



MINUTES

for the Regular Meeting of the Board of Directors

Thursday, January 27th, 2022
7:30am
Hobart's Steakhouse, 189 Kent Street West

EXECUTIVE

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

DIRECTORS

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

LIAISONS

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

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

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

Recording Secretary: Melissa McFarland

Guests: None

Late Arrivals: None

Early Departures: None

Regrets / Absent: Ann Scarlett, Wes Found

2.0 - ADMINISTRATIVE BUSINESS -----

2.1 - Adoption of Agenda

Moved By: Councillor O'Reilly **Seconded By:** Councillor Dunn

Resolved: That the agenda be adopted as circulated. Carried RBM2022-01

2.2 - Declarations of Pecuniary Interest

2.3 - Adoption of Minutes

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

Resolved: That the Minutes of November 25th, 2021 be approved as circulated. Carried RBM2022-02

3.0 - DEPUTATIONS -----

None Scheduled

4.0 - CORRESPONDENCE -----

None Received

5.0 - NEW BUSINESS -----

5.1 - Downtown Reconstruction Updates

Steve Podolsky updated. ESA had been tasked by the City to inspect buildings to address the grounding issue, but ESA would not disclose their findings to the City. Coco Paving has retained a local electrician to repeat the work and properties should have received notices. Concerns with the configurations of the lanes on Cambridge Street South are still occurring, and have been formally relayed to Engineering. It is hoped that it will be addressed with final layer of asphalt in the spring. We are still waiting on a work plan for William and York (Phase IV) and Steve Podolsky will request an update. Site visits from Engineering, Economic Development and CIMA will be taking place in a few weeks. Enbridge gas main replacements will be taking place prior to the beginning of construction and should be commencing shortly. No resolution has been made for the issues we had relayed about the walk signals at pedestrian sidewalks. Jim Garbutt raised the issue of storm sewer backups at Joe LeMantia's building, in January. He has reached out to the City, but has not heard back, but will report at Parking/Advocacy meeting.

5.2 – 2022 Board Priorities

Discussion was opened for the Board to discuss some topics and initiatives to focus on in the upcoming year.

Laura LeMiere brought forth the topic of training through OBIAA. Melissa McFarland advised that Kay Matthews has conducted Board Governance training in the past, and she will follow up to see if those sessions are still being conducted.

Councillor Dunn brought forth the topic of video surveillance, and Melissa McFarland advised that the item is on the Parking/Advocacy Committee agenda and she'll have some updates on that for the February meeting. Chief Mitchell reviewed the grant that had previously been conducted and how it may occur again in the future.

6.0 – LIAISON UPDATES -----

6.1 – Police

Chief Mitchell updated. Anti-vaccination protests have been occurring downtown on Saturdays. Extra officers were brought in to monitor as a result of the 'maskless shopping' initiative, but no issues were reported. The trucking convoy is expected to come through but likely won't impact the downtown. Additional officers are being hired this year for community services type roles.

6.2 – Council

Councillor Dunn updated. It's a quiet time for Council. Councillor O'Reilly advised that the Bloom retirement home behind Loblaws is progressing. The development across from Wilson Fields is on hold, likely because of the weather.

6.3 – Economic Development

Carlie Arbour updated. Laura Love has been hire in the role of curatorial services at Economic Development and will be working on documentation and preservation of artifacts for the City. Million Dollar Makeover is open for intakes, and closes February 28th. There was \$150K in grant funding approved in 2020/2021 and \$160K in loans. Starter Company Plus / KLSBEC - is holding an alumni showcase on February 23rd.

7.0 – REPORTS -----

7.1 – Treasurer

Moved By: Councillor Dunn

Seconded By: Laura LeMiere

Resolved: That the Treasurer's Report of December 2021 (final) be approved.

Carried RBM2022-03

7.2 – Marketing Committee

Marketing Chair Matt Geraghty gave an overview on current committee initiatives and updated on projects and goals. The committee has worked through a theme for the year and scheduling events for the year, along with the grant program and micro events. Holiday Passport was a success, and Exploring Lindsay content. Inclusion decals. Marketing & Events Coordinator position is open and has been posted.

Moved By: Matt Geraghty

Seconded By: Laura LeMiere

Resolved: That the January Marketing Summary, and Committee Minutes of December 6th, 2021, and January 13th, 2022 be approved.

Carried RBM2022-04

7.3 – Beautification Committee

Beautification Chair Steve Podolsky gave an overview of the current committee initiatives and updated on projects and goals. New ashtrays were installed where others were either missing or vandalised. Legacy C.H.E.S.T. Fund funding was received, and we are moving forward with the replacement of the planters.

Moved By: Laura LeMiere

Seconded By: Matt Geraghty

Resolved: That the January Beautification Summary and Committee Minutes of January 4th, 2022 be approved.

Carried RBM2022-05

7.4 – Parking/Advocacy Committee

Parking/Advocacy Committee Member Steve Podolsky gave an overview of the current committee initiatives and updated on projects and goals, on behalf of Committee Chair, Charlie McDonald. Interviews for the Parking Control Officer were conducted this week and 3 candidates have been offered the opportunity to shadow with Wayne English so that they can better understand the role and if the physical requirements are doable. Jim Garbutt brought forth concerns with snow removal and contractor response times. The BIA monitors this, but the January 17th snowfall was an unusual event and the downtown was cleared 3-4 days after the end of the snowfall which is reasonable. Sandra Falconer advised that accessibility to the crosswalk buttons as well as alleyways need addressing.

Moved By: Laura LeMiere

Seconded By: Matt Geraghty

Resolved: That the January Parking/Advocacy Summary and Committee Minutes of December 14th, 2021 and January 11th, 2022 be approved.

Carried RBM2022-06

7.5 – Chair / Vice Chair Update

Steve Podolsky updated. Most of his items have been covered in previous agenda items. No additional updates from Matt Geraghty.

7.6 – Executive Director Update

Melissa McFarland updated. Lindsay Bagg resigned the position of Marketing & Events Coordinator and the job posting for a new hire went live yesterday. The candidate will be hired upon relocation to the new office space. The space is coming along, with targeted move-in the second week of February. Restaurants and event spaces are permitted to reopen on January 31st and a campaign to help promote them is in the works with the Lindsay Chamber of Commerce, through their grant and the Livin' It Local campaign. The Canada Summer Jobs Grant was submitted last week, for a summer student, and discussion on how best to structure their workload and tasks will take place before their start in June. She advised that a grant through My Main Street has been prepared and will be ready to submit on February 1st. She has applied for funding in the amount of \$90K towards lamppost décor for Christmas, as well as two sets of new banners.

8.0 - NEXT MEETING -----

Thursday, February 24th, 2022

7:30am

BIA Office Boardroom

7 York Street South

9.0 - ADJOURNMENT -----

Moved By:

Seconded By:

Resolved: That the January 27th, 2022 meeting of the Board of Directors be adjourned at 8:45am.

Carried RBM2022-07



MINUTES

for the Regular Meeting of the Board of Directors

Thursday, February 24th, 2022
7:30am
Hobart's Steakhouse, 189 Kent Street West

EXECUTIVE

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

DIRECTORS

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

LIAISONS

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

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

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

Recording Secretary: Melissa McFarland

Guests: None

Late Arrivals: None

Early Departures: None

Regrets / Absent: Ann Scarlett, Carlie Arbour

2.0 - ADMINISTRATIVE BUSINESS -----

2.1 - Adoption of Agenda

Moved By: Laura LeMiere **Seconded By:** Jim Garbutt

Resolved: That the agenda be adopted as circulated. **Carried RBM2022-08**

2.2 - Declarations of Pecuniary Interest

2.3 - Adoption of Minutes

Moved By: Laura LeMiere **Seconded By:** Wes Found

Resolved: That the Minutes of January 27th, 2022 be approved as circulated. **Carried RBM2022-09**

3.0 - DEPUTATIONS -----

None Scheduled

4.0 - CORRESPONDENCE -----

None Received

5.0 - NEW BUSINESS -----

5.1 - Downtown Reconstruction Updates

Steve Podolsky updated. Coco Paving, using Mariposa Electric, has started with properties on the east end and working their way west, identifying the properties who require grounding and installing the plates at the rear of the buildings. Jim Garbutt advised that any properties that would prefer the installation in the basement versus the outside of the building can do so, but digging the opening would be at the owner's expense.

A meeting was held on February 17th with representatives from Engineering, CIMA and BIA members and staff, and advised on the early plans from CIMA for the upcoming Phase IV reconstruction. Businesses will be contacted for visits in the coming weeks and the Enbridge work on William Street has a deadline of March 13th, with construction beginning to be staged shortly after that.

Discussion was held regarding the deteriorating sidewalk pavers and Engineering and CIMA are aware. The BIA has been advised that the same lane configurations that have been such a concern on Cambridge Street South are on the plans for William Street. Correspondence has been sent outlining the concerns but have not been answered.

Discussion was held on the angle of the angled parking lines and how longer vehicles stick out into the through lanes, and no update has been received on the crosswalk issue, but a request for a deputation has been submitted.

Phase II & III cleanup will be commencing in addition to Phase IV work, and may bleed into 2023/2024, and there have been identified concerns with the quality of the asphalt, which may need to be addressed in the Phase II areas. Jim Garbutt raised concerns with Hydro supply and Steve Podolsky will follow up with Engineering on the above noted items.

5.2 - 2022 Board Priorities

Melissa McFarland updated on the OBIAA Governance Training, reviewing the information provided by Kay Matthews. Discussion was held about various types of training that may be available, especially in utilizing municipal resources (City Clerk, HR) to provide the Board with a more comprehensive understanding of the role and how the organization should be conducted. Jim Garbutt advised that there is a document titled 'Committees of Council Orientation Package' and Councillor Dunn will reach out to Human Resources to ask what options are available for training. Melissa McFarland advised that she can start placing governance items on the monthly board agendas as a quick refresher.

6.0 - LIAISON UPDATES -----

6.1 - Police

Chief Mitchell updated. Protest activity has been frequent downtown on weekends and they've increased presence but it's been generally uneventful. The CCTV grant may be available in the fall and the City would need to be involved, and the application would be filed through the KLPS. Kawartha Lakes Housing was successful in a previous intake and could be a resource to connect with. A suggestion was made that the BIA could facilitate an application on behalf of downtown property owners in order to minimize the costs to the BIA. The item remains on the Parking/Advocacy agenda for discussion. In other updates, hiring is taking place to implement more officers in the community.

6.2 - Council

Councillor O'Reilly updated. A meeting was held with Tribute Homes on regarding the property on 35N with a potential for 3000 homes, 2 schools and 2 commercial blocks. Plans are also in the works for several other areas of residential development on the far east end of Lindsay (Flato Developments) as well as Bromont Homes. Discussion was held about how these impact the downtown and what the BIA's role is going forward to adapt to the growing residential developments.

6.3 - Economic Development

No update provided.

7.0 – REPORTS -----

7.1 – Treasurer

Moved By: Laura LeMiere

Seconded By: Wes Found

Resolved: That the Treasurer’s Report of January 2022 be approved.

Carried RBM2022-10

7.2 – Marketing Committee

Marketing Chair Matt Geraghty gave an overview on current committee initiatives and updated on projects and goals. Once the position of Marketing & Events Coordinator has been filled, there will be more progress made on executing the strategies set out by the committee. A May shopping event is in the planning stages now. The Lindsay Library has requested to do their Storywalk initiative in downtown for March Break. The Event Grant program is in the works. Discussion was held on when might be best to finally celebrate the reconstructed downtown. Councillor Dunn advised that business support programs through the City that were in place in 2021 will be extended through 2022. Other types of events were discussed and noted to bring back to the Marketing Committee.

Moved By: Matt Geraghty

Seconded By: Laura LeMiere

Resolved: That the February Marketing Summary, and Committee Minutes of February 3rd, 2022 be approved.

Carried RBM2022-11

7.3 – Beautification Committee

Beautification Chair Steve Podolsky gave an overview of the current committee initiatives and updated on projects and goals. The Christmas Tree will be coming down as soon as the weather makes it feasible, as well as removing the snowmen in the planters. There was discussion at the previous committee meeting regarding the ValuMart lot. Ideas were discussed for making some temporary beautification improvements in the area, with Mark Reid’s permission.

Moved By: Jim Garbutt

Seconded By: Councillor Dunn

Resolved: That the February Beautification Summary and Committee Minutes of February 1st, 2022 be approved.

Carried RBM2022-12

7.4 – Parking/Advocacy Committee

Parking/Advocacy Committee Member Steve Podolsky gave an overview of the current committee initiatives and updated on projects and goals, on behalf of Committee Chair, Charlie McDonald. Two Parking Control Officers have been hired and are training with Wayne English. Wes Found advised that items are being discussed for surveys to be sent to the membership for consultation on various items, including Saturday parking enforcement. Sandra Falconer advised that the snow removal on the bumpouts is not being cleared directly following a snowfall. She also advised that the alleyway between the Olympia and Olde Mill Candle Co. has also been an ongoing issue throughout winter.

Moved By: Councillor Dunn

Seconded By: Laura LeMiere

Resolved: That the February Parking/Advocacy Summary and Committee Minutes of February 8th, 2022 be approved.

Carried RBM2022-13

7.5 - Chair / Vice Chair Update

Steve Podolsky updated. All of his items have been covered in previous agenda items. Matt Geraghty advised that he, Wes Found and Jim Garbutt met in December to compile notes to develop a comprehensive Executive Director job description, and will be meeting again in the near future.

7.6 - Executive Director Update

Melissa McFarland updated. The new office is functional, and operations began from there on February 8th. Some renovations are still taking place. Signage is in the works. Hiring will be taking place for the Marketing & Events coordinator in the next couple of weeks.

8.0 - NEXT MEETING -----

Thursday, March 31st, 2022

7:30am

BIA Office Boardroom

7 York Street South

9.0 - ADJOURNMENT -----

Moved By: Matt Geraghty

Seconded By: Alana Forsyth

Resolved: That the February 24th, 2022 meeting of the Board of Directors be adjourned at 9:16am.

Carried RBM2022-16



MINUTES

for the Regular Meeting of the Board of Directors

Thursday, March 31st, 2022
7:30am
BIA Office Boardroom, 7 York Street South

EXECUTIVE

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

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Jim Garbutt | A Buy & Sell Shop
Ann Scarlett | The Kent Florist
Councillor Pat Dunn | CKL Council
Councillor Pat O'Reilly | CKL Council

LIAISONS

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

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

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

Recording Secretary: Melissa McFarland

Guests: None

Late Arrivals: Alana Forsyth (7:40am), Chief Mitchell (8:00am)

Early Departures: None

Regrets / Absent: Carlie Arbour

2.0 - ADMINISTRATIVE BUSINESS -----

2.1 - Adoption of Agenda

Moved By: Laura LeMiere

Seconded By: Matt Geraghty

Resolved: That the agenda be adopted as circulated.

Carried RBM2022-17

2.2 - Declarations of Pecuniary Interest

2.3 - Adoption of Minutes

Moved By: Wes Found

Seconded By:

Resolved: That the Minutes of February 24th, 2022 be approved as circulated.

Carried RBM2022-18

3.0 - DEPUTATIONS -----

None Scheduled

4.0 - CORRESPONDENCE -----

None Received

5.0 - NEW BUSINESS -----

5.1 - Governance Refresher

Melissa McFarland advised that she has prepared a master checklist of policies and procedures that are both mandated by the Municipal Act, as well as those that are also recommended by OBIAA, and will take the lead in ensuring all of those are current and complete in the coming months. She will consult with the CKL Clerk's Office to ensure that all of their policies are being met as well. The members of the Executive, acting as a formal committee, will be meeting on a quarterly basis, and will be overseeing matters such as internal operations, human resources and staffing, identifying general board initiatives and other items. Their first meeting is scheduled for April 14th and formal minutes will be recorded and included in the April agenda package. In addition, for the month of April, she is preparing a template for Committee Terms of Reference(s), that will be placed on each committee's agenda for update. Discussion was held regarding initiating a strategic planning process, and Melissa McFarland will look into options for facilitators.

Moved By: Sandra Falconer

Seconded By: Wes Found

Resolved: That the Executive Committee, consisting of Chair, Vice-Chair and Treasurer, along with the Executive Director will meet quarterly, with formal minutes generated and circulated to the Board.

Carried RBM2022-18

5.2 – Downtown Reconstruction Updates

Steve Podolsky updated. Coco Paving’s contractors have completed much of the necessary grounding work. Visits to the Phase IV area businesses have taken place on William Street South by representatives of Engineering, Economic Development and CIMA, and the rest of the visits will continue shortly and will include Wayne English. New Alliance has returned to fix the deficiencies on Kent and Cambridge, including the laterals. There have been no updates on changing the lane configurations to Cambridge & William streets, but Melissa McFarland continues to have dialogue with Engineering and CIMA to keep it on their radar. Discussion was held about the repairs to the interlock brick on the sidewalks, and the timeline for their replacement. It has been confirmed that the bricks will be replaced under the warranty from Unilock, but there is not a firm date for the work to commence. Melissa McFarland will obtain a more comprehensive list of the work planned by New Alliance, and ensure that it contains the cleaning and repair to building facades.

Jim Garbutt raised concerns with the possibility that lateral lines were not installed to every municipal address in previous phases of the reconstruction. He will outline his concerns in an email to Melissa McFarland that can be forwarded to the appropriate parties for inquiry.

6.0 – LIAISON UPDATES -----

6.1 – Police

Chief Mitchell updated. He advised that his officers have been monitoring issues with loitering in front of downtown banks and that 2 individuals were identified and taken into a treatment program. Jim Garbutt thanked the Chief for their support in the Boys and Girls Club Skatepark proposal, which was successfully awarded grant funding. Ann Scarlett raised concerns with individuals at the back of her store that have made her staff uncomfortable, and there has been a lack of response from police. Chief Mitchell advised that he will follow up with her directly after the meeting.

6.2 – Council

Councillor O’Reilly updated. Building permits have been taken out across from Wilson Fields and the new development on Logie is coming along.

