resolved: That the agenda be adopted as circulated.

Carried BC2024-28

2.2 - Declarations of Pecuniary Interest

None Declared

2.3 – Adoption of Minutes

Moved By: Theresa Henry **Seconded By:** Sandra Falconer

Resolved: That the agenda be adopted as circulated.

Carried BC2024-29

3.0 – DEPUTATIONS -----

None Scheduled

4.0 – CORRESPONDENCE -----

None Received

5.0 – NEW BUSINESS -----

5.1 – Budget Review

Melissa McFarland presented the updated financials. The various categories are all coming in under budget, and she recommended that the committee decide on specific items that any excess funds be earmarked for in 2025. This will be discussed and decided on at the January meeting, as the BIA's financial operating year ends January 31st. She advised that the BIA's application for the Legacy C.H.E.S.T Fund for new Canada flag themed banners was rejected. The committee will need to decide if banners, either with Canada Flag or other visuals, and/or flags with hardware should part of the regular 2025 budget.

5.2 – 2025 RFP Submissions

Melissa McFarland distributed copies of all RFP submissions as well as a summary to the committee members. All submissions were thoroughly reviewed and the sections will be awarded as below.

Category	Company	Cost Per Item	Total Cost
Summer Storefront Planters	Highway Garden Centre, Bancroft	\$48.99	\$7,558.60
Summer Large Decorative Planters	Johnston's Greenhouse, Peterborough	\$400.00 / \$450.00	\$4,250.00
Summer Hanging Baskets	Johnston's Greenhouse, Peterborough	\$85.00	\$13,175.00
Summer Bumpout Flowerbeds	Johnston's Greenhouse, Peterborough	\$450.00	\$4,050.00
Fall Storefront Planters	Highway Garden Centre, Bancroft	\$21.49	\$3,708.60
Fall Large Decorative Planters	Johnston's Greenhouse, Peterborough	\$425.00 / \$500.00	\$4,625.00
Winter Storefront Planters	Highway Garden Centre, Bancroft	\$53.99	\$8,258.60



MINUTES

for the Meeting of the Marketing Committee

Thursday, January 11th, 2024
5:30pm
BIA Office Boardroom, 7 York Street South

CHAIR

Sandra Patrick | Down to Earth

VOTING MEMBERS

Erastus Burley | Pie Eyed Monk

Reese Burns | Burns Bulk Food

Sandra Falconer | Appleseed Quiltworks

Jessica Moynes | Unwrapped

Beth Rescorl | Kent Florist

Ann Scarlett | Kent Florist

Emma Scully | Bonita Clothing Co.

Breanna White | White Willow Loft

1.0 - CALL TO ORDER

Meeting Called to Order by the Chair: 5:35pm

In Attendance: Sandra Patrick, Erastus Burley, Reese Burns, Sandra Falconer, Jessica Moynes, Beth Rescorl, Ann Scarlett, Emma Scully

Recording Secretary: Melissa McFarland

Guests: Steve Podolsky

Late Arrivals: None

Early Departures: None

Regrets / Absent: Breanna White

2.0 – ADMINISTRATIVE BUSINESS -----

2.1 - Adoption of Agenda

Moved By: Ann Scarlett

Seconded By: Jess Moynes

Resolved: That the agenda be adopted as circulated.

Carried MC2024-01

2.2 - Declarations of Pecuniary Interest

None Declared

2.3 - Adoption of Minutes

No Minutes to Approve

3.0 – DEPUTATIONS -----

None Scheduled

4.0 - CORRESPONDENCE -----

None Scheduled

5.0 – NEW BUSINESS -----

5.1 – Budget Review

Melissa McFarland reviewed the basic budget that was submitted by the committee, and approved by the Board in the fall. She advised that the committee is able to move around the amounts allotted to the various categories, as long as the total budget remains the same.

5.2 – 2024 Calendar Planning

The Committee discussed and debated various event structures and times, taking into account the successes and challenges of the previous year's events, as well as other large events taking place in the area. The following calendar was approved, and will be adhered to unless something major affects it.

- Loaded Fries of Downtown Lindsay | Friday, March 1st – Sunday, March 17th
- Easter Scavenger Hunt | Saturday, March 30th
- Summer Kick-Off | Thursday, June 27th --> Fall Fest | Thursday, September 26th, with every Thursday evening having entertainment, evening shopping, Pie Eyed Monk’s beer garden & entertainment on scheduled nights
- Classics on Kent | Sunday, July 21st
- Holiday Kick-Off | Friday, November 15th

The Summer Kick-Off and Fall Fest events will be designed as bookend events to ‘open’ and ‘close’ the summer downtown. Merchants will be encouraged to be open evening hours, and 7 Man Trio will be approached for entertainment. Sponsors and vendors will be sought to help offset the costs.

5.3 – February / March Activities

The Committee agreed that focus will put towards the Loaded Fries of Lindsay Downtown event. Melissa McFarland will contact the restaurants for their participation, and Emma Scully will begin artwork. The event will run as a passport-style promotion, with customers being encouraged to collect 3 stamps, with the opportunity to win a \$100 gift certificate to a restaurant of their choice.

5.4 – Event Grant Program

No formal program will be put into place this year.

5.5 – Committee Meeting Schedule

The Marketing Committee will meet the second Thursday of each month at 5:30pm.

5.6 – Other Items

Content for the Exploring Lindsay magazine is due next week. Melissa McFarland will work with Sandra Patrick to refresh the artwork.

6.0 – NEXT MEETING -----

Thursday, February 15th, 2024
 5:30pm
 BIA Office Boardroom, 7 York Street South

7.0 – ADJOURNMENT -----

Moved By: Jess Moynes **Seconded By:** Emma Scully

Resolved: That the January 9th, 2024 meeting of the Marketing Committee be adjourned at 7:28pm.

Carried MC2024-02



MINUTES

for the Meeting of the Marketing Committee

Thursday, February 8th, 2024
5:30pm
BIA Office Boardroom, 7 York Street South

CHAIR

Sandra Patrick | Down to Earth

VOTING MEMBERS

Erastus Burley | Pie Eyed Monk

Reese Burns | Burns Bulk Food

Sandra Falconer | Appleseed Quiltworks

Katelyn Graham | Big Brothers Big Sisters

Jessica Moynes | Unwrapped

Beth Rescorl | Kent Florist

Ann Scarlett | Kent Florist

Emma Scully | Bonita Clothing Co.

Breanna White | White Willow Loft

1.0 - CALL TO ORDER

Meeting Called to Order by the Chair: 5:35pm

In Attendance: Sandra Patrick, Erastus Burley, Reese Burns, Breanna White, Beth Rescorl, Ann Scarlett, Emma Scully, Katelyn Graham

Recording Secretary: Melissa McFarland

Guests: Mary Hackett

Late Arrivals: None

Early Departures: None

Regrets / Absent: Sandra Falconer, Jessica Moynes

2.0 – ADMINISTRATIVE BUSINESS -----

2.1 - Adoption of Agenda

Moved By: Bethany Rescorl **Seconded By:** Emma Scully

Resolved: That the agenda be adopted as circulated.

Carried MC2024-03

2.2 - Declarations of Pecuniary Interest

None Declared

2.3 - Adoption of Minutes

Moved By: Ann Scarlett **Seconded By:** Emma Scully

Resolved: That the agenda be adopted as circulated.

Carried MC2024-04

3.0 – DEPUTATIONS -----

None Scheduled

4.0 - CORRESPONDENCE -----

None Scheduled

5.0 – NEW BUSINESS -----

5.1 – Budget Review

Melissa McFarland advised a more detailed breakdown of the general budget discussed at the January meeting is not yet available, but definitely will be for the March meeting.

5.2 – Loaded Fries Event

Mary Hackett updated. All restaurants have been contacted and have until middle of the following week to confirm their participation. The event is being well received from the restaurants, who are enthusiastic. As soon as there is a confirmed list, the print material can be produced, and next Thursday is the target for window posters. A Facebook event is being created, and social media posts planned.

5.3 – Easter Scavenger Hunt

The event is set for Saturday, March 30th. Purchases to be made include items to place in store windows, a new Easter Bunny costume, something additional to dress up the Downtown Dog. Gift baskets for prizes will be purchased through Burns Bulk Food. Artwork is being developed and the Facebook event will be created this week. Print materials will be developed closer to the time.

5.4 – Summer Kickoff / Fall Events

Discussion was held on the overall structure of the event, how best to utilize the space downtown, and how to drive traffic to all areas of the downtown to optimize foot traffic.

Food vendors, like Beaver Tails and Kawartha Dairy will be approached. Discussion was held regarding the best place to have the entertainment, and if a DJ could be hired to fill space further away from the band. Next meeting, a map will be developed.

Erastus Burley advised that the BIA will need to invite the Pie Eyed Monk’s beer trailer to the events in order to fulfill the obligations of the AGCO.

5.5 – Upcoming Advertising & Promotions

Exploring Lindsay ads were submitted.

6.0 – NEXT MEETING -----

Thursday, March 14th, 2024

5:30pm

BIA Office Boardroom, 7 York Street South

7.0 – ADJOURNMENT -----

Moved By: Emma Scully

Seconded By: Beth Rescorl

Resolved: That the February 8th, 2024 meeting of the Marketing Committee be adjourned at 7:15pm.

Carried MC2024-03



MINUTES

for the Meeting of the Marketing Committee

Thursday, March 14th, 2024
5:30pm
BIA Office Boardroom, 7 York Street South

CHAIR

Sandra Patrick | Down to Earth

VOTING MEMBERS

Erastus Burley | Pie Eyed Monk

Reese Burns | Burns Bulk Food

Sandra Falconer | Appleseed Quiltworks

Katelyn Graham | Big Brothers Big Sisters

Jessica Moynes | Unwrapped

Beth Rescorl | Kent Florist

Ann Scarlett | Kent Florist

Emma Scully | Bonita Clothing Co.

Breanna White | White Willow Loft

LINDSAY DOWNTOWN BUSINESS IMPROVEMENT ASSOCIATION

7 York Street South, Lindsay K9V 6G7 | 705-324-7710 | hello@lindsaydowntown.ca

5.3 – Easter Scavenger Hunt

Mary Hackett updated. The Easter Bunny costume arrived, and it and the Downtown Dog will be out at the Scavenger Hunt on the 30th from 10:00am-3:00pm. The posters have been distributed. Reese Burns will supply the candy to hand out, as well as the 3 gift baskets, valued up to \$75 apiece, and send the bill to the BIA. Ballots will be available at Recycled Kids and Tradewind Toys. Mary Hackett advised that she will be downtown on that day and will be updating social media throughout.

Discussion was held regarding printing, which is currently being done by either Staples or Kawartha Business Equipment for most materials. A suggestion was made to approach Blewett's in hopes of forming a relationship with them as a print sponsor. Sandra Patrick will contact Rick Carter.

5.4 – Summer Kickoff / Fall Events

Discussion held regarding top priorities for the month. Seven Man Trio is confirmed for summer, and still pending for fall. Portapotties will need to be rented, and a Road Closure Permit and Municipal Event Application filed. The Committee agreed to close Kent Street from Lindsay to York for a kids area. Big Brothers Big Sisters will be approached to confirm to what extent they want to be involved before other agencies are approached.