6.3 – Economic Development

Carlie Arbour sent regrets for the in-person meeting, but provided the following update. Million Dollar Makeover – The current intake’s approvals will be out by the end of April, with 1 applicant from the BIA. The next intake opens April 1st with a final deadline of May 31st. The Digital Service Squad’s contract was completed and Economic Development intends to apply for future funding when available. EcDev and Engineering are visiting with businesses on William and York, addressing any questions or concerns about construction and their business for Phase 4. The ‘Welcome Home’ relocation and workforce attraction campaign is launching any day – keep your eyes peeled for adds and website updates.

Moved By: Laura LeMiere **Seconded By:** Wes Found

Resolved: That the above Liaison Updates be received.

Carried RBM2022-19

7.0 - REPORTS -----

7.1 - Treasurer

Moved By: Wes Found **Seconded By:** Laura LeMiere

Resolved: That the Treasurer's Report of February 2022 be approved.

Carried RBM2022-20

7.2 - Marketing Committee

Marketing Chair Matt Geraghty gave an overview on current committee initiatives and updated on projects and goals. Hiring for the Marketing & Events Coordinator was taking place throughout March. He provided additional details of the spring event to take place on May 6th, which will include a shopping passport for the evening, extended hours, music, and restaurant specials. Planning for a June Arts & Culture event will begin at the next meeting.

Moved By: Ann Scarlett **Seconded By:** Laura LeMiere

Resolved: That the March Marketing Summary, and Committee Minutes of March 3rd, 2022 be approved.

Carried RBM2022-21

7.3 - Beautification Committee

Beautification Chair Steve Podolsky gave an overview of the current committee initiatives and updated on projects and goals. The Christmas tree and other décor are down, as well as the hanging baskets. Pansies being installed by Kent Florist and will be completed by Monday. Phase II bumpout planters are now the responsibility of the BIA, while Phase III is still with New Alliance, and we have not received confirmation as to what might be in them yet.

Moved By: Matt Geraghty **Seconded By:** Sandra Falconer

Resolved: That the March Beautification Summary and Committee Minutes of March 1st, 2022 be approved.

Carried RBM2022-22

7.4 - Parking/Advocacy Committee

Parking/Advocacy Committee Member Steve Podolsky gave an overview of the current committee initiatives and updated on projects and goals, on behalf of Committee Chair, Charlie McDonald. A survey was sent out to membership with questions regarding staff parking utilization and the desire for Saturday enforcement. Snow removal issues were identified to be addressed in the off-season. Discussion was held regarding how best to target businesses who had not completed the survey.

Moved By: Wes Found **Seconded By:** Alana Forsyth

Resolved: That the March Parking/Advocacy Summary and Committee Minutes of March 8th, 2022 be approved.

Carried RBM2022-23

7.5 - Chair / Vice Chair Update

Steve Podolsky updated. All of his items have been covered in previous agenda items. Matt Geraghty advised that Friday nights downtown have been busy and it's great to see.

7.6 - Executive Director Update

Melissa McFarland updated. Evan Jaglall has been hired as the Marketing & Events Coordinator, and begins officially this upcoming week. He will be working Tuesday/Wednesday/Thursday at the current time, and will prioritize connecting with the membership as soon as possible.

8.0 - CLOSED SESSION -----

Moved By: Laura LeMiere **Seconded By:** Matt Geraghty
Resolved: That the Board of Directors enters into a Closed Session to discuss the Executive Director job description. **Carried RBM2022-24**

Moved By: Councillor Dunn **Seconded By:** Laura LeMiere
Resolved: That the Board of Directors returns to an Open Session. **Carried RBM2022-25**

Moved By: Matt Geraghty **Seconded By:** Laura LeMiere
Resolved: That the circulated Executive Director Job Description be adopted in principle, and reviewed with the current Executive Director. **Carried RBM2022-26**

9.0 - NEXT MEETING -----

Thursday, April 28th, 2022
7:30am
BIA Office Boardroom
7 York Street South

10.0 - ADJOURNMENT -----

Moved By: Councillor Dunn **Seconded By:** Laura LeMiere
Resolved: That the March 31st, 2022 meeting of the Board of Directors be adjourned at 10:06am. **Carried RBM2022-27**



MINUTES

for the Regular Meeting of the Board of Directors

Thursday, April 28th, 2022
7:30am
BIA Office Boardroom, 7 York Street South

EXECUTIVE

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

DIRECTORS

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

LIAISONS

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

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

In Attendance: Steve Podolsky, Matt Geraghty, Sandra Falconer, Alana Forsyth, Wes Found, Ann Scarlett, Councillor Pat Dunn, Chief Mitchell

Recording Secretary: Laura LeMiere

Guests: None

Late Arrivals: Jim Garbutt (7:36am), Councillor O'Reilly (7:38am)

Early Departures: None

Regrets / Absent: Carlie Arbour

2.0 - ADMINISTRATIVE BUSINESS -----

2.1 - Adoption of Agenda

Moved By: Matt Geraghty **Seconded By:** Sandra Falconer

Resolved: That the agenda be adopted as circulated. **Carried RBM2022-28**

2.2 - Declarations of Pecuniary Interest

2.3 - Adoption of Minutes

Moved By: Matt Geraghty **Seconded By:** Ann Scarlett

Resolved: That the Minutes of March 31st, 2022 be approved as circulated. **Carried RBM2022-29**

3.0 - DEPUTATIONS -----

None Scheduled

4.0 - CORRESPONDENCE -----

None Received

5.0 - NEW BUSINESS -----

5.1 - Governance Refresher

All committees were given templates and previous versions of the Terms of Reference for review and input. Marketing, Beautification and Parking/Advocacy will be reviewing the submissions at their next meetings and completed versions will come back to the board for approval in May or June. The Executive Committee's Terms of Reference was completed and was included in the Board Agenda Package for approval at this meeting.

Moved By: Councillor Dunn **Seconded By:** Wes Found

Resolved: That the Executive Committee's Terms of Reference be approved as circulated. **Carried RBM2022-30**

5.2 - Downtown Reconstruction Updates

Steve Podolsky updated. New Alliance is working on Kent Street and their road closure has been extended until April 29th. Frustrations have been voiced that the work is occurring during the day (versus at night) and causing lost sales to retailers. Challenges in getting from the parking areas to the main street have been identified, and there has been a lack of communication from the City. An inquiry will be made to Economic Development regarding the Diggin' Downtown Campaign that was in place during Phase III. Unilock is still testing and analyzing the deficient brick and is considering the option of utilizing an existing colour of brick, and the target is now likely the fall. A suggestion was made that a written request be submitted prior to the work to ensure that only the minimal amount of materials is kept on the road to ensure parking inventory is still available. Public Works has been asked to send the street sweeper through downtown on a regular basis and members will be asked to assist Scott Wood in sweeping sidewalk debris onto the road prior.

Cambridge Street South lane configurations are still in discussions and the outlook for the return to the previous construction is still a possibility.

There is no update on Phase IV and Coco Paving, but the works appears to be progressing well. The grounding work is still being completed and Jim Garbutt asked when ESA is meant to return - an inquiry will be made to Engineering.

6.0 - LIAISON UPDATES -----

6.1 - Police

Chief Mitchell updated. Recruitment has taken place and hired officers are going through training, and the station is still looking for already-trained officers. They are working to increase their presence downtown. The CCTV grant is already open with a deadline at the end of May. The application would require the applicant to identify where the remaining 50% of costs would be coming from. Costs can be covered up to 50% of \$400K and the Kawartha Lakes Housing CCTV project was about \$130K. Discussion was held about the businesses potentially putting forth the matching funds or perhaps municipal funds could be accessed. Chief Mitchell believes that there will be future applications, and Steve Podolsky suggested reaching out to businesses as a starting point for future applications. Chief Mitchell would need to know who would own and operate the systems and whether or not the control would be on the BIA or the individual businesses. The rationale for the grant application must tie into guns and gangs. The Chief offered to scope out the downtown and suggest a reasonable number of cameras needed. The topic will be placed on the Parking/Advocacy agenda and some determinations for structure and financing will be made and then potentially communicated to the membership for their input.

6.2 - Council

Councillor Dunn met with the Housing Corp regarding service change to 68 Lindsay Street South. Lois Power from John Howard Society is building service teams to that will help with all issues, and the recommendations are going to Council on Tuesday. Chief Mitchell noted that service calls have reduced at 68 Lindsay. Flato Developments made a large donation to Fleming College. A draft of the Master Trail Plan is working its way through the system.

Councillor O'Reilly advised that Fourcast presented to the Police Board. The former Mason property opposite Wilson Fields, consisting of 135 permits, is now underway with their construction. Engineering is working with Flato and Bromont on their development plans, and Tribute Homes are bringing plans for 3000 units and looking at community partnerships, like they did in Oshawa.

6.3 - Economic Development

No update provided.

Moved By: Wes Found

Seconded By: Sandra Falconer

Resolved: That the above Liaison Updates be received.

Carried RBM2022-31

7.0 - REPORTS -----

7.1 - Treasurer

Moved By: Ann Scarlett

Seconded By: Matt Geraghty

Resolved: That the Treasurer's Report of March 2022 be approved.

Carried RBM2022-32

Discussion was held regarding some noted recording errors in the report.

Moved By: Sandra Falconer

Seconded By: Wes Found

Resolved: That the Executive Committee review the financial statements and discuss potentially hiring a bookkeeper.

Carried RBM2022-33

7.2 - Marketing Committee

Marketing Chair Matt Geraghty gave an overview on current committee initiatives and updated on projects and goals. Evan Jaglall, the Marketing & Events Coordinator has settled in and is working on various projects as well as being present in the downtown to the businesses. The Swing into Spring event is set for May 6th, and the summer Arts & Culture event has been moved to July.

Moved By: Ann Scarlett

Seconded By: Alana Forsyth

Resolved: That the April Marketing Summary, and Committee Minutes of April 7th, 2022 be approved.

Carried RBM2022-34

7.3 - Beautification Committee

Beautification Chair Steve Podolsky gave an overview of the current committee initiatives and updated on projects and goals. Mark Reid approved the plans to reconfigure the ValuMart lot with the large concrete plants and noted that he plans to move the c-can, this will take place with assistance of Parks next week. Hill's Florist has started the hanging baskets and advised that it would be best to wait and see what plant material emerges in the bumpouts. Jim Garbutt shared an email from Roger Hill recommending annuals be added to the existing plant material. Steve Podolsky advised that a very rough estimate of \$1000 per bumpout was given to do a complete refresh. CIMA noted that there is meant to be \$13,000K of perennial material per bumpout and that only the Phase II planters fall under the BIA's responsibility, the Phase III are still under New Alliance's warranty.

Moved By: Matt Geraghty

Seconded By: Councillor Dunn

Resolved: That the April Beautification Summary and Committee Minutes of April 8th, 2022 be approved.

Carried RBM2022-35

7.4 - Parking/Advocacy Committee

Parking/Advocacy Committee Member Steve Podolsky gave an overview of the current committee initiatives and updated on projects and goals, on behalf of Committee Chair, Charlie McDonald. Issues with advertising on lampposts have been identified and BIA employees have been instructed to remove them as they see them. Wayne English is looking into the by-law that addresses and how it can be changed to be able to target the organizations that direct employees or volunteers to put them up, and not just the individual who placed them on the pole. Suggestions on how to increase parking inventory via the Parking Study are being submitted to by-law.

Moved By: Alana Forsyth

Seconded By: Sandra Falconer

Resolved: That the April Parking/Advocacy Summary and Committee Minutes of April 12th, 2022 be approved.

Carried RBM2022-36

7.5 - Executive Committee

Board Chair Steve Podolsky gave an overview of the first meeting, held with Matt Geraghty, Laura LeMiere and Melissa McFarland. Jim Garbutt inquired again about mandatory monthly meetings, particularly following Board meetings. Matt Geraghty advised that quarterly is only a minimum and the committee already scheduled another meeting in May. Wes Found noted that email communications and voting is also an option, and Councillor Dunn advised to include any virtual communications as a meeting in the next agenda.

Moved By: Matt Geraghty

Seconded By: Councillor O'Reilly

Resolved: That the April Executive Summary and Committee Minutes of April 12th, 2022 be approved.

Carried RBM2022-37

7.6 - Executive Director Update

Steve Podolsky gave the update provided by Melissa McFarland who sent her regrets for the meeting.

The Board's request to a wording change in By-Law 2008-212 was approved by Council, and the item under Composition (Section 2.02 b.i) now reads *'One Business Resident, being both a resident and owner/operator of a business in the City of Kawartha Lakes, outside of the Lindsay Downtown Business Improvement Area.'*

In downtown business movement, Edward Jones is now open at 20 Lindsay St S and Thrive Coworking Community Coworking open at 18 Kent St W. Kent Street Tattoo has moved to front unit at 87 Kent St and now also sells vinyl records and other merchandise. The Pipe and Bong will be moving from their location on William to the unit vacated by Kent Street Tattoo. Hamilton Creek will be closing at the end of the week. Reveal Medi Spa has also found new space outside of the downtown and will be moving their two locations.

The BIA's grant for Canada Summer Jobs, with a 'Special Projects Coordinator' approved at 30 hours per week for 9 weeks.

RT08 announced their \$3 million Tourism Relief Fund grants, up to \$100K can be awarded per applicant. The BIA was approached by CKL Tourism, via the CKL Environmental Advisory Committee to take the lead on an application to install a bike share program at the library. Discussion was held about the BIA's application and using it for other purposes, namely Christmas lamppost décor and banners, which Melissa McFarland confirmed is eligible. Other options for the Bike Share project will be suggested to Tourism and the EAC, possibly to partner with a private business such as the Bike Garage on an application.

8.0 - NEXT MEETING -----

Thursday, May 26th, 2022
7:30am
BIA Office Boardroom
7 York Street South

10.0 - ADJOURNMENT -----

Moved By: Councillor Dunn

Seconded By: Councillor O'Reilly

Resolved: That the April 28th, 2022 meeting of the Board of Directors be adjourned at 10:06am.

Carried RBM2022-38



MINUTES

for the Regular Meeting of the Board of Directors

Thursday, May 25th, 2022
7:30am
BIA Office Boardroom, 7 York Street South

EXECUTIVE

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

DIRECTORS

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

LIAISONS

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

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

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

Recording Secretary: Melissa McFarland

Guests: None

Late Arrivals: None

Early Departures: None

Regrets / Absent: Alana Forsyth, Jim Garbutt, Matt Geraghty, Ann Scarlett, Councillor O'Reilly, Chief Mitchell, Carlie Arbour

2.0 - ADMINISTRATIVE BUSINESS -----

2.1 - Adoption of Agenda

Moved By: _____ Seconded By: _____
Resolved: That the agenda be adopted as circulated. Carried RBM2022-39

2.2 - Declarations of Pecuniary Interest

2.3 - Adoption of Minutes

Moved By: _____ Seconded By: _____
Resolved: That the Minutes of April 28th, 2022 be approved as circulated. Carried RBM2022-40

3.0 - DEPUTATIONS -----

None Scheduled

4.0 - CORRESPONDENCE -----

None Received

5.0 - NEW BUSINESS -----

5.1 - Governance Refresher

Melissa McFarland gave an update on the Committee Terms of Reference. The remaining 3 committees have deferred their Terms of Reference approvals until their June meetings. She will draft Terms of Reference documents for each committee to assist in their process and will bring them back to the Board as soon as they're finalized at the committees. The next step will be addressing the next set of policies and procedures required to be up to date.

5.2 - Downtown Reconstruction Updates

Steve Podolsky updated.

6.0 – LIAISON UPDATES -----

6.1 – Police

Chief Mitchell updated.

6.2 – Council

Councillor Dunn updated.

6.3 – Economic Development

No update provided.

Moved By: _____ **Seconded By:** _____

Resolved: That the above Liaison Updates be received.

Carried RBM2022-

7.0 – REPORTS -----

7.1 – Treasurer

Moved By: _____ **Seconded By:** _____

Resolved: That the Treasurer’s Report of March 2022 be approved.

Carried RBM2022-

7.2 – Marketing Committee

Melissa McFarland updated on committee projects and goals on behalf of Marketing Chair, Matt Geraghty. The May 6th Swing into Spring shopping event was well received and had good weather, and several businesses reported steady traffic much of the evening, and some saw an increase in the last hour. Plans are underway for the July 23rd Arts & Culture event. Social media interactions have increased over the past few weeks. The committee is brainstorming other smaller events and promotions for summer and fall, and then will be targeting the holiday season to really drive traffic to the downtown and into businesses. Two Event Grants were approved, one for the Santa Claus Parade, and the other for a new event – the Electric Vehicle Car Show on August 20th.

Moved By: _____ **Seconded By:** _____

Resolved: That the May Marketing Summary, and Committee Minutes of April 28th, 2022 be approved.

Carried RBM2022-

7.3 – Beautification Committee

Beautification Chair Steve Podolsky gave an overview of the current committee initiatives and updated on projects and goals.

Moved By: _____ **Seconded By:** _____

Resolved: That the May Beautification Summary and Committee Minutes of May 3rd, 2022 be approved.

Carried RBM2022-

7.4 - Parking/Advocacy Committee

Parking/Advocacy Committee Member Steve Podolsky gave an overview of the current committee initiatives and updated on projects and goals, on behalf of Committee Chair, Charlie McDonald.

Moved By:

Seconded By:

Resolved: That the May Parking/Advocacy Summary and Committee Minutes of May 10th, 2022 be approved.

Carried RBM2022-

7.5 - Executive Committee

Board Chair Steve Podolsky gave an overview of the current committee initiatives.

Moved By:

Seconded By:

Resolved: That the May Executive Summary and Committee Minutes of May 12th, 2022 be approved.

Carried RBM2022-

7.6 - Executive Director Update

Melissa McFarland advised that all of her updates have been covered in previous items in the meeting.