Seeking vendors will be prioritized, and Erastus Burley advised that he will send the Google Form he uses that can be modified. It will be posted on the website and advertised on social media.

Melissa McFarland advised that the date of the event (June 27th) is only 3 weeks before Classics on Kent (July 21st) and the BIA staff will be spending much of their time on that event. Committee members will need to take on significant roles in planning and executing the Summer Kickoff.

6.0 – NEXT MEETING -----

Thursday, April 11th, 2024

5:30pm

BIA Office Boardroom, 7 York Street South

7.0 – ADJOURNMENT -----

Moved By: Jessica Moynes

Seconded By: Ann Scarlett

Resolved: That the March 14th, 2024 meeting of the Marketing Committee be adjourned at 7:15pm.

Carried MC2024-06



MINUTES

for the Meeting of the Marketing Committee

Thursday, April 11th, 2024
5:30pm
BIA Office Boardroom, 7 York Street South

CHAIR

Sandra Patrick | Down to Earth

VOTING MEMBERS

Dara Bergeron | Kindred Coffee Co.

Erastus Burley | Pie Eyed Monk

Reese Burns | Burns Bulk Food

Sandra Falconer | Appleseed Quiltworks

Katelyn Graham | Big Brothers Big Sisters

Jessica Moynes | Unwrapped

Beth Rescorl | Kent Florist

Ann Scarlett | Kent Florist

Emma Scully | Bonita Clothing Co.

Breanna White | White Willow Loft

1.0 – CALL TO ORDER

Meeting Called to Order by the Chair: 5:32pm

In Attendance: Sandra Patrick, Reese Burns, Katelyn Graham, Beth Rescorl, Ann Scarlett, Jessica Moynes, Dara Bergeron

Recording Secretary: Melissa McFarland

Guests: Mary Hackett, Helene Bradburn (left 6:10pm)

Late Arrivals: None

Early Departures: None

Regrets / Absent: Emma Scully, Erastus Burley, Breanna White, Sandra Falconer

2.0 – ADMINISTRATIVE BUSINESS -----

2.1 - Adoption of Agenda

Moved By: Beth Rescorl

Seconded By: Ann Scarlett

Resolved: That the agenda be adopted as circulated.

Carried MC2024-07

2.2 - Declarations of Pecuniary Interest

None Declared

2.3 - Adoption of Minutes

Moved By: Jessica Moynes

Seconded By:

Resolved: That the Minutes of the March 14th, 2024 be adopted.

Carried MC2024-08

3.0 – DEPUTATIONS -----

None Scheduled

4.0 - CORRESPONDENCE -----

None Scheduled

5.0 – NEW BUSINESS -----

5.1 – Budget Review

Melissa McFarland presented.

5.2 – Easter Scavenger Hunt Wrap-Up

Mary Hackett updated on the number of ballots received, and all of the prizes were distributed. There was lots of traffic in the downtown, and the event was an overall success. The event came in under budget, even with the larger-than-expected expense of having the costumes dry-cleaned after, which was necessary. All other materials that can be kept for next year's event will be, and notes were made on what small changes could be made.

5.3 – Summer Kickoff

Seven Man Trio – only confirmed for summer event, another band will need to be sought for the fall event. Committee members will brainstorm. Discussion was held about the elements of the kids area, and each of the committee members with personal contacts will reach out and report back.

Mary Hackett will develop bag stuffers for retailers to hand out, and the committee gave the go-ahead for the poster design, which can be printed and distributed by the end of the month. She will also book porta-potties.

Jess Moynes and Emma Scully are managing vendor applications, which are beginning to roll in.

5.4 – Other Advertising & Promotions

Mary Hackett presented information received for various promotions and packages from Bounce 91.9, Oldies 96.7, The Lindsay Advocate, and Kawartha 411’s new print newspaper. – radio stations, Bounce subsidy, print (411 & Advocate). No decisions were made, but a discussion took place regarding the merits of print and radio advertising, vs digital advertising.

6.0 – NEXT MEETING -----

Thursday, May 9th, 2024

5:30pm

BIA Office Boardroom, 7 York Street South

7.0 – ADJOURNMENT -----

Moved By: Ann Scarlett

Seconded By: Beth Rescorl

Resolved: That the April 11th, 2024 meeting of the Marketing Committee be adjourned at 6:25pm.

Carried MC2024-09



MINUTES

for the Meeting of the Marketing Committee

Thursday, May 16th, 2024
5:30pm
BIA Office Boardroom, 7 York Street South

CHAIR

Sandra Patrick | Down to Earth

VOTING MEMBERS

Dara Bergeron | Kindred Coffee Co.

Erastus Burley | Pie Eyed Monk

Reese Burns | Burns Bulk Food

Sandra Falconer | Appleseed Quiltworks

Katelyn Graham | Big Brothers Big Sisters

Jessica Moynes | Unwrapped

Beth Rescorl | Kent Florist

Ann Scarlett | Kent Florist

Emma Scully | Bonita Clothing Co.

Breanna White | White Willow Loft

1.0 – CALL TO ORDER

Meeting Called to Order by the Chair: 5:36pm

In Attendance: Sandra Patrick, Beth Rescorl, Ann Scarlett, Jessica Moynes, Emma Scully, Erastus Burley

Recording Secretary: Melissa McFarland

Guests: Mary Hackett

Late Arrivals: None

Early Departures: Jessica Moynes (6:45pm), Erastus Burley (6:52pm)

Regrets / Absent: Katelyn Graham, Dara Bergeron, Breanna White, Sandra Falconer

2.0 – ADMINISTRATIVE BUSINESS -----

2.1 - Adoption of Agenda

Moved By: Ann Scarlett

Seconded By: Beth Rescorl

Resolved: That the agenda be adopted as circulated.

Carried MC2024-16

2.2 - Declarations of Pecuniary Interest

None Declared

2.3 - Adoption of Minutes

Moved By: Jessica Moynes

Seconded By: Erastus Burley

Resolved: That the Minutes of the April 11th, 2024 be adopted.

Carried MC2024-17

3.0 – DEPUTATIONS -----

None Scheduled

4.0 - CORRESPONDENCE -----

None Scheduled

5.0 – NEW BUSINESS -----

5.1 – Budget Review

Melissa McFarland presented. Summer Kick-Off items have been updated, and will continue to be as the event draws closer. Currently, \$1100 has been added to the event budget from vendor fees. Canada Summer Jobs has denied the application for summer employment, so this cost will be added back to the budget for the next meeting.

5.2 – Committee Structure Discussion

Melissa McFarland reviewed an option for Events Task Forces to be struck to address the specific planning of events, which will free up the Committee's focus and time towards Marketing & Promotions. The Committee was in favour, and the format will begin in July to start planning the Fall Festival event.

Moved By: Reese Burns

Seconded By: Beth Rescorl

Resolved: That the Marketing Committee will recommend to the Board that the structure of the committee will be changed to focus their initiatives on Marketing & Promotions, with task forces to address specific events through the year, and that the task force will report on their activities at the monthly meetings.

Carried MC2024-18

5.3 – Advertising & Promotions

Mary Hackett presented a list of advertising options to the committee for both event-specific advertising, and generic promotions that can be undertaken, including print, radio and digital.

Moved By: Reese Burns

Seconded By: Beth Rescorl

Resolved: That a full page advertisement for the Summer Kickoff be placed in Kawartha 411 at a cost of \$499.

Carried MC2024-19

Moved By: Emma Scully

Seconded By: Ann Scarlett

Resolved: That postcards be developed and printed, to be distributed as an as-needed and on an ongoing basis to various local venues, and to be used as generic marketing material.

Carried MC2024-20

Moved By: Emma Scully

Seconded By: Reese Burns

Resolved: That a custom Plinko board be purchased, at a cost of \$815, to be used for BIA events.

5.4 – Summer Kick-Off Update

Updates on vendors was given, and other considerations for the kids’ area, depending on budget, were discussed. A bouncy castle will be booked, with on-site attendants, to satisfy insurance requirements. Mary Hackett will secure the ice cream truck, and Beaver Tails is confirmed, as well as porta-potties.

Seven Man Trio will require sound equipment and Van Halterens will be approached.

6.0 – NEXT MEETING -----

Thursday, June 13th, 2024

5:30pm

BIA Office Boardroom, 7 York Street South

7.0 – ADJOURNMENT -----

Moved By: Ann Scarlett

Seconded By: Emma Scully

Resolved: That the May 16th, 2024 meeting of the Marketing Committee be adjourned at 7:08pm.

Carried MC2024-15



MINUTES

for the Meeting of the Marketing Committee

Thursday, June 13th, 2024
5:30pm
BIA Office Boardroom, 7 York Street South

CHAIR

Sandra Patrick | Down to Earth

VOTING MEMBERS

Dara Bergeron | Kindred Coffee Co.

Erastus Burley | Pie Eyed Monk

Reese Burns | Burns Bulk Food

Sandra Falconer | Appleseed Quiltworks

Katelyn Graham | Big Brothers Big Sisters

Jessica Moynes | Unwrapped

Beth Rescorl | Kent Florist

Ann Scarlett | Kent Florist

Emma Scully | Bonita Clothing Co.

1.0 – CALL TO ORDER -----

Meeting Called to Order by the Chair: 5:34pm

In Attendance: Sandra Patrick, Dara Bergeron, Beth Rescorl, Ann Scarlett, Erastus Burley
Recording Secretary: Melissa McFarland
Guests: Mary Hackett
Late Arrivals: Reese Burns (5:45pm)
Early Departures: None
Regrets / Absent: Katelyn Graham, Sandra Falconer, Jessica Moynes, Emma Scully

2.0 – ADMINISTRATIVE BUSINESS -----

2.1 - Adoption of Agenda

Moved By: Ann Scarlett **Seconded By:** Beth Rescorl
Resolved: That the agenda be adopted as circulated.

Carried MC2024-22

2.2 - Declarations of Pecuniary Interest

None Declared

2.3 - Adoption of Minutes

Moved By: Jessica Moynes **Seconded By:** Erastus Burley
Resolved: That the Minutes of the May 9th, 2024 be adopted.

Carried MC2024-23

3.0 – DEPUTATIONS -----

None Scheduled

4.0 - CORRESPONDENCE -----

None Scheduled

5.0 – NEW BUSINESS -----

5.1 – Budget Review

Melissa McFarland updated. Items pertaining to the Summer Kickoff and the general promotions budget were reviewed.

5.2 – Advertising & Promotions

Country 105 costs for general advertising were presented and discussed. The committee agreed to donate 2x \$100 downtown gift certificates to the Pride in the Park event.

5.3 – Summer Kickoff Update

The Municipal Event Application was filed with the City of Kawartha Lakes, and issues arose with the need for licensing and permits for Refreshment Vehicles, and necessary permissions from the Health Unit. Mary Hackett and Emma Scully are securing all the necessary information to fulfill the requirements. Other elements of the event are going well, and everything is on track.

5.4 – Fall Event Task Force

Melissa McFarland updated, that the recommendation made to the Board of Directors at the last meeting was approved. The core Marketing Committee will focus on advertising and promotions, budget, and overall planning, with each individual event forming a temporary task force. This will begin with the September 26th fall event, and committee members should volunteer if they are interested, and an ask will be put out to the membership as well.

6.0 – NEXT MEETING -----

Thursday, July 11th, 2024
5:30pm
BIA Office Boardroom
7 York Street South

7.0 – ADJOURNMENT -----

Moved By: Erastus Burley

Seconded By: Reese Burns

Resolved: That the June 13th, 2024 meeting of the Marketing Committee be adjourned at 6:25pm.

Carried MC2024-24



MINUTES

for the Meeting of the Marketing Committee

Thursday, August 15th, 2024
6:00pm
BIA Office Boardroom, 7 York Street South

CHAIR

Sandra Patrick | Down to Earth

VOTING MEMBERS

Reese Burns | Burns Bulk Food
Sandra Falconer | Appleseed Quiltworks
Katelyn Graham | Big Brothers Big Sisters
Beth Rescorl | Kent Florist
Michele Sauve | Gridley's Creative Bath & Body
Ann Scarlett | Kent Florist
Emma Scully | Bonita Clothing Co.

1.0 – CALL TO ORDER -----

Meeting Called to Order by the Chair: 5:42pm

In Attendance: Sandra Patrick, Reese Burns, Ann Scarlett, Michelle Sauve
Recording Secretary: Melissa McFarland
Guests: Mary Hackett
Late Arrivals: None
Early Departures: None
Regrets / Absent: Katelyn Graham, Sandra Falconer, Beth Rescorl, Emma Scully

2.0 – ADMINISTRATIVE BUSINESS -----

2.1 - Adoption of Agenda

Moved By: Ann Scarlett **Seconded By:** Reese Burns
Resolved: That the agenda be adopted as circulated. **Carried MC2024-25**

2.2 - Declarations of Pecuniary Interest

None Declared

2.3 - Adoption of Minutes

No minutes to approve, as quorum was not obtained for the July 18th, 2024 meeting.

3.0 – DEPUTATIONS -----

None Scheduled

4.0 - CORRESPONDENCE -----

None Scheduled

5.0 – NEW BUSINESS -----

5.1 – Current Budget Review

Melissa McFarland distributed up-to-date financials. Every category has come in under budget so far, and there is still funds that can be spent on advertising in the coming months.

5.2 – Status of Fall Event

The committee reviewed the suggestions that arose from the informal meeting held with Sandra Patrick, Reese Burns, Beth Rescorl, Melissa McFarland and Mary Hackett on July 30th. The original proposed format for the fall event was hindered by the loss of the Reid’s Parkette for use; the loss of the Lindsay Brewing Company beer trailer; the previous decision to not produce a kids area; and the decision to limit or eliminate the attendance of any food vendors on municipal property, due to increasing difficulty in obtaining Health Unit permits. The attendees proposed a ‘market’ theme for the event, with the intention of contact farm market vendors to gauge participation; moving the event from Thursday, September 26th to Friday, September 27th to hopefully increase attendance; and brainstorming locations for the live music without having to commit to road closures.

Updates given at this meeting from July 30th found that farm market vendors were not interested in participating in an evening event when they have farmers markets on Thursdays and Saturdays, and generally early mornings as farmers. It also came to the committees' attention that Kawartha Conservation was holding a fall event very similar in nature on Saturday the 28th, and that some downtown retailers were participating in a fashion show the evening of the 27th.

The committee was asked if there were any other ideas to format the event in a way that would drive significant traffic downtown, and no solid ideas were presented. Discussion was made to move efforts and budget into making the Holiday Kickoff a more significant event, enhancing the festivities in addition to the already scheduled tree lighting and Holiday Passport Launch. This was agreed upon by the committee members in attendance.

A suggestion was made to focus marketing efforts for the fall into a previously discussed Fall Food Passport, after the success of the Loaded Fries event in spring. It was decided that soup would be the feature, with emphasis being placed on restaurants providing a new feature not currently on their menu. Details about the format, prizes, advertising and communications to restaurants were discussed, and Mary Hackett will begin work on this promotion.

5.3 – Holiday Planning

Preliminary discussions of the Holiday Kickoff and Holiday Passport were conducted. No major decisions were made, and the committee will come with additional ideas and input to the September meeting, of which the topic will take priority.

5.4 – Other Upcoming Marketing & Promotions

Discussion was held regarding the website and its functionality. There are issues with back end in keeping the directory current and useable, and this would be a factor in a re-design that would be taken into consideration when seriously planning for an update.

6.0 – NEXT MEETING -----

Tuesday, September 10th
5:30pm
BIA Office Boardroom
7 York Street South

7.0 – ADJOURNMENT -----

Moved By: Michelle Sauve

Seconded By: Reese Burns

Resolved: That the August 15th, 2024 meeting of the Marketing Committee be adjourned at 7:25pm.

Carried MC2024-26



MINUTES

for the Meeting of the Marketing Committee

Tuesday, September 10th, 2024
5:30pm
BIA Office Boardroom, 7 York Street South

CHAIR

Sandra Patrick | Down to Earth

VOTING MEMBERS

Reese Burns | Burns Bulk Food
Sandra Falconer | Appleseed Quiltworks
Katelyn Graham | Big Brothers Big Sisters
Michele Sauve | Gridley's Creative Bath & Body
Emma Scully | Bonita Clothing Co.

5.3 – Holiday Planning

The Holiday Kickoff was discussed details, with confirmed details of the event being that the tree lighting ceremony portion will be advertised as taking place from 5:00pm-6:00pm, and evening shopping advertised without specific times, but with the hope that stores will stay open with steady traffic until about 8:00pm. Elements of the tree lighting will include DJ entertainment, hot chocolate provided by a service club, photos with Santa, and Janet DiBello has been offered the opportunity to host as part of her sponsorship of the event. Holiday Passports will launch this day, and double stamps will offered through the weekend. Entertainment elements (buskers, carolers, etc) will be sought for the Friday evening and Saturday, as well as Santa strolling the downtown, and all festivities will be promoted as leading up to the Sunday parade.

The Holiday Passport was confirmed to operate similarly to 2023 with five prize draws of BIA gift certificates occurring Mondays in late November and December, totalling \$4000. Mary Hackett will mock up a sample passport for the next meeting.

5.4 – Other Upcoming Marketing & Promotions

None.

6.0 – NEXT MEETING -----

Tuesday, October 8th
5:30pm
BIA Office Boardroom
7 York Street South

7.0 – ADJOURNMENT -----

Moved By: Michelle Sauve

Seconded By: Reese Burns

Resolved: That the September 10th, 2024 meeting of the Marketing Committee be adjourned at 7:10pm.

Carried MC2024-29



MINUTES

for the Meeting of the Marketing Committee

Tuesday, October 10th, 2024

5:30pm

BIA Office Boardroom, 7 York Street South

CHAIR

Sandra Patrick | Down to Earth

VOTING MEMBERS

Reese Burns | Burns Bulk Food

Sandra Falconer | Appleseed Quiltworks

Katelyn Graham | Big Brothers Big Sisters

Michele Sauve | Gridley's Creative Bath & Body

Emma Scully | Bonita Clothing Co.

1.0 – CALL TO ORDER -----

Meeting Called to Order by the Chair: 5:42pm

In Attendance: Sandra Patrick, Reese Burns, Katelyn Graham
Recording Secretary: Mary Hackett
Guests: None
Late Arrivals: None
Early Departures: None
Regrets / Absent: Michele Sauve, Sandra Falconer, Emma Scully

2.0 – ADMINISTRATIVE BUSINESS -----

2.1 - Adoption of Agenda

Moved By: Katelyn Graham **Seconded By:** Sandra Patrick
Resolved: That the agenda be adopted as circulated.

Carried MC2024-27

2.2 - Declarations of Pecuniary Interest

None Declared

2.3 - Adoption of Minutes

Moved By: Katelyn Graham **Seconded By:** Reese Burns
Resolved: That the Minutes of the meeting held on September 10th, 2024, be approved.

Carried MC2024-28

3.0 – DEPUTATIONS -----

None Scheduled

4.0 – CORRESPONDENCE -----

None Scheduled

5.0 – NEW BUSINESS -----

5.1 – Current Budget Review

The committee reviewed the provided financials to date, no questions or comments arose.

5.2 – Holiday Kickoff

Mary Hackett reviewed the items she wanted committee input on. A schedule for Santa appearances was determined, to not overlap with stores also hiring him. He will be requested for the Kickoff evening, as well as the Saturdays leading up to Christmas. The Kawartha Carolers confirmed for the Kickoff evening, and also will be asked if they are interested in performing on the Saturdays, perhaps for a donation in their name if there is no direct cost. The Chamber of Commerce offered to provide the hot chocolate and staffing the booth, so Big Brothers Big Sisters will come up with another activity. Discussion was held regarding the possibility of a horse-drawn carriage, and Mary Hackett will investigate. The Salvation Army would like to attend to launch their kettle band, and will bring their junior band, and will also be approached to perform on Saturdays.

5.3 – Holiday Passport

Mary Hackett presented printing quotes and Blewett's will be contracted. A smaller size was mocked up, as well as two different designs and the committee approved their choice. It was agreed that no radio campaign will be done for this year's promotions, but a full page ad will be placed in the Lindsay Advocate, and a half page in the Kawartha Weekly. Discussion was held about potential ballot box locations, and identifying businesses that encompass each part of downtown, as well as businesses open 7 days a week.

6.0 – NEXT MEETING -----

Thursday, November 14th, 2024

5:30pm

BIA Office Boardroom, 7 York Street South

7.0 – ADJOURNMENT -----

Moved By: Katelyn Graham

Seconded By: Reese Burns

Resolved: That the October 10th, 2024 meeting of the Marketing Committee be adjourned at 6:39pm.

Carried MC2024-29



MINUTES

for the Meeting of the Marketing Committee

Tuesday, November 14th, 2024

5:30pm

BIA Office Boardroom, 7 York Street South

CHAIR

Sandra Patrick | Down to Earth

VOTING MEMBERS

Reese Burns | Burns Bulk Food

Sandra Falconer | Appleseed Quiltworks

Katelyn Graham | Big Brothers Big Sisters

Michele Sauve | Gridley's Creative Bath & Body

LIAISONS

Mary Hackett | Staff Marketing Coordinator

NO QUORUM – NOTES ONLY

1.0 – CALL TO ORDER -----

~~Meeting Called to Order by the Chair:~~

In Attendance: Sandra Patrick, Katelyn Graham, Mary Hackett
Recording Secretary: Melissa McFarland
Guests: None
Late Arrivals: None
Early Departures: None
Regrets / Absent: Michele Sauve, Sandra Falconer, Reese Burns

2.0 – ADMINISTRATIVE BUSINESS -----

~~2.1 – Adoption of Agenda~~

2.2 - Declarations of Pecuniary Interest

None Declared

~~2.3 – Adoption of Minutes~~

3.0 – DEPUTATIONS -----

None Scheduled

4.0 - CORRESPONDENCE -----

None Scheduled

5.0 – NEW BUSINESS -----

5.1 – Current Budget Review

Melissa McFarland advised that every category is currently under budget. Any remaining funds at the end of the year will be earmarked for a website redesign in Q1.