8.0 - NEXT MEETING -----

Thursday, June 30th, 2022

7:30am

BIA Office Boardroom

7 York Street South

10.0 - ADJOURNMENT -----

Moved By:

Seconded By:

Resolved: That the May 26th, 2022 meeting of the Board of Directors be adjourned at

Carried RBM2022-



MINUTES

for the Regular Meeting of the Board of Directors

Thursday, June 30th, 2022
7:30am
BIA Office Boardroom, 7 York Street South

EXECUTIVE

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

DIRECTORS

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

LIAISONS

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

Meeting Called to Order by the Chair: 7:38am

In Attendance: Steve Podolsky, Sandra Falconer, Alana Forsyth, Jim Garbutt,
Councillor Pat Dunn, Councillor Pat O'Reilly

Recording Secretary: Melissa McFarland

Guests: None

Late Arrivals: None

Early Departures: None

Regrets / Absent: Wes Found, Matt Geraghty, Laura LeMiere, Ann Scarlett, Chief Mitchell,
Carlie Arbour

2.0 - ADMINISTRATIVE BUSINESS -----

2.1 - Adoption of Agenda

Moved By: Alana Forsyth **Seconded By:** Sandra Falconer

Resolved: That the agenda be adopted as circulated.

Carried RBM2022-39

2.2 - Declarations of Pecuniary Interest

2.3 - Adoption of Minutes

Moved By: Councillor Dunn **Seconded By:** Councillor O'Reilly

Resolved: That the Minutes of April 28th, 2022 be approved as circulated.

Carried RBM2022-40

3.0 - DEPUTATIONS -----

None Scheduled

4.0 - CORRESPONDENCE -----

None Received

5.0 - NEW BUSINESS -----

5.1 - Governance Refresher

Melissa McFarland submitted the committee-approved Terms of Reference for the Beautification, Marketing and Parking/Advocacy Committees in the agenda package.

Moved By: Steve Podolsky **Seconded By:** Councillor O'Reilly

Resolved: That the above Terms of Reference be approved as submitted.

Carried RBM2022-41

5.2 - Downtown Reconstruction Updates

Steve Podolsky updated. Paving and line painting has been completed in the Phase III construction area. Their Road Occupancy Permit has been extended to July 5th for cleanup and repair.

Additional hardware (benches, garbage cans) will not be placed on the street this season as the supply is delayed. They will be placed next spring. Sandra Falconer suggested that the furniture not be removed in winter going forward, as the furniture zone areas were not plowed last winter anyway. An inquiry has been made to follow up on the completion of the grounding work and the subsequent repairs.

6.0 - LIAISON UPDATES -----

6.1 - Police

Chief Mitchell sent regrets. Steve Podolsky advised that it's been observed that there has been an increase in the presence of homelessness in the back areas of downtown. KLPS has been asked for increased presence.

6.2 - Council

Councillor Dunn and Councillor O'Reilly updated on residential and commercial developments across Lindsay, and other items.

6.3 - Economic Development

No update provided.

7.0 - REPORTS -----

7.1 - Treasurer

Moved By: Councillor Dunn

Seconded By: Councillor O'Reilly

Resolved: That the Treasurer's Report of May 2022 be approved.

Carried RBM2022-42

7.2 - Marketing Committee

Sandra Falconer expressed that the Marketing Committee explore a post-reconstruction downtown celebration. The item will be placed on the next agenda.

Moved By: Alana Forsyth

Seconded By: Jim Garbutt

Resolved: That the Marketing Committee Minutes of April 28th and June 7th, 2022 be approved.

Carried RBM2022-43

7.3 - Beautification Committee

Moved By: Sandra Falconer

Seconded By: Jim Garbutt

Resolved: That the Beautification Committee Minutes of May 3rd, and June 9th, 2022 be approved.

Carried RBM2022-44

7.4 - Parking/Advocacy Committee

Discussion was held regarding the lamppost advertising item from the May 10th meeting and the item will

Moved By: Alana Forsyth

Seconded By: Jim Garbutt

Resolved: That the May Parking/Advocacy Summary and Committee Minutes of May 10th, June 14th, 2022 be approved.

Carried RBM2022-45

7.5 - Executive Committee

Moved By: Alana Forsyth

Seconded By: Councillor Dunn

Resolved: That the Executive Committee Minutes of May 12th, 2022 be approved.

Carried RBM2022-46

7.6 - Executive Director Update

Melissa McFarland advised that a meeting was held the previous day with staff from Economic Development, Realty Services and the Chief Building Official regarding annual awning fees. The item will be placed on the next Parking/Advocacy agenda for discussion, and a letter could be drafted.

Moved By: Sandra Falconer

Seconded By: Councillor O'Reilly

Resolved: That the Board explore the possibility of expanding the Board Composition to include a second position for a business owner or designate, and resident in the City of Kawartha Lakes, outside of the downtown.

Carried RBM2022-47

8.0 - NEXT MEETING -----

Thursday, July 28th, 2022

7:30am

BIA Office Boardroom

7 York Street South

10.0 - ADJOURNMENT -----

Moved By: Councillor Dunn

Seconded By: Councillor O'Reilly

Resolved: That the June 30th, 2022 meeting of the Board of Directors be adjourned at 8:55am.

Carried RBM2022-48



MINUTES

for the Regular Meeting of the Board of Directors

Thursday, July 28th, 2022
7:30am
BIA Office Boardroom, 7 York Street South

EXECUTIVE

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

DIRECTORS

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

LIAISONS

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

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

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

Recording Secretary: Melissa McFarland

Guests: None

Late Arrivals: None

Early Departures: Councillor Dunn (left 8:45am)

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

2.0 - ADMINISTRATIVE BUSINESS -----

2.1 - Adoption of Agenda

Moved By: Councillor Dunn **Seconded By:** Wes Found

Resolved: That the agenda be adopted as circulated.

Carried RBM2022-49

2.2 - Declarations of Pecuniary Interest

2.3 - Adoption of Minutes

Moved By: Alana Forsyth **Seconded By:** Councillor Dunn

Resolved: That the Minutes of June 30th, 2022 be approved as circulated.

Carried RBM2022-50

3.0 - DEPUTATIONS -----

None Scheduled

4.0 - CORRESPONDENCE -----

4.1 - Received from Board Director Laura LeMiere

Board Director Laura LeMiere sent a letter to advise of her resignation from the Board of Directors and Beautification Committee, due to the closure of Boiling Over's Coffee Vault, and subsequent schedule conflicts. She intends to remain on the Marketing Committee.

5.0 - NEW BUSINESS -----

5.1 - Policy Documents Review Update

Melissa McFarland advised that the Terms of Reference for each committee were approved at the previous Board of Directors meeting and are now officially on file in the office and will be distributed to each committee member for their records, as well as provided to new committee members as they join. Her next task will be to update the rest of the required policy docs and have those as drafts to present at the next meeting.

5.2 – Downtown Reconstruction Updates

Steve Podolsky updated. New Alliance is essentially finished in the downtown, despite some work not being completed and we are awaiting confirmation on who and when will complete those tasks. Unilock is bringing in a subcontractor to begin replacing the deficient brick. They will install the brick on William Street first, then moving on to Cambridge and Lindsay Streets through August and beginning on the west end of Kent Street in September. Coco Paving (now Green Infrastructure Partners) is doing surface work on York Street North, has moved on to another project for 4-6 weeks and will return to begin the infrastructure work on York Street South in the fall.

6.0 – LIAISON UPDATES -----

6.1 – Police

Chief Mitchell updated. His officers have been focusing attention on various encampments in the area, providing services and attempting to have the areas (such as McDonnell Park) cleared up.

Melissa McFarland advised the Chief of an incident that occurred outside the office the previous week, with an attempted theft and her concern with the lack of involvement by the attending officers. Chief Mitchell advised that he will investigate and follow up.

Discussion was held among the Board regarding the City’s approach to subsidized housing.

6.2 – Council

Councillor Dunn updated. Council is moving towards being in the election cycle and will be in ‘lame duck’ in the coming weeks. Speeding issues throughout the City are being addressed. CKL urban centres will be moving to a 40km/h speed limit in 2023.

6.3 – Economic Development

No update provided.

7.0 – REPORTS -----

7.1 – Treasurer

Moved By: Councillor Dunn

Seconded By: Wes Found

Resolved: That the Treasurer’s Report of June 2022 be approved.

Carried RBM2022-51

7.2 – Marketing Committee

Moved By: Alana Forsyth

Seconded By: Wes Found

Resolved: That the Marketing Committee Minutes of July 7th be approved.

Carried RBM2022-52

7.3 – Beautification Committee

No Minutes to Approve

7.4 - Parking/Advocacy Committee

No Minutes to Approve

7.5 - Executive Committee

No Minutes to Approve

7.6 - Executive Director Update

Melissa McFarland updated. There have been movements among the businesses downtown. Gusto Grande, in the former Grand Hotel location is slated to open in August. Boiling Over's Coffee Vault officially closed, and Olde Mill Primitives will be moving into that location from their current space next door on Cambridge Street. Kindred Café & Gathering Place will be opening in the former Furio Gifts location. The Doll House has closed, and Rustically Signed, now called The Makers Collective will be moving into that location. Unwrapped has opened in the former Hamilton Creek space. Hippie Head Space (formerly The Pipe and Bong) is now open in the former Kent Street Tattoo location, and another vape store is slated to open in their former William Street South space. Revel Realty brokerage has opened at 2 Kent Street, where Reveal Medi Spa had a secondary location, as have moved both of their locations (the other being on Lindsay St N) out of the downtown.

The Associate Membership program has been revived, and two existing members (Mackey's Funeral Home and Nesbitt's Meat Market) have renewed, and four new members have been secured (Coach & Horses, Wall It Wall Art, RJT Solutions, and the Lindsay Curling Club). Follow ups are being conducted with two existing members who have not yet committed to renewing, as well as a handful of others who have expressed interest.

Melissa McFarland advised the Board of Directors that she is pregnant, and due in December.

Moved By: Councillor Dunn

Seconded By: Wes Found

Resolved: That the Board of Directors move to a Closed Session to discuss matters related to personnel.

Carried RBM2022-53

Moved By: Jim Garbutt

Seconded By: Sandra Falconer

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

Carried RBM2022-54

8.0 - NEXT MEETING -----

Thursday, August 25th, 2022

7:30am

BIA Office Boardroom

7 York Street South

10.0 - ADJOURNMENT -----

Moved By:

Seconded By:

Resolved: That the July 28th, 2022 meeting of the Board of Directors be adjourned at 9:23am.

Carried RBM2022-55



MINUTES

for the Special Meeting of the Board of Directors

Thursday, August 11th, 2022
8:00am
BIA Office Boardroom, 7 York Street South

EXECUTIVE

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

DIRECTORS

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

LIAISONS

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

Moved By: Councillor O'Reilly

Seconded By: Wes Found

Resolved: That the Board of Directors move out of the Closed Session

Carried SBM2022-03

That the Executive Director is to follow the direction of the Board, with the motion that was made in Closed Session, in regards to the replacement of the Executive Director position for coverage of the maternity leave.

4.0 - NEXT MEETING -----

Regular Meeting of the Board of Directors

Thursday, August 25th, 2022

7:30am

BIA Office Boardroom

7 York Street South

10.0 - ADJOURNMENT -----

Moved By: Wes Found

Seconded By: Sandra Falconer

Resolved: That the August 11th, 2022 Special Meeting of the Board of Directors be adjourned at 9:18am.

Carried SBM2022-04



MINUTES

for the Regular Meeting of the Board of Directors

Thursday, August 25th, 2022
7:30am
BIA Office Boardroom, 7 York Street South

EXECUTIVE

Chair - Steve Podolsky | A&L Investments
Vice-Chair - Matt Geraghty | Thrive Coworking Community
Treasurer - Wes Found (Acting) | Linborough Property Corp

DIRECTORS

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

LIAISONS

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

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

In Attendance: Steve Podolsky, Wes Found, Sandra Falconer, Jim Garbutt, Ann Scarlett, Councillor Pat Dunn, Councillor Pat O'Reilly

Recording Secretary: Melissa McFarland

Guests: Evan Jaglall, Rebecca Mustard

Late Arrivals: None

Early Departures: None

Regrets / Absent: Matt Geraghty, Alana Forsyth, Chief Mitchell, Carlie Arbour

2.0 - ADMINISTRATIVE BUSINESS -----

2.1 - Adoption of Agenda

Moved By: Wes Found **Seconded By:** Councillor O'Reilly

Resolved: That the agenda be adopted as circulated. **Carried RBM2022-56**

2.2 - Declarations of Pecuniary Interest

2.3 - Adoption of Minutes

Moved By: Councillor Dunn **Seconded By:** Ann Scarlett

Resolved: That the Minutes of July 28th be approved as circulated. **Carried RBM2022-57**

Moved By: Councillor Dunn **Seconded By:** Wes Found

Resolved: That the Minutes of the Special Board Meeting of August 11th be approved as circulated. **Carried RBM2022-58**

3.0 - DEPUTATIONS -----

None Scheduled

4.0 - CORRESPONDENCE -----

None Received

5.0 - NEW BUSINESS -----

5.1 - Board Governance & Policy Updates

Melissa McFarland presented a draft of the Hiring Policy for the Board's review.

Moved By: Wes Found **Seconded By:** Sandra Falconer

Resolved: That the presented draft Hiring Policy be approved with the agreed-upon changes. **Carried RBM2022-59**

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

Resolved: That the LDBIA Board of Directors request and receive a performance and operations audit review by persons of appropriate authority regarding compliance with its governing documents including

Constitution, Procedural By-Law, Code of Conduct etc, Rules of Ontario BIA Membership and all pertinent and relevant Municipal, Provincial and/or Federal rules, regulations and laws etc.

	In Favour	Opposed	Abstain	Absent
Steve Podolsky		X		
Matt Geraghty				X
Wes Found		X		
Sandra Falconer		X		
Alana Forsyth				X
Jim Garbutt	X			
Ann Scarlett		X		
Councillor Pat Dunn		X		
Councillor Pat O'Reilly		X		

Motion Failed

5.2 – Board of Directors’ Elections

Melissa McFarland advised that Board Elections are required to take place following Municipal Elections which are scheduled for October 14th – 24th. She has targeted the first week of November for Board Elections and the Annual General Meeting. Discussion was held on recruitment, and creating a marketing sales pitch for potential new recruits.

The Annual General Meeting and Board Elections will take place on Thursday, November 3rd, at Pie Eyed Monk at 6:00pm, pending availability.

5.3 – Downtown Reconstruction Updates

Steve Podolsky updated. York Street North is close to completion. York Street South is seeing prep work for accessing parking and for deliveries. Deficiencies are being addressed. Brick work has taken place on William Street and York Street and a schedule for the rest of downtown is being developed. Discussion was held regarding the flowerbed by Shell station on Russell, as well as on Peel Street by Lot M1, and the City have not determined which department is responsible for maintaining these areas.

Sandra Falconer raised the issue of storefront cleaning that was not completed by New Alliance and Steve Podolsky advised that we will follow up with Engineering. Councillor Dunn advised that claims should be filed with the City for individual issues.

6.0 – LIAISON UPDATES -----

6.1 – Police

Chief Mitchell sent regrets.

6.2 – Council

Councillor Dunn updated. Council is now in ‘Lame Duck’ and will have limited duties through election season.

6.3 – Economic Development

Rebecca Mustard updated on behalf of Carlie Arbour. Economic Development will be attending meetings going forward. Million Dollar Makeover will be opening fall for new intake. Digital Main Street grant funding will be available, and a position has been posted for a Service Squad contract until March 2024. Starter Company Plus has training for business startups. Small Business Week is coming up in October. KLSBEC, KLCFDC, BIA, and local Chambers will be involved for programming. The Pathways to Prosperity program through Workforce Development Board is taking potential entry level workers, and providing training in needed industries, notably line cooks. First group has graduated, all from Peterborough, local candidates needed. Trent University is running their Community Concierge program, addressing how to place students with local businesses, to reduce graduates who leave the community following graduations, and to encourage long term relationships.

7.0 – REPORTS -----

7.1 – Treasurer

Moved By: Councillor Dunn

Seconded By: Wes Found

Resolved: That the Treasurer’s Report of July 2022 be approved.

Carried RBM2022-60

Wes Found and Melissa McFarland provided an update on cash flow projections, the request for advance from Carolyn Daynes, and discussing how the Parking Control budget is likely the issue for the projected shortfall. Carolyn Daynes also advised that the monthly bookkeeping can be done through her department moving forward.

7.2 – Marketing Committee

No Minutes to Approve

7.3 – Beautification Committee

Moved By: Sandra Falconer

Seconded By: Councillor Dunn

Resolved: That the Beautification Committee Minutes of August 2nd be approved.

Carried RBM2022-61

7.4 – Parking/Advocacy Committee

Moved By: Wes Found

Seconded By: Jim Garbutt

Resolved: That the Parking/Advocacy Committee Minutes of August 9th be approved. **Carried RBM2022-62**

7.5 – Executive Committee

No Minutes to Approve

7.6 – Executive Director Update

Melissa McFarland updated. Gusto Grande has opened in the former Grand Hotel location, and Olde Mill Primitives has opened in their new location on the corner of Cambridge & Kent.

Evan Jaglall has begun training for the Executive Director position, and will continue throughout the fall.

Correspondence from a business owner was brought forward regarding vagrancy and crime in the areas behind the business, and discussion was held regarding how such items could possibly be addressed. The item will be placed on the Advocacy Agenda for further discussion.

8.0 - NEXT MEETING -----

Thursday, September 29th, 2022

7:30am

BIA Office Boardroom

7 York Street South

9.0 - ADJOURNMENT -----

Moved By: Ann Scarlett

Seconded By: Councillor O'Reilly

Resolved: That the August 25th, 2022 meeting of the Board of Directors be adjourned at 9:05am.