5.2 – Holiday Kickoff Update

Mary Hackett updated with the schedule and special guest appearances. The Chamber is running the hot chocolate booth, and Katelyn Graham provided an update on Big Brothers Big Sisters' children's activity. The Library is providing a Storywalk, with book page panels going into windows on Friday. BIA Staff will be distributing \$10 coupons to the attendees to be used that evening, to a maximum of \$500.

5.3 – Holiday Passport

Mary Hackett updated. All passports were distributed through the day, minus a few service based businesses with irregular hours who have been contacted. An additional 2000 passports were already ordered.

6.0 – NEXT MEETING -----

TBD, with poll of current members about a new desired schedule, as well as two members who have expressed interest but could not make the current meeting.

7.0 – ADJOURNMENT -----



MINUTES

for the Meeting of the Combined Parking & Advocacy Committees

Tuesday, January 9th, 2024

7:30am

BIA Office Boardroom, 7 York Street South

CHAIR

Charlie McDonald | CKL Council – Ward 7

VOTING MEMBERS

Reese Burns | Burns Bulk Food

Nicki Dedes | Olympia Restaurant

Wes Found | Linborough Properties

Jim Garbutt | A Buy & Sell Shop

Adam Hayward | Nesbitt's Meat Market

Steve Podolsky | A&L Investments

Steve Turner | Lindsay Sportsline

LIAISONS

Wayne English | LDBIA Community Liaison

Oliver Vigelius | CKL Public Works

Aaron Sloan | CKL Manager of Municipal Law Enforcement

LINDSAY DOWNTOWN BUSINESS IMPROVEMENT ASSOCIATION

7 York Street South, Lindsay K9V 6G7 | 705-324-7710 | hello@lindsaydowntown.ca

5.0 – NEW BUSINESS -----

5.1 - Community Liaison Report

Moved By: Steve Podolsky

Seconded By: Wes Found

Resolved: That the Community Liaison report be received.

Carried PC2024-03

Discussion was held regarding ongoing issues with waste downtown, and ineligible items being left behind by Miller Waste. Melissa McFarland will reach out to CKL Waste Management to set up a meeting to discuss responsibility for items left behind, and how it could be better addressed.

5.2 – Parking Strategy Update

Charlie McDonald advised that the Parking Study has gone back to City Staff for review, and the report, with recommendations, should come back by the end of Q1.

5.3 – Identify 2024 Priorities

Discussion was held regarding the 2024 Budget, and confirming the contribution from the City, via the By-Law Budget. Aaron Sloan advised that he would confirm. *{Note – following the meeting, the amount was confirmed to be \$55,000}.*

Canada Summer Jobs applications are due January 10th, and the approved budget included positions for 3 youth, one who can be utilized to assist in parking related matters. Aaron Sloan also advised that his summer positions could possibly be partially utilized for certain projects, if approved.

Wes Found provided an update on the CCTV grant. He's currently sourcing a quote for the Privacy Impact Agreement that he believes will be required, and can take several weeks to be developed. A meeting is being held with Ron Taylor, CKL CAO on January 18th to review.

The committee discussed succession planning for the position of Community Liaison, as Wayne English has stated his intention to retire some time in the near future. The matter is not time sensitive at the moment, but should be kept on the list of priorities for ongoing discussion.

As spring approaches, there is an expectation that the unfinished construction elements will be completed. A list will be developed over the next few weeks and communicated to Engineering, to ensure nothing is missed.

6.0 – NEXT MEETING -----

Tuesday, February 13th, 2024

7:30am

BIA Office Boardroom, 7 York Street South

7.0 – ADJOURNMENT -----

Moved By: Jim Garbutt

Seconded By: Steve Podolsky

Resolved: That the January 9th, 2024 meeting of the Parking/Advocacy Committee be adjourned at 8:38am.

Carried PC2024-04

Stephen Podolsky

From: Aaron Sloan <esloan@kawarthalakes.ca>
Sent: November 10, 2023 2:33 PM
To: 'Wesley Found'; Stephen Podolsky
Subject: Changes to Parking Fine Structure

Hello,

I wanted to send you an email to advise you that fine structure relating to the Parking By-law, parking infraction notices (parking tickets), will be amended to reflect increased vendor and processing costs, comparators, renumbering and consolidation. Overall, there may be some impact to the electronic handheld application of the parking fine amounts used by the BIA for parking violations found, and are as follows below. However, once the Province reviews, adjusts and approves the changes, we will provide the final list and update the handheld automatically. The adjustments will likely be completed early in the new year.

3.05	Abandoned vehicle in municipal lot	\$75
3.02	Block/obstruct entrance or interior access route in municipal lot	\$50
3.08	More than one vehicle in designated area	\$30
3.09	Park accessible parking space in municipal lot without permit	-
3.11	Park longer than 12 consecutive hours in municipal lot	\$65
4.03	Park at expired meter or pay and display space or timed parking zone	\$30
5.02	Park in contravention to regulations - sign	\$50
3.10	Park longer than permitted maximum hours in municipal lot	\$30
3.04	Park Nov. 1 - Apr. 30 inclusive 11:00pm to 6:00am in municipal lot	\$35
3.06	Park outside designated area	\$30
5.01	Park prohibited area - signs	\$40
3.03	Park/stop in temporarily prohibited area in municipal lot	\$30

Please note, that these changes do not apply to the parking permit prices. Other than inflationary changes associated with the Fee's by-law, I do not anticipate Parking Permit fee changes in 2024.

Let me know if you have any questions.

Aaron Sloan, CMM III / CPSO / MLEOC / he/him

Manager of Municipal Law Enforcement and Licensing

City of Kawartha Lakes

37 Lindsay St. S.

Lindsay, ON

K9V 2L9

Tel: 705-324-9411 ext 1223

Fax: 705-324-8619

1-888-822-2225

www.kawarthalakes.ca

Melissa McFarland | Lindsay Downtown BIA

From: Emma Scully <bonitaclothingandco@gmail.com>
Sent: January 5, 2024 7:40 PM
To: Stephen Podolsky
Cc: Melissa McFarland | Lindsay Downtown BIA
Subject: Parking for Businesses

Hi Steve (and melissa)

As I had mentioned last night, I have some feelings about the parking for Downtown Business owners/staff. I have also heard similar feelings from those who also don't have a designated store parking area/spot. For those of us who have to park in the parking lots... we are required to pay for permits for each of our staff or have them leave the shop unattended to go and move their cars every four hours.

As you'd imagine, it is very inconvenient to leave the shop during working hours and to pay for every employee to have a pass is just unreasonable. I would like to suggest that for those shops who **DON'T** have a designated parking spot, that we get **ONE** pass to use amongst our staff that allows us to park in the parking lots for the day without getting a ticket.

I realize that this in some people's eyes will contribute to the problem of parking downtown but I disagree. Our staff is using the spots regardless of paying for a permit or moving their car every few hours!

Let me know your thoughts / if you need more information from me!

Emma Scully

Owner

Bonita Clothing & co

4 1/2 Cambridge Street N. Lindsay, ON

www.bonitaclothingandco.com

bonitaclothingandco@gmail.com

The information in this message may be confidential. It is intended only for the addressee(s) identified above. If you are not the addressee(s), or an agent of the addressee(s), please note that any dissemination, distribution or copying of this communication is strictly prohibited. If you have received this e-mail in error, please destroy the document and notify the sender of the error. Thank you.

Wayne L. English

COMMUNITY LIAISON/ PARKING CONTROL OFFICER

REPORT TO THE LDBIA PARKING + ADVOCACY COMMITTEE:

Meeting January 9th 2024

(report covers November 14th 2023 to January 9th 2024)

MUNICIPAL PARKING LOTS USAGE:

Our Parking Utilization for December in the morning around 10:00 A.M. was from **80% to 90 % capacity.** (up - mostly in December)

From noon on it is normally **about 90 - 95 % capacity** (up – mostly in December)

The thing to keep in mind is Lot M-13 (Ridout Street) has 19 Parking Spaces .

Most often this lot only has 3 or 4 vehicles parked, which is an average of about 20%

This brings the overall Lot % down substantially.

Lot M-1 has 101 spaces (from Pie Eyed Monk to Cat & the Fiddle) and on average its usage is over **95% + capacity.**

Lot M-3 (CIBC) has 30 Spaces and also runs **over 95% capacity.**

Lot M-7 (behind the BIA Office) also runs well **over 95% capacity.**

A/C Spaces in our Lots varied **from 35% to 60%** (UP slightly)

STREET PARKING USAGE:

Our Parking Utilization for December in the morning ON THE STREETS

around 10:00 A.M. was from **85% to 90 % capacity.** (UP - mostly in December)

ON STREET CAPACITY after 10:00 A.M. is

between 95 and 98 % capacity (UP – Mostly in December)

A/C Spaces on our Streets varied from **50% to 80%** (UP – Mostly in December)

Mondays proved to be BUSY in December (only slightly below other days of the week)

This is normal approaching the Christmas period.

ONTARIO HYDRO INSTALLED TRANSFORMERS:

- Two New transformers installed off York St. South in Municipal Lot M-2 (Coach & Horses)
-
- Corby Purdy indicates it appears Hydro is done.
-
- Asphalt and cement will be continued in the spring.
-
- Corby does not have a start date for GIP to complete the Phase 4 Re-Construction on York St. South (it will be Spring)
-
- The transformers do take up two or three Parking space in the North row that is rented by TD bank for their selected employees.
-
- But we should gain these Parking Spaces back in the row where the old transformer was located. (second row from the North)
-
- Aaron will communicate with TD Bank managers and update us if there are any changes.
-
- TD will remain within that row.

PARKING CONTROL OFFICERS:

I held a meeting with all our Officers on Monday December 18th .

Because the nature of the job is only one Officer is on duty a day. They do not often get acquainted with each other!

Even though they had all met at some point, there was no time to really get to know one and other.

During this meeting we all outlined our backgrounds and life experiences.

I know we all agreed it was good to know more about one and other and many great conversations came out of everyone's input!

We covered any questions the Officers had surrounding patrols, timing, and issuing tickets or warnings.

I believe they all were satisfied with our discussions on these issues.

In late November and early December I did patrol with them and went through many aspects of the job function.

After our meeting we all went out to lunch.

I prepared an outline for the Officers of the basic background of the LDBIA taking over Parking Enforcement in Downtown Lindsay and winter issues we face.

Plus, an outline of winter issues they will see and face, both in our Municipal Lots and on our Downtown Streets.

I think all three Officer are consistent with how they perform their duties.

I have worked toward creating a manual outlining all aspects of their job.

PARKING ISSUES &/or COMPLAINTS:

DATE: Mon. 11 Dec 2023

TYPE OF ISSUE: Leather couch section near the entrance to Municipal Lot M-1

REPORTED BY: Barry Harper P.C. Officer BIA

ACTION TAKEN:

The writer spoke with an employee at The Cat & Fiddle. They were unaware who may have put the Couch on the street or moved it into the A/C Parking Space in Lot M-1

PHOTOS taken

WHO WAS NOTIFIED & WHAT RESULTS:

CKL- Waste Management (Bonnie Ferguson)
And Aaron Sloan at Municipal Law Enforcement.

RESULTS:

Bonnie Ferguson at CKL Waste Management, created A Case Number on Tuesday 12, Dec 2023, to have the couch removed, but it was missed being removed on Wed. 13 Dec 2023.

It was removed on Friday 15, Dec 2023

Aaron Sloan again offered assistance if needed.

DATE: 12 Dec 2023

TYPE OF ISSUE:

Cardboard and Black garbage bags in front of 35 William St. N.

REPORTED BY:

Barry Harper & Brian English (BIA Employees) 8 Dec 2023

ACTION TAKEN:

The writer took photos and attempted to contact someone from 35 William St. N. (a vacant business address) and 35-A William St. N. (apartments).

No contact was ever made.

WHO WAS NOTIFIED & WHAT RESULTS:

On 11 Dec 23 the writer alerted The CKL Waste Management Division (Bonnie Ferguson) and Aaron Sloan Manager of Municipal Law Enforcement, to ongoing garbage and debris issues in the BIA area.

This report was forwarded to Bonnie and Aaron Sloan at Municipal Law Enforcement, on Tuesday 12 Dec 23 with a request for assistance to have this debris removed.

Photos taken

RESULTS:

Cardboard and all debris was removed by CKL Waste Management (Bonnie Ferguson) on Wed. 13, Dec 2023

Aaron Sloan Municipal Law Enforcement offered assistance if needed!

This type of debris/garbage issue is more noticeable now that the construction is completed in the Downtown area. I hope I can work out a system with City of Kawartha Lakes to address these issues in a timely manor.

Some issues may need to be sent to Municipal Law Enforcement to investigate. But it would be best if we can handle it through CKL Waste Management.

END OF REPORT



MINUTES

for the Meeting of the Combined Parking & Advocacy Committees

Tuesday, February 13th, 2024

7:30am

BIA Office Boardroom, 7 York Street South

CHAIR

Charlie McDonald | CKL Council – Ward 7

VOTING MEMBERS

Reese Burns | Burns Bulk Food

Nicki Dedes | Olympia Restaurant

Wes Found | Linborough Properties

Jim Garbutt | A Buy & Sell Shop

Adam Hayward | Nesbitt's Meat Market

Steve Podolsky | A&L Investments

Steve Turner | Lindsay Sportsline

LIAISONS

Wayne English | LDBIA Community Liaison

Oliver Vigelius | CKL Public Works

Aaron Sloan | CKL Manager of Municipal Law Enforcement

LINDSAY DOWNTOWN BUSINESS IMPROVEMENT ASSOCIATION

7 York Street South, Lindsay K9V 6G7 | 705-324-7710 | hello@lindsaydowntown.ca

Discussion was held regarding issues with broken parking signage and other maintenance issues around the downtown, and delays from Public Works in having them addressed. Wayne English will file an official summarized complaint in order to have the issue assigned a tracking number, and Councillor McDonald will follow up on his end.

5.2 – Garbage Issues Update

Steve Podolsky updated. A meeting was held in late January with himself, Councillor McDonald, Wes Found, Wayne English, and two representatives from CKL Waste Management. The idea of having Miller Waste pick up all garbage, regardless of location or type of bag. Miller’s contract is in effect in 2027 and changing the terms of their contract was not well received by Waste Management. Councillor McDonald suggested the idea of having the BIA manage their own bin. Steve Podolsky investigated costs and for a 4 yard bin, the cost is \$25 per month, and \$75 per scheduled pickup. Discussion was held regarding possible locations on municipal property.

Moved By: Wes Found

Seconded By: Reese Burns

Resolved: That the BIA will proceed with contracting a waste bin from Miller Waste, pending location and approval and an encroachment agreement from CKL Realty Services.

Carried PC2024-08

5.3 – Construction Master List

Steve Podolsky advised that the item remains on the agenda as spring approaches, and there has been communication that construction crews will return to finalize the outstanding issues, and the final touches on York St.

5.4 – CCTV Updates

Councillor McDonald updated. The approval of the funds being distributed to the BIA from KLPS, and the funding request for the remaining 50% of funding, and the approval of the installation of the cameras on the lampposts, which will require a lease / encroachment agreement. A Privacy Impact Agreement is not required as the BIA is not a public organization, but the BIA will develop a comprehensive policy and own PIA, with assistance from the City. The item will come forward at the February 20th Council meeting.

5.5 – Vacancy Task Force / Terms of Reference

Wes Found informed the Committee of his intention to create a Task Force to address downtown residential vacancies with key stakeholders, City staff, and local professionals. The City’s Strategic Plan has been delayed, but a Special Council Meeting has been scheduled for this Thursday, and Wes plans to make a deputation to advise the City that this issue aligns with several of the Strategic Plan items. The committee reviewed the draft of the deputation.

5.6 – Parking Data Proposal

Wes Found updated, that he and Wayne English have had many discussions about a better framework for collecting parking data, and he is developing a spreadsheet to best collect the data. He advised that Adam Found, Manager of Corporate Assets, has an annual budget for studies, and that it is agreed that the existing Parking Study is already outdated due to increased residential development. It was agreed that the BIA is uniquely positioned to collect the data, as we already are collecting it on a limited basis, and could extend the reach. Adam Found will require a proposal from the BIA to recommend this. Noting that the Parking Strategy Report addresses other CKL communities will be a factor in the proposal as well. A walkthrough the downtown will be scheduled in the future for parking expansion discussions. Aaron Sloan provided his summarized comments on the Parking Strategy that he has been asked to comment on. The BIA will be given the opportunity provide comments on the concept of reinstating paid on-street parking, and ideas and locations for expansion. The general consensus from both the BIA and involved City Staff is that an updated study is needed.

5.7 – Associate Member Program Refresh

Melissa McFarland updated. The Associate Member Program has not had a refresh in several years, and as now is the time for renewal for existing members, it's the optimal time to review.

The Committee agreed to expand the boundary to include the north side of Peel, and the south side of Russell, from the east side of Lindsay Street to the east side of Sussex. The pricing structure will remain as is, as \$250 per regular business, and \$100 for non-profits. The Marketing Committee will be consulted regarding the marketing material.

6.0 – NEXT MEETING -----

Tuesday, March 12th, 2024

7:30am

BIA Office Boardroom, 7 York Street South

7.0 – ADJOURNMENT -----

Moved By: Jim Garbutt

Seconded By: Steve Turner

Resolved: That the February 13th, 2024 meeting of the Parking/Advocacy Committee be adjourned at 9:01am.

Carried PC2024-09



MINUTES

for the Meeting of the Combined Parking & Advocacy Committees

Tuesday, April 9th, 2024

7:30am

BIA Office Boardroom, 7 York Street South

CHAIR

Charlie McDonald | CKL Council – Ward 7

VOTING MEMBERS

Reese Burns | Burns Bulk Food

Nicki Dedes | Olympia Restaurant

Wes Found | Linborough Properties

Jim Garbutt | A Buy & Sell Shop

Adam Hayward | Nesbitt's Meat Market

Steve Podolsky | A&L Investments

Steve Turner | Lindsay Sportsline

LIAISONS

Wayne English | LDBIA Community Liaison

Oliver Vigelius | CKL Public Works

Aaron Sloan | CKL Manager of Municipal Law Enforcement

LINDSAY DOWNTOWN BUSINESS IMPROVEMENT ASSOCIATION

7 York Street South, Lindsay K9V 6G7 | 705-324-7710 | hello@lindsaydowntown.ca

1.0 - CALL TO ORDER

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

In Attendance: Charlie McDonald, Wes Found, Adam Hayward, Steve Podolsky, Wayne English, Aaron Sloan

Recording Secretary: Steve Podolsky

Guests: Mary Hackett

Late Arrivals: Jim Garbutt (7:34am)

Early Departures: None

Regrets / Absent: Nicki Dedes

2.0 – ADMINISTRATIVE BUSINESS -----

2.1 - Adoption of Agenda

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

Resolved: That the agenda be adopted as circulated.

Carried PC2024-14

2.2 - Declarations of Pecuniary Interest

None Declared

2.3 - Adoption of Minutes

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

Resolved: That the Minutes of the meeting held on March 12th, 2024 be adopted.

Carried PC2024-15

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:** Wes Found

Resolved: That the Community Liaison report be received.

Carried PC2024-16

5.2 – Parking Study Update

At the CKL Council Committee of the Whole meeting taking place later in the day on April 9th, Aaron Sloan will be bringing his report and recommendation forward, as stated: ‘that a project to refresh and update the Downtown Parking Strategy be included in 2025 budget process. He advised that the previous study was a ‘snapshot’ of the

current time, but times have changed, and changes will be necessary for the study and the recommendations to be relevant, especially in light of residential development and the sharp increase in population.

Discussion was held regarding the potential refresh of the study, if approved for 2025, and if a third party consultant would be sought, and Aaron Sloan advised that his recommendation would be for a new firm, versus the suggestion of conducting the updates internally using the existing framework.

Charlie McDonald advised that his position at the Council meeting today will be that he is not in favour of a new Parking Study, due to the cost of the previous study and the cost of a refresh, which he believes will come to the same conclusions. He will advise that that the recommendations made in the 2017 be implemented sooner than later in order to increase the parking asset, versus delaying any progress in favour of a new study.

5.3 – Garbage Issues Update

Steve Podolsky updated. The encroachment agreement was filed with the City, and the \$145 fee waived, with Deputy Mayor McDonald's assistance. Miller will be coming to do a site inspection, and the bin can be delivered as soon as the application is approved by Realty Services. Aaron Sloan and Charlie McDonald advised that they will follow up to see if the application can be approved more quickly, and Wayne English advised that the parking space should be painted to designate the space, and Charlie McDonald recommended that the lot is targeted to be re-paved and they lines could be done then. The BIA intends to track the frequency and cost of pick ups with the intention of requesting financial assistance from the City in the future.

5.4 – CCTV Updates

Wes Found updated. He and Melissa McFarland met with Paulsen Security who is developing a revised detailed proposal, and an updated invoice has been received. The funds from the City were received, and the grant funds awarded to KLPS went to the City and have not yet been received. No other proposals from competing companies were received. Details for power sources are being worked out between the supplier and the City. The detailed proposal will allow us to begin developing a lease agreement for the posts. Target date for install is June.

Moved By: Steve Podolsky

Seconded By: Wes Found

Resolved: That the Community Liaison report be received.

Carried PC2024-16

5.5 – Other Items

The following item was added at Jim Garbutt's request on May 13th, 2024, for proper documentation, after the approval of the Minutes by the Board of Directors on April 25th, 2024. The Minutes will be re-approved at the May 30th, 2024 Board of Directors meeting.

Discussion was held regarding utilization in the downtown of the existing parking inventory. Jim Garbutt inquired as to the number of current parking spaces existing currently in the downtown, and Wayne English confirmed that there are approximately 600. The point was made that if utilization is currently about 90%, and the population of Lindsay is expected to double within 5 years, it will inevitably mean increased visitation and tourism to the area causing even further demand to the parking supply. Logically, parking supply in the downtown would need to at least double as well to meet this demand in a very short time frame.

6.0 – CLOSED SESSION -----

Moved By: Wes Found

Seconded By: Reese Burns

Resolved: That the Committee move to a Closed Session, in order to discuss confidential information regarding a matter concerning staffing.

Carried PC2024-17

Moved By: Jim Garbutt

Seconded By: Steve Podolsky

Resolved: That the Committee exit the Closed Session.