Carried RBM2022-63



MINUTES

for the Regular Meeting of the Board of Directors

Thursday, September 29th, 2022
7:30am
BIA Office Boardroom, 7 York Street South

EXECUTIVE

Chair - Steve Podolsky | A&L Investments
Vice-Chair | Vacant
Treasurer - Wes Found (Acting) | Linborough Property Corp

DIRECTORS

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

LIAISONS

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

Meeting Called to Order by the Chair: 7:38am

In Attendance: Steve Podolsky, Wes Found, Jim Garbutt, Councillor Pat Dunn, Councillor Pat O'Reilly, Carlie Arbour

Recording Secretary: Melissa McFarland

Guests: Evan Jaglall

Late Arrivals: Sandra Falconer (7:55am)

Early Departures: Carlie Arbour (8:05am)

Regrets / Absent: Alana Forsyth, Ann Scarlett, Chief Mitchell

2.0 - ADMINISTRATIVE BUSINESS -----

2.1 - Adoption of Agenda

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

Resolved: That the agenda be adopted as circulated. **Carried RBM2022-64**

2.2 - Declarations of Pecuniary Interest

2.3 - Adoption of Minutes

Moved By: Councillor Dunn **Seconded By:** Councillor O'Reilly

Resolved: That the Minutes of August 25th be approved as circulated. **Carried RBM2022-65**

3.0 - DEPUTATIONS -----

None Scheduled

4.0 - CORRESPONDENCE -----

4.1 - Received from Matt Geraghty, Vice-Chair

Matt Geraghty addressed the Board of Directors to inform them of his resignation from the Board and the Marketing Committee, effective immediately.

4.2 - Received from Darlene Algire, Beautification Committee

Darlene Algire advised of her resignation from the Beautification Committee, effective immediately.

5.0 - NEW BUSINESS -----

5.1 - 2023 Budget Updates

Steve Podolsky and Melissa McFarland updated on budgetary items for the various committees and are still gathering information. Melissa McFarland requested for a special budget meeting to be scheduled, in which a completed draft will be presented, and the Board can then make any necessary adjustments ahead of the October 31st deadline. The Board agreed to a meeting on Thursday, October 13th at 8:00am.

5.2 – Board of Directors’ Elections

Melissa McFarland advised on advice from OBIAA, Board Elections are to be taking place after the Municipal Council has been sworn in and taken office, and can occur no earlier than the end of Q4 (end of November) through Q1 (mid-February), and that most BIA’s are conducting theirs, along with their AGM, in January. She will research dates with the Pie Eyed Monk to present at the next meeting for consideration.

5.3 – Downtown Reconstruction Updates

Steve Podolsky updated. York Street North is close to completion after a delay of concrete, and the bricks are being laid currently. York Street South is seeing the water services switched over and curbs beginning shortly. Issues with the tree pit mulch mats have been identified but no solution proposed yet. Sidewalk replacement is going well, and the target is to have Kent Street completed to Cambridge Street by winter. The Irish House lot is being constructed, and is slated to be a permit-only lot, and staff is investigating the rationale for the decision and will report back.

6.0 – LIAISON UPDATES -----

6.1 – Police

Chief Mitchell sent regrets.

6.2 – Council

Councillor Dunn updated about final activities of the existing sitting council, and some upcoming plans for residential and commercial development.

6.3 – Economic Development

Carlie Arbour updated. Million Dollar Makeover is open for applications and are due end of October for 2023 projects. Applicants will be notified at the beginning of January, with second intake pending depending on remaining funding. FarmFest is this weekend with some additional traffic expected downtown. Digital Main Street hiring now for the Service Squad, with a contract until March 2024 as a CKL employee. Pathways to Prosperity has opened new training for incumbent workers, even supervisory or managerial, and extra training for line cooks. Discussion was also held about the Concierge project through Trent University. EcDev/Chamber/BIA meetings have been discussion board diversity, with pulling in different sectors and diversifying skills. The Omemee reconstruction project is underway and Economic Development has been spending time with businesses there.

7.0 – REPORTS -----

7.1 – Treasurer

Moved By: Wes Found

Seconded By: Councillor Dunn

Resolved: That the Treasurer’s Report of August 2022 be approved.

Carried RBM2022-66

7.2 – Marketing Committee

Moved By: Jim Garbutt

Seconded By: Councillor O’Reilly

Resolved: That the Marketing Committee Minutes of September 15th be approved.

Carried RBM2022-67

7.3 – Beautification Committee

Moved By: Wes Found

Seconded By: Jim Garbutt

Resolved: That the Beautification Committee Minutes of September 6th be approved. **Carried RBM2022-68**

Discussion was held regarding issues with tagging and graffiti. Jim Garbutt suggested that a response team style project be developed for removal, and the item will be placed on the Beautification agenda.

7.4 – Parking/Advocacy Committee

Moved By: Councillor Dunn

Seconded By: Wes Found

Resolved: That the Parking/Advocacy Committee Minutes of September 13th be approved.

Carried RBM2022-69

7.5 – Executive Committee

No Minutes to Approve

7.6 – Executive Director Update

Melissa McFarland updated on business movements downtown. Kindred Café is open at 148 Kent Street West. At 23 Kent Street West, Parisse’s Closet has left, and the building has sold to the owners of Brock Built Ins. A new vape store is expected to open there. Gridley’s Soap & Bodycare has rented 35 William North and receives the keys today.

A new Parking Control Officer, Ron, has started and is doing very well. His first solo day was yesterday. The BIA took on a co-op student, Ashtun, from LCVI and he is spending the mornings with Evan, working on social media, both in the office and out engaging with businesses.

Melissa’s last day prior to maternity leave will be November 18th. Her intention is to have Evan Jaglall fully trained in her position prior to this date and has worked out the budget to have a new Marketing & Events Coordinator hired for November 7th, which will ensure a seamless transition.

Classics on Kent will be returning in 2023. A preliminary meeting was held with an interested party who is familiar with other car shows, and a new committee is being dev

8.0 – NEXT MEETING -----

Special Budget Meeting

Thursday, October 13th

8:00am

BIA Office Boardroom

7 York Street South

Regular Meeting

Thursday, October 27th, 2022

7:30am

BIA Office Boardroom

7 York Street South

9.0 – ADJOURNMENT -----

Moved By: Sandra Falconer

Seconded By: Wes Found

Resolved: That the September 29th, 2022 meeting of the Board of Directors be adjourned at 8:55am.

Carried RBM2022-70



MINUTES

for the Special Budget Meeting of the Board of Directors

Thursday, October 13th, 2022
8:00am
BIA Office Boardroom, 7 York Street South

EXECUTIVE

Chair - Steve Podolsky | A&L Investments
Vice-Chair | Vacant
Treasurer - Wes Found (Acting) | Linborough Property Corp

DIRECTORS

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

LIAISONS

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

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

In Attendance: Steve Podolsky, Wes Found, Sandra Falconer, Jim Garbutt, Ann Scarlett,
Councillor Pat Dunn

Recording Secretary: Melissa McFarland

Guests: Evan Jaglall

Late Arrivals: None

Early Departures: Ann Scarlett (left 8:55am)

Regrets / Absent: Alana Forsyth, Councillor Pat O'Reilly, Carlie Arbour, Chief Mitchell

2.0 - BUDGET DISCUSSIONS -----

Moved By: Wes Found **Seconded By:** Sandra Falconer

Resolved: That the Draft 2023 Budget be approved.

Carried SBM2022-01

3.0 - ADJOURNMENT -----

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

Resolved: That the October 13th, 2022 Budget Meeting of the Board of Directors be adjourned at 9:41am.

Carried SBM2022-02

ADMINISTRATION BUDGET		MARKETING BUDGET		BEAUTIFICATION BUDGET		PARKING BUDGET	
Payroll		Payroll		Payroll & Contracts		Payroll	
Executive Director	52,000.00	Marketing & Events	38,000.00	Outside Contractors	43,000.00	Community Liaison	26,000.00
	52,000.00	Summer Student	5,000.00	Maintenance Support	8,000.00	Parking Control Officer	42,000.00
			43,000.00		51,000.00		
Occupancy Costs		Events		Flowers & Trees		Miscellaneous Costs	
Lease	9,492.00	Spring Shopping	2,000.00	Spring	3,500.00	Uniforms	1,000.00
Phone	1,692.00	Summer Arts & Culture	2,000.00	Summer	40,000.00	Other	1,000.00
Hydro	2,920.00	Fall Food	2,000.00	Fall	11,000.00		
Cogeco	1,296.00	Holiday Season	10,000.00	Winter	9,000.00		
	15,400.00	Event Support	3,000.00		63,500.00		
			19,000.00	General Supplies			
Miscellaneous		Advertising & Promotions		Ashtrays (x6)	1,500.00		
Insurance	2,400.00	Gift Cert Giveaways	1,000.00	Bin Liners (x10)	500.00		
Office Supplies	1,200.00	General Advertising	3,000.00	Maintenance Supplies	1,000.00		
Subscriptions	3,000.00	Media Subsidies	3,000.00	Holiday Decorations	500.00		
			7,000.00	Additional Items			
				Extra Planters	10,000.00		
	74,000.00		69,000.00		128,000.00		70,000.00

EXPENSE BUDGET REQUIRED = 341,000.00

REVENUE SOURCES

HST Return	8,000.00	
CPDF (Beautification)	65,000.00	
Canada Summer Jobs	5,000.00	
Community Liaison Subsidy	70,000.00	
Associate Memberships	1,000.00	
New Levy (Increase Required)	192,000.00	29.02%



MINUTES

for the Regular Meeting of the Board of Directors

Thursday, October 27th, 2022
7:30am
BIA Office Boardroom, 7 York Street South

EXECUTIVE

Chair - Steve Podolsky | A&L Investments
Vice-Chair | Vacant
Treasurer - Wes Found (Acting) | Linborough Property Corp

DIRECTORS

Sandra Falconer | Appleseed Quiltworks
Alana Forsyth | Alana Maria Photography
Jim Garbutt | A Buy & Sell Shop
Ann Scarlett | The Kent Florist
Vacant | CKL Council
Vacant | CKL Council

LIAISONS

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

Meeting Called to Order by the Chair: 7:41am

In Attendance: Steve Podolsky, Sandra Falconer, Carlie Arbour, Ann Scarlett, Ch. Mark Mitchell, Jim Garbutt

Recording Secretary: Evan Jaglall

Guests: Melissa McFarland

Late Arrivals:

Early Departures:

Regrets / Absent: Wes Found

2.0 - ADMINISTRATIVE BUSINESS -----

2.1 - Adoption of Agenda

Moved By: Jim Garbutt

Seconded By: Sandra Falconer

Resolved: That the amended agenda be adopted as circulated.

Carried RBM2022-71

2.2 - Declarations of Pecuniary Interest

2.3 - Adoption of Minutes

Moved By: Sandra Falconer

Seconded By: Ann Scarlett

Resolved: That the Minutes of September 29th be approved as circulated.

Carried RBM2022-72

3.0 - DEPUTATIONS -----

None Scheduled

4.0 - CORRESPONDENCE -----

4.1 - Alana Forsyth Resignation

Steve Podolsky updated on the resignation of Alana Forsyth.

5.0 - NEW BUSINESS -----

5.1 - 2023 Budget

Steve Podolsky and Melissa McFarland updated on the updated 2023 budget.

Moved By: Sandra Falconer

Seconded By: Ann Scarlett

Resolved: That the Special Budget Minutes from October 13th be approved.

Carried RBM2022-73

5.2 - Downtown Reconstruction Updates

Steve Podolsky updated on the ongoing construction in the downtown. The sidewalk is almost near completion for the season. Currently working in generalized areas but have been very efficient and productive and will continue to work as weather permits. There have still been delays in asphalt supply.

6.0 - LIAISON UPDATES -----

6.1 - Police

Chief Mitchell updated on the current status of the policing board as they will be going through a large change similar to other boards. Chief Mitchell discussed the ongoing concerns with homeless peoples in the downtown as it is not an isolated issue and is continued to be addressed. Chief Mitchell discussed how housing alone will not address this issue. Discussion on a temporary warming centre for the winter months but nothing has derived from it.

6.2 - Council

None Scheduled

6.3 - Economic Development

Carlie Arbour updated on the ongoing economic development initiatives. Application for the Million-Dollar Makeover funding is coming up at the end of the month, each property is eligible for up to \$10,000. Last week was small business week, updated on the initiatives held in the downtown area. CFDC will be opening new small business start-up office above Scotiabank called Launch Kawartha. Discussion was held on ways the BIA and its membership could benefit from CFDC services if they offer support for struggling businesses not just new business start-ups. Digital Service Squad has a new hiring that will soon be announced.

7.0 - REPORTS -----

7.1 - Treasurer

Moved By: Jim Garbutt

Seconded By: Sandra Falconer

Resolved: That the Treasurer's Report of September 2022 be approved.

Carried RBM2022-74

7.2 - Marketing Committee

Moved By: Ann Scarlett

Seconded By: Steve Podolsky

Resolved: That the Marketing Committee Minutes of October 4th be approved.

Carried RBM2022-75

7.3 - Beautification Committee

Moved By: Jim Garbutt

Seconded By: Sandra Falconer

Resolved: That the Beautification Committee Minutes of October 6th be approved.

Carried RBM2022-76

7.4 - Parking/Advocacy Committee

Moved By: Jim Garbutt

Seconded By: Ann Scarlett

Resolved: That the Parking/Advocacy Committee Minutes of October 11th be approved.

Carried RBM2022-77

7.5 - Executive Committee

No Minutes to Approve

7.6 - Executive Director Update

Melissa McFarland updated on the ongoing executive director initiatives. The Trading Card Store has opened, sign is still in the works. Two new businesses will be opening at 4 ½ Cambridge Street North, one is to be a baby store and the other is to be women's clothing, planned to be open end of November. Melissa McFarland will officially begin her mat-leave absence November 18th. Discussed putting together an information package and recruitment team for the Board of Directors.

8.0 - NEXT MEETING -----

Thursday, December 1st, 2022

7:30am

BIA Office Boardroom

7 York Street South

9.0 - ADJOURNMENT -----

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

Resolved: That the October 27th, 2022 meeting of the Board of Directors be adjourned at 8:50am.

Carried RBM2022-78



MINUTES

for the Regular Meeting of the Board of Directors

Thursday, December 1st, 2022
7:30am
BIA Office Boardroom, 7 York Street South

EXECUTIVE

Chair - Steve Podolsky | A&L Investments
Vice-Chair | Vacant
Treasurer - Wes Found (Acting) | Linborough Property Corp

DIRECTORS

Sandra Falconer | Appleseed Quiltworks
Alana Forsyth | Alana Maria Photography
Jim Garbutt | A Buy & Sell Shop
Ann Scarlett | The Kent Florist
Vacant | CKL Council
Vacant | CKL Council

LIAISONS

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

Meeting Called to Order by the Chair: 7:45am

In Attendance: Steve Podolsky (Virtual), Wes Found (Virtual), Sandra Falconer, Jim Garbutt, Carlie Arbour

Recording Secretary: Evan Jaglall

Guests:

Late Arrivals:

Early Departures:

Regrets / Absent: Chief Mark Mitchell, Ann Scarlett

2.0 - ADMINISTRATIVE BUSINESS -----

2.1 - Adoption of Agenda

Moved By: Wes Found

Seconded By: Sandra Falconer

Resolved: That the amended agenda be adopted as circulated.

Carried RBM2022-79

2.2 - Declarations of Pecuniary Interest

2.3 - Adoption of Minutes

Moved By: Wes Found

Seconded By: Jim Garbutt

Resolved: That the Minutes of October 27th be approved as circulated.

Carried RBM2022-80

3.0 - DEPUTATIONS -----

None Scheduled

4.0 - CORRESPONDENCE -----

4.1 - OBIAA Board Governance

Steve Podolsky addressed the Board about a group Board Governance training session for the Board and Committees of the BIA. This would be done after the elections & nominations taking place at the Annual General Meeting. The Board agreed that this is of utmost importance.

5.0 - NEW BUSINESS -----

5.1 - Downtown Updates

Steve Podolsky stated that the construction in the downtown is done for the season and remaining brick is to be stored at the Salvation Army lot for when it recommences in the new year. Jim Garbutt stated his concern with certain areas of sidewalk where brick is uneven, causing a tripping hazard. Steve Podolsky addressed this issue with the action that he will inquire about the correction with the construction team, however it may not be corrected until the Spring. He will update the Board on this initiative once complete. Sandra Falconer questioned on what will be done about the damages that have occurred during construction to business fronts. Steve Podolsky stated that the BIA should put together a list of all business fronts who have incurred damages during construction and bring this to the construction team.

6.0 - LIAISON UPDATES -----

6.1 - Police

Chief Mark Mitchell was absent therefore no updates were provided.

6.2 - Council

Council members were absent therefore no updates were provided.

6.3 - Economic Development

Carlie updated the Board on the most recent Economic Development initiatives. Digital Service Squad is now back in place with Economic Development and Edward Hilton at the helm until March 2024. They have already begun communicating with downtown businesses and provide services for online help and digital assistance. Million Dollar Makeover will likely be reopening in the new year for another intake for applications. The Downtown Revitalization Project, a Kawartha Lakes program, which was launched back in March of 2022 is moving along great, where the city talked to many local entrepreneurs and business owners to see how a plan can lead to economic vitality in the Kawartha Lakes. Steve Podolsky has already been involved in the program. Carlie Arbour also stated that in the new year the BIA should setup a tour with the CFDC's new Venture North model.

7.0 - REPORTS -----

7.1 - Treasurer

Moved By: Wes Found

Seconded By: Steve Podolsky

Resolved: That the Treasurer's Report of October 2022 be approved.

Carried RBM2022-81

7.2 - Marketing Committee

Moved By: Steve Podolsky

Seconded By: Wes Found

Resolved: That the Marketing Committee Minutes of November 1st be approved.

Carried RBM2022-82

7.3 - Beautification Committee

Discussion was held to revise the minutes of the November 3rd Beautification Committee Minutes. A motion was made to amend the Beautification Committee Minutes. The minutes to be amended to the following:

"Karen Cooke noted that 4 municipalities she had worked for and 2 others in Kawartha Lakes only decorate their Christmas Trees with lights and no ornaments."

"Sandra Falconer stated that the Beautification committee should brainstorm light show ideas and were to bring them to the next Beautification meeting. This initiative would create more exposure for the downtown and all money received will go to towards charity, furthering good will."