Carried PC2024-18

7.0 – NEXT MEETING -----

Tuesday, May 14th, 2024

7:30am

BIA Office Boardroom, 7 York Street South

7.0 – ADJOURNMENT -----

Moved By: Steve Turner

Seconded By: Reese Burns

Resolved: That the April 9th, 2024 meeting of the Parking/Advocacy Committee be adjourned at.

Carried PC2024-19

'Issue Track' Task List	Person Responsible	Target Date
Assign summer staff to garbage in the downtown	Oliver Vigelius	June 2024



MINUTES

for the Meeting of the Combined Parking & Advocacy Committees

Tuesday, May 14th, 2024

7:30am

BIA Office Boardroom, 7 York Street South

CHAIR

Charlie McDonald | CKL Council – Ward 7

VOTING MEMBERS

Reese Burns | Burns Bulk Food

Nicki Dedes | Olympia Restaurant

Wes Found | Linborough Properties

Jim Garbutt | A Buy & Sell Shop

Adam Hayward | Nesbitt's Meat Market

Steve Podolsky | A&L Investments

Steve Turner | Lindsay Sportsline

LIAISONS

Wayne English | LDBIA Community Liaison

Oliver Vigelius | CKL Public Works

Aaron Sloan | CKL Manager of Municipal Law Enforcement

LINDSAY DOWNTOWN BUSINESS IMPROVEMENT ASSOCIATION

7 York Street South, Lindsay K9V 6G7 | 705-324-7710 | hello@lindsaydowntown.ca

1.0 – CALL TO ORDER

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

In Attendance: Deputy Mayor Charlie McDonald, Reese Burns, Wes Found, Adam Hayward, Steve Podolsky, Steve Turner, Wayne English, Aaron Sloan

Recording Secretary: Melissa McFarland

Guests: None

Late Arrivals: Jim Garbutt (7:33am)

Early Departures: None

Regrets / Absent: Nicki Dedes

2.0 – ADMINISTRATIVE BUSINESS -----

2.1 - Adoption of Agenda

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

Resolved: That the agenda be adopted as circulated.

Carried PC2024-24

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 the meeting held on April 9th, 2024 be adopted.

Carried PC2024-25

3.0 – DEPUTATIONS -----

None Scheduled

4.0 - CORRESPONDENCE -----

None Received

5.0 – NEW BUSINESS -----

5.1 - Community Liaison Report

Jim Garbutt stressed that the involvement of the Accessibility Committee in the walkabouts is vital, and Wayne English advised that the City’s Accessibility Coordinator is already fully involved, and someone he communicates with on a regular basis.

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

Resolved: That the Community Liaison report be received.

Carried PC2024-26

5.2 – Parking Study Update

Charlie McDonald updated. He has met with Juan Rojas and Mike Farquahar about the recommendations made in the study for increasing the parking inventory in downtown. They are in agreement that a capital project is needed, and they are to report back in Q3, and likely will be included in the 2025 capital budget. Areas for consideration will be disclosed at a later date. No further study will be conducted.

5.3 – Garbage Issues Update

Charlie McDonald updated. He sat on the Land Management meeting virtually, and the recommendation was made to allow the bin in lot M13. It will go to Council at the May 21st meeting for approval and the waiving of the annual encroachment fees. Data will be collected for usage of the bin from the BIA.

5.4 – CCTV Updates

Wes Found updated. The legal agreement was reviewed by Wards Lawyers and there was no issue, but she recommended that the BIA's insurance be consulted. Cooperators was consulted and the certificate was issued on the basis that the BIA will not be continuously monitoring the feed, but only pulling footage when indicated through the policy or via a police report. Technical details are being worked through Engineering and Paulsen Security. The necessary conduit that will be required was not an anticipated cost, and may need to be addressed in the BIA's budget. A 50% deposit will be required upon ordering of the hardware from Paulsen, and will proceed to ensure that there is no significant delay in installation once the other details are finalized.

5.5 – Other Items

Final construction on York Street will be beginning with contractors GIP (formerly Coco Paving), and is anticipated to last about a month. Furniture (benches and garbage cans) is also anticipated to be installed soon, with the BIA providing input to placement.

Jim Garbutt raised the discussion regarding social issues in the downtown relating to drugs and panhandling, and inquired if the KLPS had a task force relating to it. The committee agreed that the best way to handle known issues in the downtown is to report, as the police benefit from statistics. Melissa McFarland will send out the KLPS online reporting tools to the membership.

Wes Found raised the discussion regarding an eventual boundary expansion for the BIA. A formal request will need to be made to the City to begin the process.

Moved By: Wes Found

Seconded By: Steve Podolsky

Resolved: That the Parking / Advocacy Committee recommend to the Board of Directors that a formal request be made to the City of Kawartha Lakes to undertake a Boundary Expansion process.

Carried PC2024-27

Wes Found requested that an agenda item be included for the June meeting to brainstorm ideas for a series of workshop sessions hosted by the BIA, different than the other sessions being provided by other organizations, and more targeted and actionable to the downtown membership. Committee members will bring ideas to the next meeting.

Discussion was held regarding the ValuMart lot facing Kent Street and its status. The last update received was that the matter was with the CKL Realty Services department, and there have been no recent updates. Steve Podolsky will inquire to Mark Reid if there has been any update on his end.

6.0 – NEXT MEETING -----

Tuesday, June 11th, 2024

7:30am

BIA Office Boardroom, 7 York Street South

7.0 – ADJOURNMENT -----

Moved By: Steve Turner

Seconded By: Reese Burns

Resolved: That the May 14th, 2024 meeting of the Parking/Advocacy Committee be adjourned at 8:45am.

Carried PC2024-28

'Issue Track' Task List	Person Responsible	Target Date
Assign summer staff to garbage in the downtown	Oliver Vigelius	June 2024



MINUTES

for the Meeting of the Combined Parking & Advocacy Committees

Tuesday, July 9th, 2024

7:30am

BIA Office Boardroom, 7 York Street South

CHAIR

Charlie McDonald | CKL Council – Ward 7

VOTING MEMBERS

Reese Burns | Burns Bulk Food

Nicki Dedes | Olympia Restaurant

Wes Found | Linborough Properties

Jim Garbutt | A Buy & Sell Shop

Adam Hayward | Nesbitt's Meat Market

Steve Podolsky | A&L Investments

Steve Turner | Lindsay Sportline

LIAISONS

Wayne English | LDBIA Community Liaison

Oliver Vigelius | CKL Public Works

Aaron Sloan | CKL Manager of Municipal Law Enforcement

LINDSAY DOWNTOWN BUSINESS IMPROVEMENT ASSOCIATION

7 York Street South, Lindsay K9V 6G7 | 705-324-7710 | hello@lindsaydowntown.ca

1.0 – CALL TO ORDER -----

Meeting Called to Order by the Chair: <time>

In Attendance: Deputy Mayor Charlie McDonald, Reese Burns, Jim Garbutt, Adam Hayward, Steve Podolsky, Steve Turner, Wayne English, Oliver Vigelius, Aaron Sloan

Recording Secretary: Melissa McFarland

Guests: Dave Lembke

Late Arrivals: None

Early Departures: None

Regrets / Absent: Reese Burns, Nicki Dedes, Wes Found

2.0 – ADMINISTRATIVE BUSINESS -----

2.1 - Adoption of Agenda

Moved By: Steve Podolsky **Seconded By:** Jim Garbutt

Resolved: That the agenda be adopted, with an amendment to add an update on the Deputation made to Council by Wes Found regarding the right of way behind the buildings south of Kent Street from Cambridge St to Victoria Avenue.

Carried PC2024-29

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 the meeting held on April 9th, 2024 be adopted.

Carried PC2024-30

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 Community Liaison report be received.

Carried PC2024-31

Wayne English reviewed the current Uniform Policy for Parking Control Officers. Winter gloves, summer hats will be added, and sunblock will be available in the office for the officers.

5.2 – CCTV Updates

Melissa McFarland updated on behalf of Wes Found, who sent his regrets for the meeting. Cat 5 cable needs to be installed and is on the schedule for the next few weeks. A deposit was made to Paulsen to that the equipment can be ordered so that pricing remains as quoted.

5.3 – Safety & Social Issues Update

Melissa McFarland updated. She has been in communication with Constable Kevin Walden, who advised her that he will send her dates that he is available in July for a downtown meeting.

5.4 – Boundary Expansion

The recommendation brought to the Board of Directors to initiate a boundary expansion process was approved. Carlie Arbour will be putting some information together for the BIA on what is required.

5.5 – LDBIA Workshop Series

Deferred.

5.6 – Right-of-Way Deputation Update

Deputy Mayor Charlie McDonald updated on the deputation made by Wes Found to Council regarding the purchase of the right away that connects Victoria Avenue to Cambridge Street South south of the properties on Kent Street. The deputation will be officially received at the next Council meeting, and will likely be referred back to staff for a report.

5.7 - Other Items

Dave Lembke updated on the outlet covers for the lampposts, which will be installed in the coming months. If this solution doesn't work as expected, the outlets will be switched out for non-GFI hardware.

Wayne thanked Oliver Vigelius for the installation of accessible parking signage and inquired about required maintenance in the parking lots, which he was advised that this capital work is done by Engineering.

6.0 – NEXT MEETING -----

Tuesday, July 9th, 2024

7:30am

BIA Office Boardroom, 7 York Street South

7.0 – ADJOURNMENT -----

Moved By: Steve Podolsky

Seconded By: Adam Hayward

Resolved: That the June 11th, 2024 meeting of the Parking/Advocacy Committee be adjourned at 8:45am.

Carried PC2024-32

'Issue Track' Task List	Person Responsible	Target Date
Develop updates to PCO uniform policy	Wayne English	July 2024
Prepare map for possible boundary expansion options	Melissa McFarland	July 2024
Brainstorm ideas for membership workshop topics	Committee	July 2024



MINUTES

for the Meeting of the Combined Parking & Advocacy Committees

Tuesday, July 9th, 2024

7:30am

BIA Office Boardroom, 7 York Street South

CHAIR

Charlie McDonald | CKL Council – Ward 7

VOTING MEMBERS

Reese Burns | Burns Bulk Food

Nicki Dedes | Olympia Restaurant

Wes Found | Linborough Properties

Jim Garbutt | A Buy & Sell Shop

Adam Hayward | Nesbitt's Meat Market

Steve Podolsky | A&L Investments

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LIAISONS

Wayne English | LDBIA Community Liaison

Oliver Vigelius | CKL Public Works

Aaron Sloan | CKL Manager of Municipal Law Enforcement

LINDSAY DOWNTOWN BUSINESS IMPROVEMENT ASSOCIATION

7 York Street South, Lindsay K9V 6G7 | 705-324-7710 | hello@lindsaydowntown.ca

1.0 – CALL TO ORDER -----

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

- In Attendance:** Wes Found, Jim Garbutt, Adam Hayward, Steve Podolsky, Steve Turner, Wayne English, Aaron Sloan
- Recording Secretary:** Mary Hackett
- Guests:** None
- Late Arrivals:** Reese Burns (7:40am)
- Early Departures:** None
- Regrets / Absent:** Deputy Mayor Charlie McDonald, Nicki Dedes, Oliver Vigelius

2.0 – ADMINISTRATIVE BUSINESS -----

2.1 - Adoption of Agenda

Moved By: Adam Hayward **Seconded By:** Jim Garbutt
Resolved: That the agenda be adopted as circulated. **Carried PC2024-32**

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 the meeting held on June 11th, 2024 be adopted. **Carried PC2024-33**

3.0 – DEPUTATIONS -----

3.1 – Carlie Arbour, Economic Development
Boundary Expansion Process

Carlie Arbour reviewed the process and requirements from the OBIAA Handbook, with 9 steps to be completed. Please see attached presentation for details. More discussion will be conducted at future meetings.