Moved By: Sandra Falconer

Seconded By: Jim Garbutt

Resolved: That the amended Beautification Committee Minutes of November 3rd be approved.

Carried RBM2022-83

7.4 - Parking/Advocacy Committee

No Minutes to Approve

7.5 - Executive Committee

No Minutes to Approve

7.6 - Executive Director Update

Discussion was held about businesses who would like to purchase additional urns as part of the recent winter plantings Beautification initiative. Steve Podolsky stated that businesses should reach out to Ann Scarlett of Kent Florist for purchase. Sandra Falconer added that the BIA should compile a list of all businesses who would like additional urns and bring this directly to Ann Scarlett for ease of purchase. An action was made for the BIA to put together an email to the membership to see who would like additional urns.

Evan Jaglall addressed the Board with recent initiatives in his new role. He has ongoing training practices and plans to meet with Kay Matthews of the OBIAA for direction in his new role. Evan Jaglall discussed the idea of filmmaking in the downtown; however, it is a difficult subject as the downtown has been shut down for years do to construction and this would result in more shutdowns. Carlie Arbour added that this filmmaking initiative is an ongoing process that the Board should discuss in the new year once the new Board of Directors is in place. Evan Jaglall discussed the preparation for a new Marketing & Events Coordinator in the BIA and that he will be bringing a list of applicants to the next Marketing Committee meeting along with a full schedule of events and initiatives in 2023. Sandra Falconer and Jim Garbutt stated they would like to see a direct hiring process and hiring committee made during the next Marketing Committee as well. The Marketing position shall be hired by a Board committee, with representation from the Marketing committee, similar to what has happened in the past. A motion was made by Sandra Falconer that the Board explores all aspects of media in in the 2023 marketing campaign. All present Board members were in favour (Sandra Falconer, Wes Found, Jim Garbutt, and Steve Podolsky). Evan Jaglall also discussed that a recruitment strategy needs to be in place for the Board of Directors elections. The BIA has already made a blast in the most recent Chamber Newsletter to announce the vacancy. Evan Jaglall and Steve Podolsky will be meeting Friday, December 2nd to brainstorm recruitment strategies and how to improve on our current strategies that exist.

Moved By: Sandra Falconer

Seconded By: Jim Garbutt

Resolved: That the Board explores all aspects of media in 2023.

Carried RBM2022-84

8.0 - NEXT MEETING -----

Date TBA

7:30am

BIA Office Boardroom

7 York Street South

9.0 - ADJOURNMENT -----

Moved By: Wes Found

Seconded By: Sandra Falconer

Resolved: That the December 1st, 2022 meeting of the Board of Directors be adjourned at 9:45am.

Carried RBM2022-85



MINUTES

for the Meeting of the Beautification Committee

Tuesday, January 4th, 2022
8:00am
Century Theatre, 141 Kent Street West

CHAIR

Steve Podolsky | A&L Investments

VOTING MEMBERS

Darlene Algire | Houghton Creek

Jim Garbutt | A Buy & Sell Shop

Sandra Falconer | Appleseed Quiltworks

Councillor Pat Dunn | CKL Council

LIAISONS

Karen Cooke | CKL Parks

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

In Attendance: Steve Podolsky, Sandra Falconer, Councillor Pat Dunn

Recording Secretary: Melissa McFarland

Guests: None

Late Arrivals: Darlene Algire (8:15am)

Early Departures: None

Regrets/Absent: Jim Garbutt, Karen Cooke

2.0 - ADMINISTRATIVE BUSINESS -----

2.1 - Adoption of Agenda

Moved By: Sandra Falconer

Seconded By: Councillor Dunn

Resolved: That the agenda be adopted as circulated.

Carried BC2022-01

2.2 - Declarations of Pecuniary Interest

None Declared

2.3 - Adoption of Minutes

Moved By: Councillor Dunn

Seconded By: Sandra Falconer

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

Carried BC2021-02

3.0 - DEPUTATIONS -----

None Scheduled

4.0 - CORRESPONDENCE -----

4.1 - Received from LeAnn Donnelly, Executive Assistant, Community Services, City of Kawartha Lakes

A letter was received to advise the Lindsay Downtown BIA that their application to the Lindsay Legacy C.H.E.S.T. Fund was approved in the amount of \$50,000, towards new planters, seasonal decorations and art installations on Kent Street in Lindsay. Melissa McFarland will inform Ann Scarlett at Kent Florist that the order for new planters can be placed for spring. Sandra Falconer advised that Kent Florist should be paid for the new planters that she installed with the winter greenery.

5.0 - NEW BUSINESS -----

5.1 - Reconstruction Items

The fencing in front of the ValuMart lot was removed, and the removal of the trailer followed. There is still garbage and debris in the lot and Steve Podolsky has requested to Engineering that New Alliance return to clean up and there are still some lampposts not functioning. Phase IV construction is to begin in late winter, and Engineering has indicated that they will be conducting business visits prior.

Sandra Falconer suggested that an email be sent to the membership requesting that if they still have any outstanding issues with their property that need to be addressed by New Alliance, that they advise Melissa McFarland so that she can ensure they are passed on to CIMA and Engineering.

The ESA inspections that were slated to take place in December may not have been fully conducted. A follow up will be made to inquire if they will still be happening in the new year.

5.2 - 2022 Planning

My Main Street Community Activator Grant is open for applications and closes February 1st. Discussion was held about possible grant projects, including lamppost Christmas décor, new banners and street spanning banners, which would require approval from Council to change the by-law, possibly through Public Works. A letter will be sent to Council to make this request. Melissa McFarland will work towards completing the application and keep the committee informed so that it can be submitted by the deadline, following approval at the January 27th Board meeting.

Discussion was held regarding the wayfinding signage that has been on the table since the Downtown Revitalization study, and was also addressed in the Parking Study. A letter will be sent that advises the various City departments of our interest and inquiring about a possible timeline.

Discussion was held regarding the bumpout planters and when the BIA should be taking responsibility for planting and maintaining them. The RFP's for all horticulture items will go out after the February 1st meeting, and Melissa McFarland will prepare drafts for approval at that meeting.

The information kiosk plan that was rejected by Land Management will also be revived, with a letter going to Council to request that this proposal be reconsidered.

5.3 - Other Items

Karen Cooke sent regrets but inquired about the removal of the Christmas tree. Steve Podolsky will advise her that it can come down any time and to please inform of us of the date. The snowmen can be removed any time as well, and an attempt will be made to order more as backup for next year.

6.0 - NEXT MEETING -----

Tuesday, February 1st, 2022
8:00am
Century Theater 141 Kent Street West

7.0 - ADJOURNMENT -----

Moved By: Darlene Algire

Seconded By: Councillor Dunn

Resolved: That the January 4th, 2022 meeting of the Marketing Committee be adjourned at 9:07am.

Carried BC2022-03



MINUTES

for the Meeting of the Beautification Committee

Tuesday, February 1st, 2022
8:00am
Century Theatre, 141 Kent Street West

CHAIR

Steve Podolsky | A&L Investments

VOTING MEMBERS

Darlene Algire | Houghton Creek

Jim Garbutt | A Buy & Sell Shop

Sandra Falconer | Appleseed Quiltworks

Councillor Pat Dunn | CKL Council

LIAISONS

Karen Cooke | CKL Parks

Meeting Called to Order by the Chair: 8:35am

In Attendance: Steve Podolsky, Darlene Algire, Sandra Falconer

Recording Secretary: Melissa McFarland

Guests: None

Late Arrivals: None

Early Departures: None

Regrets/Absent: Jim Garbutt, Councillor Pat Dunn, Karen Cooke

2.0 - ADMINISTRATIVE BUSINESS -----

2.1 - Adoption of Agenda

Moved By: Sandra Falconer

Seconded By: Darlene Algire

Resolved: That the agenda be adopted as circulated.

Carried BC2022-04

2.2 - Declarations of Pecuniary Interest

None Declared

2.3 - Adoption of Minutes

Moved By: Darlene Algire

Seconded By: Sandra Falconer

Resolved: That the Minutes of January 4th, 2022 be approved as circulated.

Carried BC2021-05

3.0 - DEPUTATIONS -----

None Scheduled

4.0 - CORRESPONDENCE -----

None Received

5.0 - NEW BUSINESS -----

5.1 - 2022 RFP's

Melissa McFarland distributed drafts of the RFP for spring planters, summer planters, summer hanging baskets, fall planters and winter planters. Details were finalized and the RFP will be circulated to area greenhouses, florists and suppliers.

5.2 - Other Items

Steve Podolsky advised that missing or vandalized ashtrays were installed where needed, as well as an additional one at Cambridge Street Mall.

Discussion was held about the ValuMart lot and how to make it more aesthetically pleasing by visually cutting off the back portion of the lot, which is underutilized and contributes to it being an eyesore. The committee will consider various options, using the large concrete planters, tall plants and perhaps some type of fencing, as the weather warms up. Steve Podolsky will speak to Mark Reid about the idea.

6.0 - NEXT MEETING -----

Tuesday, March 1st, 2022
8:00am
BIA Office Boardroom
7 York Street South

7.0 - ADJOURNMENT -----

Moved By: Darlene Algire

Seconded By: Councillor Dunn

Resolved: That the February 1st, 2022 meeting of the Marketing Committee be adjourned at 9:07am.

Carried BC2022-03



MINUTES

for the Meeting of the Beautification Committee

Tuesday, March 1st, 2022
8:00am
BIA Office Boardroom, 7 York Street South

CHAIR

Steve Podolsky | A&L Investments

VOTING MEMBERS

Darlene Algire | Houghton Creek

Jim Garbutt | A Buy & Sell Shop

Sandra Falconer | Appleseed Quiltworks

Councillor Pat Dunn | CKL Council

LIAISONS

Karen Cooke | CKL Parks

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

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

Recording Secretary: Melissa McFarland

Guests: Laura LeMiere

Late Arrivals: Jim Garbutt (8:30am)

Early Departures: Councillor Dunn (9:22am)

Regrets/Absent: Karen Cooke

2.0 - ADMINISTRATIVE BUSINESS -----

2.1 - Adoption of Agenda

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

Resolved: That the agenda be adopted as circulated. **Carried BC2022-07**

2.2 - Declarations of Pecuniary Interest

None Declared

2.3 - Adoption of Minutes

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

Resolved: That the Minutes of February 1st, 2022 be approved as circulated. **Carried BC2021-08**

3.0 - DEPUTATIONS -----

None Scheduled

4.0 - CORRESPONDENCE -----

None Received

5.0 - NEW BUSINESS -----

5.1 - 2022 RFP's

Melissa McFarland distributed the submitted RFP's from Hill's Florist and Kent Florist for review.

	Spring	Summer	Fall	Winter
Storefront Planters	Kent Florist	Hill's Florist	Hill's Florist	Defer
Large Planters	n/a	Hill's Florist	Hill's Florist	n/a
Hanging Baskets	n/a	Hill's Florist	n/a	n/a

Moved By: Darlene Algire **Seconded By:** Sandra Falconer

Resolved: That the items on the reviewed RFP be awarded as per the table above. **Carried BC2022-09**

5.2 - Other Items

Discussion was held regarding the bumpout planters. Clarification is needed on the Phase II and Phase III bumpouts regarding responsibility for plantings, weeding and watering. Inquiries will be made for what materials have been planted, or are to be planted still, and what the longer term plan from Engineering / CIMA / the contractors for each phase. Steve Podolsky and Melissa McFarland will contact CIMA and Engineering to have these questions answered.

Darlene Algire requested discussion of the line painting in the Phase III area of reconstruction, as she has concerns with visibility especially in dark and wet conditions.

Discussion was held regarding the ValuMart lot and steps that can be taken to beautify the space on a season to season basis. With permission from Mark Reid, the large concrete planters will be arranged with seating between to add some beautification to the sidewalk area.

Discussion was held regarding the deteriorating brick pavers and Engineering and CIMA are aware and will be working with Unilock to find a solution. The BIA will keep the item on radar in case there is an opportunity to make requests about the logistics to mitigate impacts on businesses.

6.0 - NEXT MEETING -----

Tuesday, April 5th, 2022

8:00am

BIA Office Boardroom

7 York Street South

7.0 - ADJOURNMENT -----

Moved By: Jim Garbutt

Seconded By: Darlene Algire

Resolved: That the March 1st, 2022 meeting of the Marketing Committee be adjourned at 9:50am.

Carried BC2022-10



MINUTES

for the Meeting of the Beautification Committee

Friday, April 8th, 2022
8:00am
BIA Office Boardroom, 7 York Street South

CHAIR

Steve Podolsky | A&L Investments

VOTING MEMBERS

Darlene Algire | Houghton Creek

Jim Garbutt | A Buy & Sell Shop

Sandra Falconer | Appleseed Quiltworks

Laura LeMiere | Boiling Over's Coffee Vault

Councillor Pat Dunn | CKL Council

LIAISONS

Karen Cooke | CKL Parks

The committee discussed the proposal and discussed pros and cons, including questions of ownership and liability. Melissa McFarland will reach out to request a more formal written proposal and visual concepts, and invite her to the May meeting to present a deputation.

5.0 - NEW BUSINESS -----

5.1 - Budget Review

Laura LeMiere (as Board Treasurer) and Melissa McFarland met prior to the meeting in order to fine tune their understanding of the financial statements for Beautification. Sandra Falconer requested more detailed projections and those will be provided in the future, and be labeled as a financial statement, versus a budget. The Beautification's basic budget of \$90K will basically cover the standard annual flower program, maintenance and general expenses, and 2021's carryover can be applied towards special projects. The committee discussed priorities, and the planting and maintenance of the bumpout planters will take priority.

5.2 - Committee Terms of Reference

Deferred until next meeting.

5.3 - Spring/Summer Planting

Discussion was held about the spring pansies, which in the future should likely be delayed an extra week or two until the beginning of April. Summer planters and hanging baskets are expected around the first week of June, and a meeting will be set up with Roger Hill to discuss specifics. The committee is still unsure of what to expect in the bumpout planters and specifications as to what is planted and possible renderings will be requested from CIMA. Steve Podolsky and Sandra Falconer will meet to inspect the planters to help determine types of plants.

5.4 - ValuMart Lot

The committee discussed configurations for the concrete planters and utilizing old benches to form a 'courtyard' type area in the front half of the lot. Public Works will be consulted to arrange the forklift for moving the planters, and Roger Hill be requested to provide some taller plants in those planters.

5.5 - Reconstruction Updates

Discussion was held about the anti-skid plates on the bumpout planters, and a request will be made to CIMA and Engineering to have them installed, along with the corner pieces to make them uniform. An update was given regarding New Alliance's road occupancy, which expires on Friday and will likely not be renewed until April 18th, when they will close Kent Street.

A meeting will be held between the BIA and CIMA regarding the lane configurations on Cambridge. The sidewalks will likely not be replaced until closer to fall, and a request will be made to Public Works to increase the street sweeping to deal with the debris. No update has been received on street furniture, we were only advised that it was ordered, but likely will not be installed now until after the sidewalk replacement.

5.6 - Other Items

There is starting to be an increase in lamppost poster advertising. Brian English will be advised to remove them as he sees them during his maintenance rounds.

6.0 - NEXT MEETING -----

Tuesday, May 3rd, 2022

8:00am

BIA Office Boardroom

7 York Street South

7.0 - ADJOURNMENT -----

Moved By: Sandra Falconer

Seconded By: Jim Garbutt

Resolved: That the April 8th, 2022 meeting of the Marketing Committee be adjourned at 10:02am.

Carried BC2022-17



MINUTES

for the Meeting of the Beautification Committee

Tuesday, May 2nd, 2022
8:00am
BIA Office Boardroom, 7 York Street South

CHAIR

Steve Podolsky | A&L Investments

VOTING MEMBERS

Darlene Algire | Houghton Creek

Jim Garbutt | A Buy & Sell Shop

Sandra Falconer | Appleseed Quiltworks

Laura LeMiere | Boiling Over's Coffee Vault

Councillor Pat Dunn | CKL Council

LIAISONS

Karen Cooke | CKL Parks

5.2 - Committee Terms of Reference

Deferred. Melissa McFarland will draft a new document, using previous version and verbal notes and submit to the committee for review at the June meeting.

5.3 - Spring/Summer Planting

The committee will do an assessment of the 5 bumpout planters that are under the responsibility of the BIA, and determine what annuals could be added to the plant materials. Roger Hill will be consulted for his opinion on materials, planting timelines and what would be required for maintenance.

5.4 - Maintenance & Cleanup

Steve Podolsky advised that the street sweeping will be taking place weekly on Thursdays by Public Works, but construction is making it difficult and there has been issues with the equipment breaking down. Scott Wood has been using leaf blower to blow sidewalk debris off the curb.

Discussion was held regarding the ongoing lamppost advertising. Wayne English is investigating the wording in the by-law and all BIA staff has been advised to remove the advertising as they see it. Residue from the tape is remaining on the posts and solvents will be investigated that may remove it if it doesn't deteriorate over time.

5.5 - Reconstruction Updates

Steve Podolsky updated on the current road closures by New Alliance and Coco Paving. Engineering has advised that they will be providing samples of new brick colours to replace the deficient pavers. Discussion was held about the street furniture, and nothing permanent will likely be installed until the sidewalks are replaced. The lack of bike racks is noticeable and Steve Podolsky advised that there may be some in storage. He will also inquire about the missing bench seat on the bumpout adjacent to the Olympia and Appleseed Quiltworks.

6.0 - NEXT MEETING -----

Tuesday, June 7th, 2022

8:00am

BIA Office Boardroom

7 York Street South

7.0 - ADJOURNMENT -----

Moved By: Jim Garbutt

Seconded By: Sandra Falconer

Resolved: That the May 3rd, 2022 meeting of the Marketing Committee be adjourned at 9:27am.

Carried BC2022-20



MINUTES

for the Meeting of the Beautification Committee

Tuesday, June 9th, 2022
8:00am
BIA Office Boardroom, 7 York Street South

CHAIR

Steve Podolsky | A&L Investments

VOTING MEMBERS

Darlene Algire | Houghton Creek

Jim Garbutt | A Buy & Sell Shop

Sandra Falconer | Appleseed Quiltworks

Laura LeMiere | Boiling Over's Coffee Vault

Councillor Pat Dunn | CKL Council

LIAISONS

Karen Cooke | CKL Parks

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

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

Recording Secretary: Melissa McFarland

Guests: Reese Burns

Late Arrivals: Jim Garbutt (8:34am)

Early Departures: None

Regrets/Absent: Laura LeMiere, Karen Cooke

2.0 - ADMINISTRATIVE BUSINESS -----

2.1 - Adoption of Agenda

Moved By: Darlene Algire

Seconded By: Councillor Dunn

Resolved: That the agenda be adopted as circulated.

Carried BC2022-21

2.2 - Declarations of Pecuniary Interest

None Declared

2.3 - Adoption of Minutes

Moved By: Sandra Falconer

Seconded By: Darlene Algire

Resolved: That the Minutes of June 9th, 2022 be approved as circulated.

Carried BC2021-22

3.0 - DEPUTATIONS -----

None Scheduled

4.0 - CORRESPONDENCE -----

4.1 - RTO8 Tourism Relief Funding

Melissa McFarland updated on the grant application submitted for funding. Correspondence was received on June 7th that the submitted application for lamppost décor was successful, in the amount of \$88,115.

Melissa McFarland will begin to make inquiries on various costs and lead times for deliveries for banners and holiday decorations.

5.0 - NEW BUSINESS -----

5.1 - Financial Review

Melissa McFarland advised that there's little change to the statement from last month, but the next month's will reflect the summer plantings as they'll be received by then.

5.2 - Committee Terms of Reference

The committee reviewed the draft document submitted by Melissa McFarland and collectively made a few edits to wording.

Moved By: Sandra Falconer

Seconded By: Darlene Algire

Resolved: That the draft Terms of Reference be approved by the committee, and submitted to the Board of Directors for approval.

Carried BC2021-23

5.3 - Spring/Summer Planting

The storefront planters and hanging baskets have been installed, and the large cement planters and bumpouts are still needing to be completed. Weeding is taking place by Scott Wood's team in both the bumpout planters and along walls and tree pits where necessary.

5.4 - Maintenance & Cleanup

Weeding is taking place by Scott Wood's team in both the bumpout planters and along walls and tree pits where necessary. Brian English has returned from his time off and will resume sweeping and the emptying of ashtrays.

5.5 - 2022 Holiday Season

The committee reviewed the Dekra-Lite catalogue for potential Christmas décor ideas. Melissa McFarland will send a copy of the catalogue to the committee.

6.0 - NEXT MEETING -----

Tuesday, June 7th, 2022

8:00am

BIA Office Boardroom

7 York Street South

7.0 - ADJOURNMENT -----

Moved By: Jim Garbutt

Seconded By: Sandra Falconer

Resolved: That the June 9th, 2022 meeting of the Marketing Committee be adjourned at 8:50am.

Carried BC2022-24



MINUTES

for the Meeting of the Beautification Committee

Tuesday, August 2nd, 2022
8:00am
BIA Office Boardroom, 7 York Street South

CHAIR

Steve Podolsky | A&L Investments

VOTING MEMBERS

Darlene Algire | Houghton Creek
Laura LeMiere | Boiling Over's Coffee Vault
Reese Burns | Burns Bulk Food
Sandra Falconer | Appleseed Quiltworks
Councillor Pat Dunn | CKL Council

LIAISONS

Karen Cooke | CKL Parks

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

In Attendance: Steve Podolsky, Darlene Algire, Reese Burns, Sandra Falconer,
Councillor Pat Dunn

Recording Secretary: Melissa McFarland

Guests: None

Late Arrivals: None

Early Departures: None

Regrets/Absent: Karen Cooke

2.0 - ADMINISTRATIVE BUSINESS -----

2.1 - Adoption of Agenda

Moved By: Darlene Algire

Seconded By: Jim Garbutt

Resolved: That the agenda be adopted as circulated.

Carried BC2022-25

2.2 - Declarations of Pecuniary Interest

None Declared

2.3 - Adoption of Minutes

Moved By: Councillor Dunn

Seconded By: Reese Burns

Resolved: That the Minutes of June 9th, 2022 be approved as circulated.

Carried BC2021-26

3.0 - DEPUTATIONS -----

None Scheduled

4.0 - CORRESPONDENCE -----

Steve Podolsky advised that Karen Cooke had sent her regrets but that he had communicated with her regarding the area of Lindsay and Russell that needs to be maintained. She was not aware that it fell under Parks' responsibility but will address it. Sandra Falconer advised that the strip of shrubbery on Peel Street at the entrance of parking lot M1 also needs to be addressed.

5.0 - NEW BUSINESS -----

5.1 - New Planter Installation

Melissa McFarland advised that the Kent Florist expects that the new planter order will arrive sometime in August. The committee discussed the plan for timing of the installation, targeting the summer to fall switchover and being cognizant of the sidewalk brick installation.

5.2 – Fall & Winter Plantings

Melissa McFarland will communicate with Roger Hill regarding the schedule for fall chrysanthemums to go in. Winter planters have been tendered but not awarded and the committee will re-review the submissions at the next meeting including possible budget for winter hanging baskets. Discussion was held regarding the plantings in the bumpout planters, and Sandra Falconer requested that Roger Hill be asked to review the material for fall to ensure movement of the planters, and grouping for the spring.

5.3 – Christmas Décor

Melissa McFarland presented the information received from Dekra-Lite on the proposed winter light décorations for the lampposts, including installation info. She has touched base with Public Works regarding their specifications.

Moved By: Sandra Falconer

Seconded By: Darlene Algire

Resolved: That the proposed snowflake decorations be purchased from funds received through the RTO8 grant.

Carried BC2021-27

5.4 – Maintenance & Cleanup

Discussion was held on graffiti issues, and whose responsibility cleanup falls under, which always depends on whether the property is municipal or private. Possible options for rapid response of cleanup were discussed, including placing a resource on the BIA's website. Melissa McFarland will check with Karen Cooke for next meeting to inquire if discussion is being held at the city level.

Weeding is required in a few areas of downtown, notably Victoria Avenue north around the bus shelters. Melissa McFarland will touch base with Scott Wood to ensure he is aware.

Jim Garbutt voiced his concerns about coverage for time off for maintenance staff in the future. The committee will keep this on their radar to ensure adequate coverage when time off is requested.

6.0 – NEXT MEETING -----

Tuesday, September 6th, 2022

8:00am

BIA Office Boardroom

7 York Street South

7.0 – ADJOURNMENT -----

Moved By: Councillor Dunn

Seconded By: Reese Burns

Resolved: That the August 2nd, 2022 meeting of the Marketing Committee be adjourned at 9:04am.

Carried BC2022-28



MINUTES

for the Meeting of the Beautification Committee

Tuesday, September 6th, 2022
8:00am
BIA Office Boardroom, 7 York Street South

CHAIR

Steve Podolsky | A&L Investments

VOTING MEMBERS

Darlene Algire | Houghton Creek
Laura LeMiere | Boiling Over's Coffee Vault
Reese Burns | Burns Bulk Food
Sandra Falconer | Appleseed Quiltworks
Councillor Pat Dunn | CKL Council

LIAISONS

Karen Cooke | CKL Parks

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

In Attendance: Steve Podolsky, Darlene Algire, Reese Burns, Councillor Pat Dunn

Recording Secretary: Melissa McFarland

Guests: Evan Jaglall

Late Arrivals: Jim Garbutt (8:12am)

Early Departures: None

Regrets/Absent: Sandra Falconer, Karen Cooke

2.0 - ADMINISTRATIVE BUSINESS -----

2.1 - Adoption of Agenda

Moved By: Darlene Algire

Seconded By: Councillor Dunn

Resolved: That the agenda be adopted as circulated.

Carried BC2022-29

2.2 - Declarations of Pecuniary Interest

None Declared

2.3 - Adoption of Minutes

Moved By:

Seconded By:

Resolved: That the Minutes of August 2nd, 2022 be approved as circulated.

Carried BC2021-30

3.0 - DEPUTATIONS -----

None Scheduled

4.0 - CORRESPONDENCE -----

None Received

5.0 - NEW BUSINESS -----

5.1 - New Planter Installation

Melissa McFarland advised that she has been in contact with Ann Scarlett at Kent Florist regarding delivery of the new planters. She and Steve Podolsky will be in contact with Hill's Florist regarding the schedule for the summer/winter switch and make a plan for installation when the planters are empty.

5.2 - Fall & Winter Plantings

Discussion was held regarding Remembrance Day and Councillor Dunn advised that there is new administration at the Legion, and Melissa McFarland will be in contact regarding the Veterans banners and wreaths for businesses, and then encourage businesses to create window displays.

5.3 - Christmas Décor

Steve Podolsky will contact Potash Creek Farms for potential donation of the Christmas Tree this year, and will connect with Karen Cooke at Parks for the schedule for the week of November 14-17th for the tree.

Sandra Falconer sent regrets but suggested that winter greenery be installed in the in cement planters with solar lights, and the cost for this will be investigated.

5.4 - Maintenance & Cleanup

Steve Podolsky advised that some tree pits need cleanup/maintenance/repairs but will be held off until sidewalk pavers are installed in those areas.

Municipal garden areas that were created during reconstruction are not being maintained, and Parks has advised that it falls outside the area of their responsibility. Steve Podolsky will contact Craig Shanks to inquire if this can be added to their list for spring.

Jim Garbutt brought up the issue of gum removal. Melissa McFarland had researched machines and presented one option. She had advised that Economic Development is developing a plan to have support for downtowns and tourist areas next summer and she can request that it be added to the list of tasks. Jim Garbutt requested that a Member Needs Assistance through OBIAA be done to ask for removal techniques.

5.5 - Other Items

Darlene Algire inquired if the washrooms at 180 Kent Street are open to the public. Melissa McFarland will inquire.

6.0 - NEXT MEETING -----

Tuesday, October 4th, 2022

8:00am

BIA Office Boardroom

7 York Street South

7.0 - ADJOURNMENT -----

Moved By: Jim Garbutt

Seconded By: Councillor Dunn

Resolved: That the September 6th, 2022 meeting of the Marketing Committee be adjourned at 9:52am.

Carried BC2022-31



MINUTES

for the Meeting of the Beautification Committee

Thursday, October 6th, 2022
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
Jim Garbutt | A Buy & Sell Shop
Councillor Pat Dunn | CKL Council

LIAISONS

Karen Cooke | CKL Parks

Meeting Called to Order by the Chair, Steve Podolsky: 8:20am

In Attendance: Steve Podolsky, Reese Burns, Sandra Falconer, Jim Garbutt

Recording Secretary: Evan Jaglall

Guests: Melissa McFarland

Late Arrivals: None

Early Departures: Sandra Falconer (9:30am)

Regrets/Absent: Councillor Pat Dunn, Karen Cooke

2.0 - ADMINISTRATIVE BUSINESS -----

2.1 - Adoption of Amended Agenda

Moved By: Jim Garbutt

Seconded By: Reese Burns

Resolved: That the amended agenda (making Budget Discussions as 5.1, and shifting the rest of the agenda items down) be adopted.

Carried BC2022-32

2.2 - Declarations of Pecuniary Interest

None Declared

2.3 - Adoption of Minutes

Moved By: Reese Burns

Seconded By: Sandra Falconer

Resolved: That the Minutes of September 6th, 2022 be approved as circulated.

Carried BC2022-33

3.0 - DEPUTATIONS -----

None Scheduled

4.0 - CORRESPONDENCE -----

None Received

5.0 - NEW BUSINESS -----

5.1 - Budget Updates

Steve Podolsky updated the committee on the current budgeting of Beautification. In addition to regular activities for 2023, Community Services have approached the BIA to take over the planting and maintenance of 4 areas outside of the BIA boundary. There also needs to be consideration for increased funds due to the addition of the 9 bump-out planters and approximately 15 extra lamp posts. Sandra Falconer discussed adding landscaping fees to the budget and that the BIA should look into a landscaping architect. In asking for additional funds from Community Services to take on these initiatives, an increase to the CPDF Grant will need to be requested, however, being a matching funding grant, there was discussion about if this is the BIA responsibility to match the grant funds. A plan was made to discuss with Roger Hill to see if he will be able to plant material and maintain upkeep of the additional areas, and the costs for this. Steve Podolsky is reaching

out to Craig Shanks at Community Services to see how best to structure the ask. Reese Burns discussed approaching the Lindsay Horticulture Society about a plan for maintenance and upkeep for bump-out planters.

5.2 - New Planter Installation

Steve Podolsky discussed that the new planters are now in and have been delivered to Ann Scarlett. Sandra Falconer discussed how the BIA plans on making arrangements for businesses who would like more than 1 urn outside their business, it was concluded that those who wish should reach out to Kent Florist directly. Discussion was held on where we should store the planters as Ann Scarlett is not able to store them for a long duration. Discussed was the idea of storing them at the BIA office upstairs, putting them out on the street in phases as sidewalk construction finishes. A final decision will be made soon, taking in several factors of what makes sense for the committee.

5.3 - Winter Plantings

Hill's Florist will likely be installing the planters the week after Remembrance Day.

5.4 - Christmas Décor

Steve Podolsky reached out to Dan Vanderzwet at Potash Creek Farms who has agreed to donate a Christmas Tree. A time will be set up to go out to the farm to choose. Discussion was held regarding the timing of when the Christmas Tree should come down as there were complaints about the decorated tree still being up through the winter.

5.5 - Maintenance & Cleanup

Deferred until next meeting.

5.6 - Graffiti & Tagging

Deferred until next meeting.

5.7 - Other Items

None

6.0 - NEXT MEETING -----

Thursday, November 3rd, 2022

8:00am

BIA Office Boardroom

7 York Street South

7.0 - ADJOURNMENT -----

Moved By: Jim Garbutt

Seconded By: Reese Burns

Resolved: That the October 6th, 2022 meeting of the Beautification Committee be adjourned at 9:45am.

Carried BC2022-34



MINUTES

for the Meeting of the Beautification Committee

Thursday, November 3rd, 2022
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
Jim Garbutt | A Buy & Sell Shop

LIAISONS

Karen Cooke | CKL Parks

Meeting Called to Order by the Chair, Steve Podolsky: 8:15am

In Attendance: Steve Podolsky, Sandra Falconer, Reese Burns, Karen Cook

Recording Secretary: Evan Jaglall

Guests: None

Late Arrivals: None

Early Departures: None

Regrets/Absent: Jim Garbutt

2.0 - ADMINISTRATIVE BUSINESS -----

2.1 - Adoption of Amended Agenda

Moved By: Reese Burns

Seconded By: Sandra Falconer

Resolved: That the amended agenda be adopted as such.

Carried BC2022-35

2.2 - Declarations of Pecuniary Interest

None Declared

2.3 - Adoption of Minutes

Moved By: Sandra Falconer

Seconded By: Reese Burns

Resolved: That the Minutes of October 6th, 2022 be approved as circulated.

Carried BC2022-36

3.0 - DEPUTATIONS -----

None Scheduled

4.0 - CORRESPONDENCE -----

None Received

5.0 - NEW BUSINESS -----

5.1 - New Planter Installation

Steve Podolsky discussed the ongoing new planter installation. The new planters have been unpacked and prepped at Ann Scarlett's (Kent Florist). New planters have begun to be distributed to the membership businesses. Sandra Falconer would like an email blast sent out to the membership stating that each business shall receive one (1) urn and they would like more to contact us for purchase.

5.2 - Christmas Décor

The committee discussed a plan for the setup of Christmas décor. Karen Cooke stated that the tree will be picked up in Omemee on November 15th between 7:30am and 8:00am. The tree will then be setup at the corner of Cambridge Street North and Kent Street West beside the Old Town Hall. Sandra Falconer discussed the idea of scrapping the ornaments on the Christmas Tree. Karen Cooke noted that 4 municipalities she had worked for and 2 others in Kawartha Lakes only decorate their Christmas Trees with lights and no ornaments. Steve Podolsky rebutted that more ornaments may be needed as the tree is not artificial and may have bare spots. The committee discussed that the BIA should put together a call for volunteers to help setup. A plan was also made to distribute the snowmen decorations throughout the downtown November 16th.

5.3 - Maintenance & Cleanup

None Discussed.

5.4 - Other Items

Sandra Falconer discussed the possibility of the BIA entering in the LEX Light Show held at the fairgrounds in mid-December. Sandra Falconer stated that the Beautification Committee should brainstorm light show ideas and are to bring them to the next Beautification meeting. This initiative would create more exposure for the downtown and all money received will go to towards charity, furthering good will. Sandra Falconer also suggested that the BIA keeps the Plowing Match 2024 on our radar for downtown promotion (marketing).

6.0 - NEXT MEETING -----

Date TBA

8:00am

BIA Office Boardroom

7 York Street South

7.0 - ADJOURNMENT -----

Moved By: Sandra Falconer

Seconded By: Reese Burns

Resolved: That the November 3rd, 2022 meeting of the Beautification Committee be adjourned at 9:00am.

Carried BC2022-37



MINUTES

for the Meeting of the Beautification Committee

Tuesday, December 6th, 2022
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
Jim Garbutt | A Buy & Sell Shop

LIAISONS

Vacant | CKL Parks

Meeting Called to Order by the Chair, Steve Podolsky: 8:10am

In Attendance: Steve Podolsky, Jim Garbutt, Reese Burns, Sandra Falconer (Virtual)

Recording Secretary: Evan Jaglall

Guests: None

Late Arrivals: None

Early Departures: None

Regrets/Absent: None

2.0 - ADMINISTRATIVE BUSINESS -----

2.1 - Adoption of Amended Agenda

Moved By: Jim Garbutt Seconded By: Reese Burns

Resolved: That the amended agenda be adopted as such.