Considerations for moving forward would be a timeline for expansion in phases, in order to not expand too far too soon. The ability and cost of beautification items would be a large consideration. Thorough public consultation would need to occur, and the BIA can begin by placing this item on committee agendas for discussion and input from each.

4.0 - CORRESPONDENCE -----

None Received

5.0 – NEW BUSINESS -----

5.1 - Community Liaison Report

Moved By: Steve Podolsky **Seconded By:** Reese Burns
Resolved: That the Community Liaison report be received. **Carried PC2024-34**

Discussion was held regarding the ongoing issues with the lack of wayfinding signage, specifically for parking and lot locations, as well as updates to City maps. The understanding is that post downtown reconstruction in several CKL communities that standardized wayfinding signage would be produced across the municipality, but no official update has been received. Aaron Sloan advised that he is aware of a motion being brought to Council in Q3 by the Engineering Department. An inquiry will be made to Economic Development to provide an update from their end.

5.2 – CCTV Updates

CAT6 cables have been installed where needed via Black & McDonald. The deposit to Paulsen Security has been paid, and installation is scheduled for August 19th. A policy has been drafted and will be updated to include more detail on the personnel authorized to access the data, which will include only the Executive Director, and one Board Director who will have a login only to be used in the event of an unexpected or extended absence of the ED. This policy will be approved by the Board when ready.

5.5 – LDBIA Workshop Series

Deferred.

5.4 - Other Items

Steve Podolsky updated on the downtown waste bin, which will be installed by Miller as soon as the City’s license agreement, which has already been signed by both parties, is fully executed. This is expected to be in place any day.

Corby Purdy from Engineering will be contacted regarding trees that require replacing under the original warranty.

Steve Podolsky mentioned that the Downtown welcome sign located on Lindsay Street South, near Highway 7 was removed during construction and has been on the ground off to the side for several weeks. He has not had success with connecting with someone to ensure that no damage is being caused to the sign or when it can be expected to be re-installed. Deputy Mayor McDonald was contacting GIP to inquire, but no update was received as of yet.

Jim Garbutt raised concerns regarding outstanding issues that he has noted regarding water capacity to his property that is believed should have been addressed prior to the final wrap up of reconstruction. Also noted is the damage caused to some building façades that was meant to be repaired or cleaned up, but is still evident. He is questioning if it is a BIA responsibility to inquire with Engineering about the existence of a budget to address any outstanding work or deficiencies as a result of reconstruction. He also noted his disappointment in the municipality’s failure in following through with the offer made to gift them the ValuMart property, which has since been rescinded.

6.0 – NEXT MEETING -----

Tuesday, August 13th, 2024

7:30am

BIA Office Boardroom, 7 York Street South

7.0 – ADJOURNMENT -----

Moved By:

Seconded By:

Resolved: That the July 9th, 2024 meeting of the Parking/Advocacy Committee be adjourned at 8:45am.

Carried PC2024-35



MINUTES

for the Meeting of the Combined Parking & Advocacy Committees

Tuesday, August 13th, 2024

7:30am

BIA Office Boardroom, 7 York Street South

CHAIR

Charlie McDonald | CKL Council – Ward 7

VOTING MEMBERS

Reese Burns | Burns Bulk Food

Nicki Dedes | Olympia Restaurant

Wes Found | Linborough Properties

Jim Garbutt | A Buy & Sell Shop

Adam Hayward | Nesbitt's Meat Market

Steve Podolsky | A&L Investments

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LIAISONS

Wayne English | LDBIA Community Liaison

Oliver Vigelius / Dave Lembke | CKL Public Works

Aaron Sloan | CKL Manager of Municipal Law Enforcement

LINDSAY DOWNTOWN BUSINESS IMPROVEMENT ASSOCIATION

7 York Street South, Lindsay K9V 6G7 | 705-324-7710 | hello@lindsaydowntown.ca

1.0 – CALL TO ORDER -----

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

In Attendance: Charlie McDonald, Wes Found, Jim Garbutt, Steve Podolsky, Reese Burns, Aaron Sloan, Dave Lembke

Recording Secretary: Melissa McFarland

Guests: None

Late Arrivals: Nicki Dedes (7:41am, left 8:20am)

Early Departures: None

Regrets / Absent: Adam Hayward, Steve Turner, Wayne English

2.0 – ADMINISTRATIVE BUSINESS -----

2.1 - Adoption of Agenda

Moved By: Steve Podolsky **Seconded By:** Jim Garbutt
Resolved: That the agenda be adopted as circulated. **Carried PC2024-36**

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 the meeting held on July 9th, 2024 be adopted. **Carried PC2024-37**

3.0 – DEPUTATIONS -----

None Scheduled

4.0 - CORRESPONDENCE -----

None Received

5.0 – NEW BUSINESS -----

5.1 - Community Liaison Report

Moved By: Wes Found **Seconded By:** Steve Podolsky
Resolved: That the Community Liaison report be received. **Carried PC2024-38**

Wayne English sent regrets for the meeting, and Charlie McDonald reviewed the report on his behalf. Aaron Sloan was able to provide updates on ongoing software issues with the vendor and that updates are being pushed through to address glitches with incidents such as tickets being issued to permit holders. Discussion was held about the status of the lease agreement for spaces previously assigned to CIBC, and Aaron Sloan advised that the issue is now with Realty Services, who will review the details of the previous lease and advise on the correct ownership of these spaces moving forward.

5.2 – CCTV Updates

Wes Found updated. The contractor, Chris Paulson is onsite today for a trial setup. Hardware requirements and IT capabilities for the office are being addressed. Discussion was held about how to best deal with requests for information an information package will be assembled to circulate to the membership and CKL by-law enforcement regarding the method of obtaining data through KLPS. This information will also need to be circulated to the general public wherever possible. Melissa McFarland will connect with KLPS to determine what their preferred method of contact from the public will be.

5.3 – LDBIA Workshop Series

The membership will be polled for ideas and suggestions in the upcoming monthly survey, with a prize incentive for survey completion.

5.4 – Boundary Expansion

Moved By: Wes Found

Seconded By: Jim Garbutt

Resolved: That the Parking / Advocacy Committee recommends to the Board of Directors that the LDBIA begin to undertake a formal Boundary Expansion process with the municipality, beginning with identifying the maximum area considered, and calculating potential revenue versus projected costs of providing services. **Carried PC2024-39**

5.5 – Other Items

Dave Lembke updated on behalf of CKL Public Works. Engineering has repaired the mulch mats in the Phase 3 construction area, and it has been noticed that there has been rutting in the material, likely caused by tire tracks. The snow plow operators are being advised to avoid driving over the mats, and they are requesting that the BIA advise their maintenance staff of the same. Electrical outlet covers for the lampposts are beginning to be installed, which should address the moisture issues.

Jim Garbutt inquired about the existence of a sidewalk skateboard by-law, and Aaron Sloan confirmed that none exists. Discussion was held regarding tagging and graffiti in the downtown, and the possible benefits to a rapid response team to clean or repair surfaces quickly, and ways that gum on the sidewalks could be handled. He also requested that a surveillance camera subsidy system, in addition to CCTV, specifically for businesses, still be considered in the future.

Wes Found advised that the Parking budget was reviewed by the Board of Directors, and that projected payroll costs are higher for 2025 due to succession planning. The levy ask is dependent on the approved subsidy amount from by-law offset costs. Melissa McFarland confirmed that she will send the formal request, along with rationale to Aaron Sloan by next week.

6.0 – NEXT MEETING -----

Tuesday, September 10th, 2024

7:30am

BIA Office Boardroom, 7 York Street South

7.0 – ADJOURNMENT -----

Moved By: Reese Burns

Seconded By: Jim Garbutt

Resolved: That the August 13th, 2024 meeting of the Parking/Advocacy Committee be adjourned at 8:45am.

Carried PC2024-40



MINUTES

for the Meeting of the Combined Parking & Advocacy Committees

Tuesday, September 10th, 2024

7:30am

BIA Office Boardroom, 7 York Street South

CHAIR

Charlie McDonald | CKL Council – Ward 7

VOTING MEMBERS

Reese Burns | Burns Bulk Food

Nicki Dedes | Olympia Restaurant

Wes Found | Linborough Properties

Jim Garbutt | A Buy & Sell Shop

Adam Hayward | Nesbitt's Meat Market

Steve Podolsky | A&L Investments

Steve Turner | Lindsay Sportline

LIAISONS

Wayne English | LDBIA Community Liaison

Oliver Vigelius / Dave Lembke | CKL Public Works

Aaron Sloan | CKL Manager of Municipal Law Enforcement

LINDSAY DOWNTOWN BUSINESS IMPROVEMENT ASSOCIATION

7 York Street South, Lindsay K9V 6G7 | 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, Reese Burns, Adam Hayward

Recording Secretary: Melissa McFarland

Guests: None

Late Arrivals: None

Early Departures: None

Regrets / Absent: Nicki Dedes, Steve Turner, Aaron Sloan, Oliver Vigelius, Dave Lembke

2.0 – ADMINISTRATIVE BUSINESS -----

2.1 - Adoption of Agenda

Moved By: Jim Garbutt **Seconded By:** Wes Found

Resolved: That the agenda be adopted as circulated.

Carried PC2024-41

2.2 - Declarations of Pecuniary Interest

None Declared

2.3 - Adoption of Minutes

Moved By: Wes Found **Seconded By:** Reese Burns

Resolved: That the Minutes of the meeting held on August 13th, 2024 be adopted.

Carried PC2024-42

3.0 – DEPUTATIONS -----

None Scheduled

4.0 - CORRESPONDENCE -----

None Received

5.0 – NEW BUSINESS -----

5.1 - Community Liaison Report

Moved By: Wes Found **Seconded By:** Reese Burns

Resolved: That the Committee recommends to the Board of Directors that correspondence be sent to appropriate City departments and CIBC management; that the spaces previously designated to CIBC within Lot M3 will not be patrolled by Parking Control Staff as of October 1st, unless formally instructed otherwise by the Manager of Municipal By-Law Enforcement. **Carried PC2024-43**

Issues with the handheld and permit information continues without resolution. Deputy Mayor Charlie McDonald offered to arrange a meeting with the Manager of Municipal By-Law Enforcement, as well as the City Clerk, to address the issues and expedite a reasonable solution.

Moved By: Wes Found

Seconded By: Steve Podolsky

Resolved: That the Community Liaison report be received.

Carried PC2024-44

5.2 – CCTV Updates

Melissa McFarland updated. The systems have been installed and are operating. Paulsen Security and representatives from the supplier will be downtown on Wednesday to fine-tune angles and camera focus, as well as train Melissa McFarland on the back end of the software. Plans are being developed to release the information, in a positive way, to the public and the membership.