Carried BC2022-38

2.2 - Declarations of Pecuniary Interest

None Declared

2.3 - Adoption of Minutes

Moved By: Steve Podolsky Seconded By: Reese Burns

Resolved: That the Amended Minutes of November 3rd, 2022 be approved as circulated. Carried BC2022-39

3.0 - DEPUTATIONS -----

None Scheduled

4.0 - CORRESPONDENCE -----

None Received

5.0 - NEW BUSINESS -----

5.1 - Winter Plantings Updates

Chair Steve Podolsky updated the Beautification Committee on the winter plantings initiative. All urns are now out to businesses with winter greenery placed. Evan Jaglall updated about ongoing communications with RTO8 regarding a surplus of grant funding that is available for eligible projects. The grant is only applicable to projects completed within the application timeline, which is late August to mid December. Evan Jaglall is waiting to hear back from RTO8 to see if the winter plantings would be eligible for this surplus funding. If not, Sandra Falconer stated we may be able to use the surplus for labour for Christmas décor installation. The Beautification committee discussed what is to be done with the plantings once the season is over. Sandra Falconer stated that they may not be able to be replanted later, as stated by Roger Hill. Jim Garbutt stated if the plantings can be replanted, the businesses could take them home in the spring.

5.2 - Christmas Décor

Chair Steve Podolsky stated that the Dekra Lite order of Christmas décor has finally arrived. The committee discussed options for installation. The first option is to approach CKL Parks to see if they can develop a plan to hang the lights on the lampposts as soon as possible. The second option discussed by the committee would be to approach a 3rd party labour service to handle the installation. Steve Podolsky will be contacting CKL Parks and 3rd party services if needed to see if they will help with the installation. As discussed above, if the RTO8 surplus is not eligible for winter planters, the surplus may be able to be used for the labour for installation. Jim Garbutt stated that if we can not get CKL Parks to install the decorations, we may have to contact CKL to see if a 3rd party would be able to install the decorations, given it is on city property.

5.3 - Light Show Discussion

Sandra Falconer addressed the committee regarding the idea the LDBIA participates in the upcoming LEX Light Show. Sandra Falconer stated it may be too late for the LDBIA to enter, but it is an initiative the association should investigate for next year. Evan Jaglall stated that he will bring this initiative to the upcoming Marketing Committee meeting taking place December 6th at 5:30pm as this is more of a marketing initiative. Sandra Falconer issued a recommendation, seconded by Jim Garbutt, that the Marketing Committee and Beautification Committee work in conjunction to enter the LEX Light Show in 2023.

5.4 - Maintenance & Cleanup

Chair Steve Podolsky addressed the Beautification Committee regarding damages to the newly placed urns for winter plantings. Handles of the urns seemed to break easier than the rest of the urn and do not look to be made of resin like the rest of the piece (the LDBIA did not know this upon purchase). The Beautification Committee discussed various ways to remedy the situation. Reese Burns stated we can wait paint the damaged urns to minimize visual damage and wait until the spring to remove the handles. Jim Garbutt stated he would like the LDBIA to reach out to the urn supplier for potential reimbursement for the damages. Steve Podolsky stated he will reach out to the supplier as well as LDBIA insurance to see if there is any coverage for such damages. Sandra Falconer discussed pulling the trees from the urns or buying new urns to cover for the extra lost, Evan Jaglall stated with the current LDBIA budget this may not be possible. The Beautification Committee suggested the LDBIA add more weight to the urns by placing more bricks inside. Sandra Falconer also stated many businesses do not have urns yet, Steve Podolsky stated he will put together a list of businesses who do not have urns and contact them to see if they would still like one given the recent damages. Evan Jaglall will also compose an email blast to the membership about the urns and damages.

5.5 - Other Items

None

6.0 - NEXT MEETING -----

Thursday, January 5th, 2023

8:00am

BIA Office Boardroom

7 York Street South

7.0 - ADJOURNMENT -----

Moved By: Steve Podolsky

Seconded By: Reese Burns

Resolved: That the December 6th, 2022 meeting of the Beautification Committee be adjourned at 10:00am.

Carried BC2022-40



MINUTES

for the Meeting of the Marketing Committee

Thursday, January 13th, 2022
5:00pm
via Zoom

CHAIR

Matt Geraghty | Matty G Digital

VOTING MEMBERS

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

1.0 - CALL TO ORDER

Meeting Called to Order by the Chair: 5:15pm

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

Recording Secretary: Melissa McFarland

Guests: None

Late Arrivals: None

Early Departures: None

Regrets / Absent: Leaha Denney, Chris Houle, Laura LeMiere, Beth Rescorl

2.0 - ADMINISTRATIVE BUSINESS -----

2.1 - Adoption of Agenda

Moved By: Liz Grimes

Seconded By: Ann Scarlett

Resolved: That the agenda be adopted as circulated.

Carried MC2022-01

2.2 - Declarations of Pecuniary Interest

None Declared

2.3 - Adoption of Minutes

Moved By: Liz Grimes

Seconded By: Sandra Patrick

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

Carried MC2022-02

3.0 - DEPUTATIONS -----

None Scheduled

4.0 - CORRESPONDENCE -----

None Received

5.0 - NEW BUSINESS -----

5.1 - Marketing & Events Coordinator Position

Lindsay Bagg has resigned the position and her last day was January 13th. She has completed and scheduled social media posts for January and February. Melissa McFarland advised that she plans not to hire a new staff member until the BIA has relocated to their new office, sometime in February. The committee will email Melissa and Matt Geraghty if they have feedback on the job description and what should be sought in the candidates. Matt Geraghty and Mike Puffer will assist Melissa McFarland through the hiring process.

5.2 - Holiday Review

Melissa McFarland gave an overview of the Holiday Passport program and its successes. The biggest obstacle continues to be the communication of the program from downtown businesses to their customers, causing frustration to customers and the businesses who were diligent in promoting it. Discussion was held on the prize format and how it could be changed for 2022, and Matt Geraghty indicated that the item would be placed on agendas as early as summer so that the committee is being proactive.

5.3 - 2022 Marketing Strategy Review

Matt Geraghty reviewed the strategies discussed at the December meeting and has come up with a few ideas to expand on some of the taglines and strategies that were agreed upon. He will compile these and send out an email to the committee.

5.4 - 2022 Event Planning

Matt Geraghty reviewed the event ideas discussed by the committee at the January meeting. The events that had been discussed include winter events around the holiday season, an arts / culture event possibly in summer, and a food-based event in fall. A poutine theme was heavily discussed and will be kept on the radar. A spring shopping event was also discussed. Other micro-events were discussed, including movies in the park, weekend music, and other smaller installations.

5.5 - Event Grant Program

Melissa McFarland advised that she will begin developing a draft application and present it to the committee at the February meeting. Once it is finalized, it will be advertised and directly circulated to local organizations and agencies. \$10,000 has been set aside in the 2022 Marketing Budget in order to award 5 \$2000 grants.

5.6 - Miscellaneous

Melissa McFarland circulated the content for Exploring Lindsay, and the committee discussed general updates to the content. Melissa and Matt Geraghty will work together to tweak the ads ahead of the January 20th deadline. Focus will come off of reconstruction and towards some of the strategies discussed earlier in the meeting.

Liz Grimes advised the committee that LCVI has reached out to her regarding the need for local businesses to hire students through their co-op program, and to please let her know if anyone has any ideas of downtown businesses that may benefit from this.

Discussion was held about the Rise Up Kawartha Rally and 'Maskless Shop' being advertised for Saturday the 15th. Melissa McFarland advised that she has contacted KLPS, HKPR Health Unit and CKL By-Law and that KLPS is providing additional officers for that afternoon. Businesses are to contact police if any interaction at their business becomes confrontational.

Melissa McFarland updated on the Inclusion Decals. She will proceed with obtaining quotes and will have an update for the February meeting.

Melissa McFarland presented information from the 'Select' publication who is interested in bringing their marketing and promotional items to Lindsay from Durham Region. The organizer has requested a quick presentation at the next meeting.

6.0 - NEXT MEETING -----

Thursday, February 3rd, 2022

5:00pm

Location TBA

7.0 - ADJOURNMENT -----

Moved By: Sandra Patrick

Seconded By: Liz Grimes

Resolved: That the January 13th, 2022 meeting of the Marketing Committee be adjourned at 6:02pm.

Carried MC2022-03



MINUTES

for the Meeting of the Marketing Committee

Thursday, February 5th, 2022
5:00pm
via Zoom

CHAIR

Matt Geraghty | Matty G Digital

VOTING MEMBERS

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

1.0 - CALL TO ORDER

QUORUM NOT OBTAINED - NOTES ONLY

In Attendance: Matt Geraghty, Alana Forsyth, Mike Puffer, Laura LeMiere

Recording Secretary: Melissa McFarland

Guests: None

Late Arrivals: None

Early Departures: None

Regrets / Absent: Leaha Denney, Liz Grimes, Chris Houle, Sandra Patrick, Beth Rescorl, Ann Scarlett

DEPUTATIONS -----

Jade Flight, Select Directory

A brief introduction of the publication was given to the committee, which has print and digital media and aims to work with the downtown businesses and BIA as a whole.

NEW BUSINESS -----

Marketing & Events Coordinator Position

Melissa McFarland updated. The position was posted online at the end of January and closes on Friday, February 11th. A couple of promising resumes have been flagged. Once the position closes, she will work with Matt Geraghty and Mike Puffer to get the candidates screened and set up for interviews. The new office is almost ready and a full, professional workstation will be set up for the new staff member.

Event Grant Program Update

Laura LeMiere offered to work with Melissa McFarland to get this developed.

Spring Shopping Event

The event has been scheduled for Friday, May 6th and will be marketed as a spring shopping event. Committee members will brainstorm different ideas for features and names, and the March meeting will be dedicated to planning.

Miscellaneous

The Lindsay Library has offered to run their Storywalk activity (usually done along trails) in downtown Lindsay storefronts for March Break. An email will be sent to members asking for participation.

Discussion was held about Sunday shopping and how to best advertise those who are open. Matt Geraghty will develop some social media posts and Melissa McFarland will poll the members for their hours. '

Laura LeMiere noted that there hasn't been social media posts on the downtown's accounts since mid-January. It appears that Lindsay Bagg had created them but the scheduled posts may have disappeared when she was removed as an administrator. Matt Geraghty requested a small budget to hire someone to re-schedule them.

A Valentine's Day & Family Day social media contest will be developed in the same format as 2021, with gift baskets purchased and given away. Matt Geraghty will set up the social media and Melissa McFarland will purchase items and coordinate giveaway.

NEXT MEETING -----

Thursday, March 3rd, 2022

5:00pm

BIA Office Boardroom

7 York Street South



MINUTES

for the Meeting of the Marketing Committee

Thursday, March 3rd, 2022
5:00pm
BIA Office Boardroom, 7 York Street South

CHAIR

Matt Geraghty | Matty G Digital

VOTING MEMBERS

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

1.0 - CALL TO ORDER

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

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

Recording Secretary: Melissa McFarland

Guests: None

Late Arrivals: None

Early Departures: None

Regrets / Absent: Leaha Denney, Chris Houle, Laura LeMiere, Beth Rescorl

2.0 - ADMINISTRATIVE BUSINESS -----

2.1 - Adoption of Agenda

Moved By: Mike Puffer **Seconded By:** Sandra Patrick

Resolved: That the agenda be adopted as circulated.

Carried MC2022-04

2.2 - Declarations of Pecuniary Interest

None Declared

2.3 - Adoption of Minutes

Moved By: Ann Scarlett **Seconded By:** Mike Puffer

Resolved: That the Minutes of January 13th be approved as circulated.

Carried MC2022-05

3.0 - DEPUTATIONS -----

None Scheduled

4.0 - CORRESPONDENCE -----

None Received

5.0 - NEW BUSINESS -----

5.1 - Marketing & Events Coordinator Position

The position was posted online on January 26th and closed February 11th. Melissa McFarland and Matt Geraghty are reviewing resumes and will schedule interviews with the best candidates. Mike Puffer and Alana Forsyth will help out. Melissa McFarland advised that the workstation for the new employee has been set up and is ready to go for when they're hired.

5.2 – Event Grant Program Update

Melissa McFarland presented the application and information sheet that was drafted with the assistance of Laura LeMiere. The application will be posted online and Matt Geraghty advised that social media content is being created to promote it. Melissa McFarland will email it directly to community organizations. The committee agreed to do an intake deadline of April 30th to see what is received, and can do a second intake at the end of summer if additional applications are sought to round out the year.

5.3 – Spring Shopping Event

Some details were finalized for the event, which will promote shopping until 9:00pm on the Friday night (May 6th). The committee discussed possible names for the event, and Matt Geraghty recorded options and will send to the committee for a vote. He'll work on a logo and some artwork for promotions. Melissa McFarland will book a DJ for outside entertainment. Other elements discussed including encouraging restaurants to offer special spring features, and a small shopping 'passport' with prizes for the evening. Options for giveaways were discussed, including seed packets to fit in with the spring theme. Final details of all of the elements will be confirmed at the April meeting.

5.4 – Miscellaneous

Melissa McFarland advised that she has ordered a sample inclusion decal from VistaPrint but it was not received in time for the meeting. She has not heard back from some of the other printing companies that she contacted and will follow up.

An update was given on the DineIn705 project. After some delays, the content is being received again, and it's still under discussion how exactly this content will be used. More decisions can be made upon completion.

The Storywalk with the Lindsay Library is confirmed with the businesses being placed on a map that's out for circulation. It will begin the weekend of March Break for 10 days.

6.0 – NEXT MEETING -----

Thursday, April 7th, 2022
5:00pm
BIA Office Boardroom
7 York Street South

7.0 – ADJOURNMENT -----

Moved By: Liz Grimes

Seconded By: Ann Scarlett

Resolved: That the March 3rd, 2022 meeting of the Marketing Committee be adjourned at 6:23pm.

Carried MC2022-06



MINUTES

for the Meeting of the Marketing Committee

Thursday, April 7th, 2022
5:00pm
BIA Office Boardroom, 7 York Street South

CHAIR

Matt Geraghty | Matty G Digital

VOTING MEMBERS

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

1.0 - CALL TO ORDER

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

In Attendance: Matt Geraghty, Alana Forsyth, Liz Grimes, Sandra Patrick, Mike Puffer, Ann Scarlett, Leah Denney, Laura LeMiere, Beth Rescorl

Recording Secretary: Melissa McFarland

Guests: Evan Jaglall

Late Arrivals: Liz Grimes (5:07pm), Sandra Patrick (5:10pm)

Early Departures: None

Regrets / Absent: None

2.0 - ADMINISTRATIVE BUSINESS -----

2.1 - Adoption of Agenda

Moved By: Ann Scarlett

Seconded By: Laura LeMiere

Resolved: That the agenda be adopted as circulated.

Carried MC2022-07

2.2 - Declarations of Pecuniary Interest

None Declared

2.3 - Adoption of Minutes

Moved By: Laura LeMiere

Seconded By: Mike Puffer

Resolved: That the Minutes of March 3rd be approved as circulated.

Carried MC2022-08

3.0 - DEPUTATIONS -----

None Scheduled

4.0 - CORRESPONDENCE -----

None Received

5.0 - NEW BUSINESS -----

5.1 - Marketing & Events Coordinator Update

Melissa McFarland introduced Evan Jaglall to the committee, who then updated the committee on his current priorities and initiatives, focusing on his plan for social media and how he will be approaching the scheduling for posts. He has started to make connections with businesses for feature posts. He updated on Dine In 705 and his intent to complete the content set and use the information for posts. Moving Media, a digital signage company had reached out to him with information and prices about advertising on their signs.

5.2 - Committee Terms of Reference / Social Media Policy

Melissa McFarland advised that the Board of Directors has requested that each committee review and update their Terms of Reference. She distributed a template and the committee will review and make their notes prior to the May meeting.

5.3 - Swing into Spring Event

The DJ is confirmed. Discussion was held regarding the passport that will be in effect for the evening and how best to structure it. 3 prizes of downtown gift certificates will be given away in the amounts of \$250, \$100 and \$100. Matt Geraghty will develop a QR that will link to the website for the list of participants. Ann Scarlett will look into costs for seed packets as a giveaway, and envelopes and BIA logo stickers will be purchased. Posters will be designed and printed and distributed to businesses.

5.4 - Summer Event - Preliminary Planning

Dates were discussed, as the original date of June 25th may be too early. The committee decided on July 23rd, and the event will be arts & culture themed. It was discussed that during the day, local artists could be hosted by the businesses as pop-up exhibits and the evening could feature musical entertainment. The Kawartha Lakes Art Gallery will be contacted for their input.

5.4 - Other Promotional Items

Discussion was held regarding the 2022 Marketing Campaign. Some smaller elements are already implemented and some background work has already been completed, but the committee agreed to revisit the campaign later in the year and launch it properly for 2023.

6.0 - NEXT MEETING -----

Thursday, April 28th, 2022
5:00pm
BIA Office Boardroom
7 York Street South

7.0 - ADJOURNMENT -----

Moved By: Sandra Patrick

Seconded By: Leaha Denney

Resolved: That the April 7th, 2022 meeting of the Marketing Committee be adjourned at 6:15pm.

Carried MC2022-09



MINUTES

for the Meeting of the Marketing Committee

Thursday, April 28th, 2022
5:00pm
BIA Office Boardroom, 7 York Street South

CHAIR

Matt Geraghty | Matty G Digital

VOTING MEMBERS

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

1.0 - CALL TO ORDER

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

In Attendance: Matt Geraghty, Leaha Denney, Alana Forsyth, Liz Grimes, Ann Scarlett,
Laura LeMiere, Beth Rescorl

Recording Secretary: Melissa McFarland

Guests: Evan Jaglall

Late Arrivals: None

Early Departures: None

Regrets / Absent: Mike Puffer, Sandra Patrick

2.0 - ADMINISTRATIVE BUSINESS -----

2.1 - Adoption of Agenda

Moved By: Laura LeMiere

Seconded By: Leaha Denney

Resolved: That the agenda be adopted as circulated.

Carried MC2022-10

2.2 - Declarations of Pecuniary Interest

None Declared

2.3 - Adoption of Minutes

Moved By: Ann Scarlett

Seconded By: Laura LeMiere

Resolved: That the Minutes of April 7th be approved as circulated.