5.3 – Boundary Expansion

The recommendation made to the Board by the Committee, to formally begin the process of a boundary expansion, was approved at the August meeting. The first step will be to obtain the MPAC data of the properties in the maximum area being considered, so that some general profit / loss projections of income versus services to be provided will be developed.

Discussion was held regarding the future of the BIA, and the importance of further developing relationships with the municipality. As the community grows, the relationship between the organization and the City becomes more important, and the BIA will need to focus efforts on making ourselves more visible, and a vital community partner.

5.4 – Other Items

Jim Garbutt brought forth the topic of issues with graffiti, and requested solutions for both proactive deterrents, and also for a rapid response system for repairs, be discussed. Melissa McFarland will put in a request to OBIAA for a Member Needs Assistance for best practices in place in other downtowns. There is hope that CCTV will address some of the issues in a proactive way. Future budgets may be able to produce a subsidy program for either additional cameras for businesses, or for cleanup costs.

Jim Garbutt also brought forward his recommendation discussed previously regarding a post-construction ‘walkabout’ to identify any outstanding work, or final deficiencies. Melissa McFarland advised that she is meeting with Engineering regarding a different matter later that day, and would discuss this with them.

Melissa McFarland brought forth a recommendation that correspondence be drafted from the BIA to Council on their recommendation that additional parking inventory be created as part of the 2025 Capital Budget, as well with a recommendation that the additional inventory be created in close proximity to the area of Lot M1, as this is the most highly concentrated area of desired parking. The correspondence will be drafted and brought forward for review.

6.0 – NEXT MEETING -----

Tuesday, October 8th, 2024

7:30am

BIA Office Boardroom, 7 York Street South

7.0 – ADJOURNMENT -----

Moved By: Wes Found

Seconded By: Adam Hayward

Resolved: That the September 10th, 2024 meeting of the Parking/Advocacy Committee be adjourned at 8:40am.

Carried PC2024-45



MINUTES

for the Meeting of the Combined Parking & Advocacy Committees

Tuesday, September 10th, 2024

7:30am

BIA Office Boardroom, 7 York Street South

CHAIR

Charlie McDonald | CKL Council – Ward 7

VOTING MEMBERS

Reese Burns | Burns Bulk Food

Nicki Dedes | Olympia Restaurant

Wes Found | Linborough Properties

Jim Garbutt | A Buy & Sell Shop

Adam Hayward | Nesbitt's Meat Market

Steve Podolsky | A&L Investments

Steve Turner | Lindsay Sportsline

LIAISONS

Wayne English | LDBIA Community Liaison

Oliver Vigelius / Dave Lembke | CKL Public Works

Aaron Sloan | CKL Manager of Municipal Law Enforcement

LINDSAY DOWNTOWN BUSINESS IMPROVEMENT ASSOCIATION

7 York Street South, Lindsay K9V 6G7 | 705-324-7710 | hello@lindsaydowntown.ca

1.0 – CALL TO ORDER -----

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

In Attendance: Charlie McDonald, Wes Found, Steve Podolsky, Adam Hayward
Recording Secretary: Melissa McFarland
Guests: None
Late Arrivals: None
Early Departures: None
Regrets / Absent: Nicki Dedes, Jim Garbutt, Steve Turner, Oliver Vigelius, Dave Lembke

2.0 – ADMINISTRATIVE BUSINESS -----

2.1 - Adoption of Agenda

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

Resolved: That the agenda be adopted as circulated.

Carried PC2024-46

2.2 - Declarations of Pecuniary Interest

None Declared

2.3 - Adoption of Minutes

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

Resolved: That the Minutes of the meeting held on August 13th, 2024 be adopted, with the following restructuring of the motion approved in 5.1, to better reflect the intention of the motion.

***Resolved:** That the Committee recommends to the Board of Directors that correspondence be sent to appropriate City departments and CIBC management; that lot M3 (CIBC) will not be patrolled by Parking Control Staff as of October 1st.*

Carried PC2024-47

3.0 – DEPUTATIONS -----

None Scheduled

4.0 - CORRESPONDENCE -----

None Received

5.0 – NEW BUSINESS -----

5.1 - Community Liaison Report

Councillor Charlie McDonald advised that he will be intervening in the issue of Lot M3 (CIBC), in order to clarify the status of the lease agreement between CIBC and the City before winter.

Moved By: Adam Hayward **Seconded By:** Steve Podolsky

Resolved: That the Community Liaison report be received.

Carried PC2024-48

5.2 – Committee Updates / Terms of Reference Review

Discussion was held at the September Board of Directors meeting, as part of the discussion on the BIA's strategic planning for 2025; that there would be value in restructuring the Parking / Advocacy Committee to focus on Advocacy projects, moving Parking issues under the purview of the Executive Committee, with the Community Liaison reporting to the Executive for staffing and operations. The Terms of Reference for the Committee, drafted and approved in 2022 were distributed to the committee for review. Members of the committee voiced their support for seeing the parking items remain on the committee agenda, as there is concern of certain items getting lost if not properly communicated. Charlie McDonald requested a table for tracking issues and tasks be added to the agendas and minutes, to streamline discussions and provide better accountability for completing assigned tasks.

5.3 – CCTV Updates

The CCTV system is fully installed, with only small outstanding issues on two cameras for sightline and power issues. Melissa McFarland drafted a press release for and distributed it to the committee for their review and comments. Small edits were made by consensus, and the draft will be circulated to the City’s communications department and KLPS for their review before public release.

5.4 – Boundary Expansion

Wes Found advised that the City’s GIS team is preparing a list of all commercial addresses identified in the maximum considered boundary, and that they’ve been asked to provide the information prior to the November 7th AGM.

5.5 – ValuMart Property

The item was placed on the Agenda at the request of the Board. Melissa McFarland advised that at this time, the privately owned lot’s ownership status is not in question, that the owner has expressed that he is not willing to lend the space to the BIA at this time for events, although has given his permission for its use in installing the public art piece this fall. As the BIA has never been approached for its support, advocacy or intervention in any way, it is recommended that the subject not be discussed again until the time that the BIA is formally requested to be involved in a direct way.

5.6 – Security Survey

Melissa McFarland advised that she has circulated a survey to the membership regarding their views and feelings about the safety and security of downtown, and what actions they would like to see take place, as well as a place to ask questions and request further resources. Once the survey time is complete, she will compile a report of the responses for the committee.

5.7 – Other Items

Charlie McDonald stressed the importance of the committee, and the BIA in general, being more proactive in reporting successes and communicating the ‘good news stories’ to the public. Better reporting could be done on the activities and wins from the BIA, and may help to direct future priorities.

6.0 – NEXT MEETING -----

Tuesday, November 12th, 2024
7:30am
BIA Office Boardroom, 7 York Street South

7.0 – ADJOURNMENT -----

Moved By: Wes Found

Seconded By: Steve Podolsky

Resolved: That the October 8th, 2024 meeting of the Parking/Advocacy Committee be adjourned at 9:05am.

Carried PC2024-49

ISSUE & PROJECT TRACKING

Issue / Topic	Desired Outcome	Person(s) Responsible	Resolution Target
CCTV Sightlines x3	SW Corner of Kent & Victoria – not high enough, losing feed Library corner – tree needs to be cut back South crosswalk – power needs to be installed	Melissa McFarland, following up with Mike Farquhar	ASAP



MINUTES

2024 Annual General Meeting

Thursday, November 7th, 2024
6:00pm
Pie Eyed Monk, 8 Cambridge Street North

EXECUTIVE

Chair – Wes Found | Linborough Property Corp.
Vice-Chair – Steve Podolsky | A&L Investments
Co-Treasurer – Sandra Falconer | Appleseed Quiltworks
Co-Treasurer – Sandra Patrick | Down to Earth

DIRECTORS

Reese Burns | Burns Bulk Food
Nicki Dedes | Olympia Restaurant
Jim Garbutt | A Buy & Sell Shop
Adam Hayward | Nesbitt's Meat Market
Eric Smeaton | CKL Council, Ward 5
Charlie McDonald | CKL Council, Ward 7

LIAISONS

Carlie Arbour | CKL Economic Development
Chief Kirk Robertson | Kawartha Lakes Police Service

STAFF

Melissa McFarland | Executive Director
Mary Hackett | Marketing Coordinator
Wayne English | Community Liaison

LINDSAY DOWNTOWN BUSINESS IMPROVEMENT ASSOCIATION

7 York Street South, K9V 6G7 | 705-324-7710 | hello@lindsaydowntown.ca

1.0 – CALL TO ORDER -----

Meeting Called to Order by the Chair: 6:19pm

In Attendance: *See attached*

Recording Secretary: Melissa McFarland

2.0 – OPENING REMARKS -----

Wes Found, Chair, Lindsay Downtown BIA

3.0 – ADMINISTRATIVE BUSINESS -----

3.1 - Adoption of Agenda

Moved By: Steve Podolsky

Seconded By: Sandra Falconer

Resolved: That the agenda be adopted as circulated.

Carried AGM2024-01

3.2 – Declarations of Pecuniary Interest

None Declared

4.0 – NEW BUSINESS -----

4.1 – Update from Beautification Committee

Presented by Steve Podolsky & Sandra Falconer

The committee members above discussed the beautification program over the last year. The downtown was enhanced in 2023 by the installation of lit snowflakes on the new lampposts for the holiday season and beyond, thanks to grant funding from RTO8. Membership input to the beautification projects is always welcomed year round.

4.2 – Update from Marketing Committee

Presented by Sandra Patrick

Marketing ‘wins’ over the past year included the hiring of full-time coordinator, Mary Hackett, who is already transforming the social media presence of downtown. The committee laid out the events and promotions calendar at the first meeting of the 2024, and subsequent details about these will be circulated early and often. The committee is always looking for input about how to drive traffic to the downtown on a regular basis.

4.3 – Update from Parking & Advocacy Committee

Presented by Charlie McDonald

A big thank you was given to the BIA’s Parking Control staff, whose friendly presence on the downtown streets is an asset, as well as ensuring regular turnover to ensure the best parking availability possible for visitors. The BIA had a big win with the successful applications for funding towards a CCTV system, being installed later this spring. The International Plowing Match will be taking place the first week of October, and many conversations are happening to ensure that the community is able to take advantage of the tens of thousands of expected visitors to the area.

4.4 – Update from Board of Directors

Presented by Wes Found

LDBIA Chair Wes Found discussed the ‘big picture’ priorities of the BIA, and how the downtown can be looking forward to focus on the economics of downtown, and driving traffic by tackling challenges, such as 2nd and 3rd floor residential vacancies, in order to make the area more economically successful. He is also looking to the membership to identify ways that the BIA can support them in their business practices, with resources like workshops and information sessions being explored, but looking for input to topics that may not be addressed by more traditional business resources and organizations.

5.0 – GUEST SPEAKER -----

Terry Guiel, Executive Director, Lindsay & District Chamber of Commerce

On downtown best practices, developing new ideas, and the importance of community partnerships

6.0 – OPEN DISCUSSION -----

7.0 – ADJOURNMENT -----

Moved By: Steve Podolsky

Seconded By: Sandra Falconer

Resolved: That the Annual General Meeting of the Lindsay Downtown BIA held on Thursday, March 21st, 2024 be adjourned.

Carried AGM2024-02