Carried MC2022-11

3.0 - DEPUTATIONS -----

None Scheduled

4.0 - CORRESPONDENCE -----

None Received

5.0 - NEW BUSINESS -----

5.1 - Committee Terms of Reference / Social Media Policy

Due to the meeting being moved up to a week earlier, the item will be deferred until the June meeting so that committee members can provide their input. Several members already have, and the rest were reminded to have their notes submitted to Melissa McFarland by Friday, May 27th.

5.2 – Swing into Spring Event

Ann Scarlett confirmed that the seeds and envelopes were received, and Evan Jaglall will pick up and assemble next week. The list of participants will be accessed via a QR code that directs to the website, and Matt Geraghty will set this up, The list is mostly confirmed and changes to the website can be made right up to the time of the event. Businesses will be provided the QR code as well as passports and stamps for the evening. Information for the businesses including marketing materials is being sent out. The DJ is confirmed and will be set up in a central location around William St.

5.3 – Summer Arts & Culture Event

The proposed date of Saturday, July 23rd was confirmed by the committee. Susan Taylor from the Kawartha Art Gallery was contacted and was enthusiastic about participating. The committee agreed to no road closure for the event, as there has been too much impact on street parking due to construction already. The main format of the event will have downtown businesses hosting local artists for the day, either of one of their own choosing, or one assigned by the BIA. Discussion was held regarding having street musicians performing on the bumpouts, keeping in mind power requirements.

5.4 – Event Grant Applications

Melissa McFarland presented the submitted applications, of which there were 4. The committee discussed the merits and drawbacks of each.

Moved By: Laura LeMiere

Seconded By: Laura LeMiere

Resolved: That the applications submitted by the Electric Vehicle Society for their Electric Vehicle Car Show on August 20th, and the Santa Claus Parade Committee / Baker Tilly for the Santa Claus Parade on November 20th, be approved, and each awarded a \$2000 grant through the Event Grant Program. **Carried MC2022-11**

5.5 – Other Promotional Items

Evan Jaglall updated on the social media accounts, and the improvements to engagement. He will be focusing a lot on providing Instagram Reels as business feature content.

6.0 – NEXT MEETING -----

Thursday, June 2nd, 2022

5:00pm

BIA Office Boardroom

7 York Street South

7.0 – ADJOURNMENT -----

Moved By: Alana Forsyth

Seconded By: Liz Grimes

Resolved: That the April 28th, 2022 meeting of the Marketing Committee be adjourned at 6:16pm.

Carried MC2022-12



MINUTES

for the Meeting of the Marketing Committee

Tuesday, June 7th, 2022
5:00pm
BIA Office Boardroom, 7 York Street South

CHAIR

Matt Geraghty | Matty G Digital

VOTING MEMBERS

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

1.0 - CALL TO ORDER

Meeting Called to Order by the Chair (Melissa McFarland, Acting): 5:08pm

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

Recording Secretary: Melissa McFarland

Guests: Evan Jaglall, Susan Taylor (left 6:11pm)

Late Arrivals: None

Early Departures: Mike Puffer (left 6:45pm)

Regrets / Absent: Matt Geraghty, Leaha Denney, Beth Rescorl

2.0 - ADMINISTRATIVE BUSINESS -----

2.1 - Adoption of Agenda

Moved By: Laura LeMiere **Seconded By:** Ann Scarlett

Resolved: That the agenda be adopted as circulated.

Carried MC2022-13

2.2 - Declarations of Pecuniary Interest

None Declared

2.3 - Adoption of Minutes

Moved By: Ann Scarlett **Seconded By:** Sandra Patrick

Resolved: That the Minutes of April 28th be approved as circulated.

Carried MC2022-14

3.0 - DEPUTATIONS -----

None Scheduled

4.0 - CORRESPONDENCE -----

None Received

5.0 - NEW BUSINESS -----

5.1 - Committee Terms of Reference / Social Media Policy

Melissa McFarland presented a completed draft for review, based on the standardized template for all of the committees, and the submitted contributions from the committee members over the past few weeks.

Moved By: Ann Scarlett **Seconded By:** Sandra Patrick

Resolved: That the draft Marketing Committee Terms of Reference be approved as circulated.

Carried MC2022-15

5.2 – Summer Arts & Culture Event

Melissa McFarland welcomed Susan Taylor, Executive Director of the Kawartha Art Gallery who was contacted about her involvement and input into the event. Various ideas for elements of the event were brainstormed and Evan Jaglall will execute most. He plans to have posters designed and distributed to businesses by next week, and they will also be contacted for their participation in hosting artists that day. The Gallery will source artists and also prepare a cost for the committee to supply the artists with a small supply kit. They also have photo stations that they will provide for use for the day.

5.3 – Marketing & Event Coordinator Update

Evan Jaglall updated on the social media accounts, and the improvements to engagement over the past few weeks.

A proposal from Bounce 91.9 for a new version of the subsidy program was presented. The committee requested that there be further clarification of the proposed rates and what happens if all spots aren't committed. An inquiry will also be made to the price structures if the program is aired on Country 105 instead.

A proposal from the Lindsay Advocate was also presented, with 2 different programs with a combination of subsidized ads and editorial pieces for July and August. An inquiry will be made to see if the program could run July and November instead.

Information on the Kawartha Lakes Map by Brelyn Enterprise was presented, as the map, last produced in 2019 is in need of be reprinted.

Moved By: Laura LeMiere

Seconded By: Ann Scarlett

Resolved: That the BIA's ads in the Kawartha Lakes Map be renewed, at a cost of \$285.00 plus HST.

Carried MC2022-16

6.0 – NEXT MEETING -----

Thursday, July 7th, 2022

5:00pm

BIA Office Boardroom

7 York Street South

7.0 – ADJOURNMENT -----

Moved By: Alana Forsyth

Seconded By: Liz Grimes

Resolved: That the June 7th, 2022 meeting of the Marketing Committee be adjourned at 6:51pm.

Carried MC2022-17



MINUTES

for the Meeting of the Marketing Committee

Tuesday, July 7th, 2022
5:00pm
BIA Office Boardroom, 7 York Street South

CHAIR

Matt Geraghty | Matty G Digital

VOTING MEMBERS

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

1.0 - CALL TO ORDER

Meeting Called to Order by the Chair (Melissa McFarland, Acting): 5:07pm

In Attendance: Alana Forsyth, Liz Grimes, Sandra Patrick, Mike Puffer, Ann Scarlett

Recording Secretary: Melissa McFarland

Guests: Evan Jaglall, Susan Taylor (left)

Late Arrivals: None

Early Departures: None

Regrets / Absent: Matt Geraghty, Leah Denney, Laura LeMiere, Beth Rescorl

2.0 - ADMINISTRATIVE BUSINESS -----

2.1 - Adoption of Agenda

Moved By: Liz Grimes

Seconded By: Alana Forsyth

Resolved: That the agenda be adopted as circulated.

Carried MC2022-18

2.2 - Declarations of Pecuniary Interest

None Declared

2.3 - Adoption of Minutes

Moved By: Sandra Patrick

Seconded By: Ann Scarlett

Resolved: That the Minutes of June 7th be approved as circulated.

Carried MC2022-19

3.0 - DEPUTATIONS -----

None Scheduled

4.0 - CORRESPONDENCE -----

None Received

5.0 - NEW BUSINESS -----

5.1 - Summer Arts & Culture Event

Evan Jaglall updated on the status of the event, with updates on the artists and musicians who have committed to the event. The Academy Theatre will be participating with mock shows that visitors can participate in throughout the day. Big Brothers Big Sisters have offered to run the Kids Area in the Reid's Parkette. There has been a challenge in finding musicians and the committee brainstormed ideas to find more. Advertising will be done with local event listings and during the morning at the Farmers Market.

5.2 - Marketing & Event Coordinator Update

Evan Jaglall updated. The Bounce Radio business subsidy program for businesses has had very poor uptake from the businesses. He will take time in the following week to go to businesses to advise them of the program in case the emails weren't read. The Lindsay Advocate published the July content, with the editorial piece and subsized ads from businesses.

The social media accounts are doing well, and engagement continues to rise.

5.3 - Future Planning

The committee discussed the concept of a fall food-themed event, and a poutine festival had been agreed upon at a previous meeting. The date of October 1st will be targeted, and Evan Jaglall will begin the planning process by contacting restaurants to float the idea by them and gauging interest.

Melissa McFarland advised that a suggestion was made at the Board of Directors meeting for the committee to discuss a 'grand reopening' following construction. The committee discussed ideas and agreed that they will target Saturday, May 27th, 2023.

6.0 - NEXT MEETING -----

Thursday, August 4th, 2022

5:00pm

BIA Office Boardroom

7 York Street South

7.0 - ADJOURNMENT -----

Moved By: Alana Forsyth

Seconded By: Mike Puffer

Resolved: That the July 7th, 2022 meeting of the Marketing Committee be adjourned at.

Carried MC2022-20



MINUTES

for the Meeting of the Marketing Committee

Tuesday, September 15th, 2022
5:00pm
BIA Office Boardroom, 7 York Street South

CHAIR

Vacant

VOTING MEMBERS

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

1.0 - CALL TO ORDER

Meeting Called to Order by the Chair (Melissa McFarland, Acting): 5:09pm

In Attendance: Alana Forsyth, Liz Grimes, Laura LeMiere, Sandra Patrick, Beth Rescorl, Ann Scarlett

Recording Secretary: Melissa McFarland

Guests: Evan Jaglall, Steve Podolsky

Late Arrivals: None

Early Departures: None

Regrets / Absent: Leaha Denney, Mike Puffer

2.0 - ADMINISTRATIVE BUSINESS -----

2.1 - Adoption of Agenda

Moved By: Laura LeMiere

Seconded By: Ann Scarlett

Resolved: That the agenda be adopted as circulated.

Carried MC2022-21

2.2 - Declarations of Pecuniary Interest

None Declared

2.3 - Adoption of Minutes

Moved By: Laura LeMiere

Seconded By: Ann Scarlett

Resolved: That the Minutes of July 7th be approved as circulated.

Carried MC2022-22

3.0 - DEPUTATIONS -----

None Scheduled

4.0 - CORRESPONDENCE -----

None Received

5.0 - NEW BUSINESS -----

5.1 - Committee Structure

Discussion was held regarding the resignation of the Chair, Matt Geraghty. The committee brainstormed ideas of individuals who may be approached to gauge their interest in the joining the committee with the intention of eventually leading it. Melissa McFarland and Evan Jaglall will follow up on these suggestions. The committee agreed that in the interim, staff can continue to lead the committee as has been done the past few months, until a permanent chair can be sourced, and the committee will give their input to all decisions in the meantime, and continue to direct staff as a collective.

5.2 - Holiday Planning

The committee discussed the Holiday Passport and the format for running the promotion through the holidays. The format agreed upon will have the passport running from Friday, November 18th to Sunday, December 18th, with gift certificate prizes of increasing value being given away each Monday.

The Christmas Tree Lighting will follow a similar format to the previous year and take place on Friday, November 18th from 5:30pm-6:00pm with musical entertainment and a visit from Santa. Community organizations will be contacted to inquire if they have interest in providing kids activities and/or refreshments.

The VIP Shopping Night will also take place on Friday the 18th, following a similar format to previous years, with wine and appetizers at the beginning of the evening, an allotted time for shopping, and dessert and prize draws at the end of the evening. The Pie Eyed Monk will be contacted for availability.

5.3 - Future Planning

Deferred until October meeting.

5.4 - Marketing & Events Coordinator Update

Evan Jaglall updated. Discussion was held regarding the paintings that were produced at the Culture on Kent event by the onsite artists and are now available from the Gallery for the BIA to do with them as they wish. The committee agreed that the best few will be chosen for a silent auction at VIP Shopping event, with proceeds to be given back to the art gallery.

He also gave an update on Electric Vehicles on Kent that was supported through the Event Grant program. The organizers said it was a success, and plan to repeat the event next year. There may be an opportunity to tie it in with Classics on Kent next year.

Information was presented from a company called Driftscape which produces interactive maps - the committee will not proceed with more information at this time.

Metroland Media pitched a campaign offer with advertising on the main page of their website as a 'takeover'. The committee agreed that the cost was prohibitive.

Information was presented from Bounce 91.9. The committee had done a Shop Local / Dine Local campaign last year, but will focus heavily on the holiday season.

A package from Dave Raulston was reviewed with information on the Trent Severn Waterway publication, TSW map, and Cruising the Waterways app.

Moved By: Laura LeMiere

Seconded By: Ann Scarlett

Resolved: That advertising in the above publications be approved.

Carried MC2022-23

6.0 - NEXT MEETING -----

Discussion was held about changing future meetings to the first Tuesday of each month at 5:30pm.

Tuesday, October 4th, 2022

5:30pm

BIA Office Boardroom

7 York Street South

7.0 - ADJOURNMENT -----

Moved By: Beth Rescorl

Seconded By: Sandra Patrick

Resolved: That the September 15th, 2022 meeting of the Marketing Committee be adjourned at 7:10pm.

Carried MC2022-24



MINUTES

for the Meeting of the Marketing Committee

Tuesday, October 4th, 2022
5:30pm
BIA Office Boardroom, 7 York Street South

CHAIR

Vacant

VOTING MEMBERS

Alana Forsyth | Alana Maria Photography
Liz Grimes | Cathy Allan Ladieswear
Laura LeMiere | Boiling Over's Coffee Vault
Sandra Patrick | Down to Earth
Mike Puffer | Remedy's RX on Kent
Beth Rescorl | The Kent Florist
Ann Scarlett | The Kent Florist

1.0 - CALL TO ORDER

Meeting Called to Order by the Chair (Sandra Patrick, Acting): 5:39pm

In Attendance: Liz Grimes, Sandra Patrick, Ann Scarlett, Mike Puffer

Recording Secretary: Evan Jaglall

Guests: Melissa McFarland

Late Arrivals: None

Early Departures: None

Regrets / Absent: Alana Forsyth, Beth Rescorl, Laura LeMiere

2.0 - ADMINISTRATIVE BUSINESS -----

2.1 - Adoption of Agenda

Moved By: Ann Scarlett Seconded By: Mike Puffer

Resolved: That the agenda be adopted as circulated.

Carried MC2022-25

2.2 - Declarations of Pecuniary Interest

None Declared

2.3 - Adoption of Minutes

Moved By: Liz Grimes Seconded By: Ann Scarlett

Resolved: That the Minutes of September 15th be approved as circulated.

Carried MC2022-26

3.0 - DEPUTATIONS -----

None Scheduled

4.0 - CORRESPONDENCE -----

None Received

5.0 - NEW BUSINESS -----

5.1 - Holiday Passport Kickoff

Melissa McFarland discussed Holiday Passport and Kickoff initiatives, where Marketing & Events is working on updating the passport and its content. A discussion was held in regard to the VIP Shopping night, where Milk & Honey will now be hosting the event. Event details were discussed including ticket sales, liquor licensing, the overall schedule, and the Art Gallery silent auction. Tickets will be sold at Cathy Allan's and Melissa McFarland is working on obtaining a liquor license for the event. Discussion was held in regard to a push for weekend and Sunday shopping during the passport, Evan Jaglall has reached out to businesses to see who will be open on Sundays for the duration of the event and will be putting together a social media

campaign letting the community know who will be open. The BIA will be reaching out to BBBSKLH, The Lions Club, and Living Christmas Tree for activities and help with the Christmas Tree lighting.

5.2 - Marketing & Events Coordinator Update

Evan Jaglall updated the committee on the ongoing marketing & events initiatives. Discussed was hiring of the new co-op student, Ashtun, the ongoing social media campaigns, and the upcoming holiday events. The committee also discussed new ideas that could be brought to marketing with the upcoming hiring of a new Marketing & Events Coordinator with Evan Jaglall's transition to the Executive Director position. Discussed was how Ashtun could take over sharing stories and following all the downtown businesses social media.

5.3 - Future Planning

Melissa McFarland updated the committee on how Board of Directors elections and the Annual General Meeting have been postponed until January, which were originally scheduled for beginning of November. The Board of Directors would like the Marketing Committee to help prepare promotion for Board of Directors election. The BIA will be putting together a calendar for next year.

6.0 - NEXT MEETING -----

Tuesday, November 1st, 2022
5:30pm
BIA Office Boardroom
7 York Street South

7.0 - ADJOURNMENT -----

Moved By: Ann Scarlett

Seconded By: Liz Grimes

Resolved: That the September 15th, 2022 meeting of the Marketing Committee be adjourned at 6:32pm.

Carried MC2022-27



MINUTES

for the Meeting of the Marketing Committee

Tuesday, November 1st, 2022
5:30pm
BIA Office Boardroom, 7 York Street South

CHAIR

Vacant

VOTING MEMBERS

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

1.0 - CALL TO ORDER

Meeting Called to Order by the Chair (Evan Jaglall, Acting): 5:31pm

In Attendance: Liz Grimes, Ann Scarlett, Beth Rescorl, Laura LeMiere, Sandra Patrick

Recording Secretary: Evan Jaglall

Guests: None

Late Arrivals: None

Early Departures: None

Regrets / Absent: Mike Puffer

2.0 - ADMINISTRATIVE BUSINESS -----

2.1 - Adoption of Agenda

Moved By: Sandra Patrick **Seconded By:** Laura LeMiere

Resolved: That the agenda be adopted as circulated.

Carried MC2022-28

2.2 - Declarations of Pecuniary Interest

None Declared

2.3 - Adoption of Minutes

Moved By: Laura LeMiere **Seconded By:** Liz Grimes

Resolved: That the Minutes of October 4th be approved as circulated.

Carried MC2022-29

3.0 - DEPUTATIONS -----

None Scheduled

4.0 - CORRESPONDENCE -----

None Received

5.0 - NEW BUSINESS -----

5.1 - Holiday Passport Kickoff Update

Evan Jaglall discussed the ongoing preparations for the upcoming Holiday Passport Kickoff. The Holiday Passport will begin on November 18th with a VIP Shopping Night to be held at Milk & Honey Eatery. The event will be in two groups and admission based only with tickets sold at Cathy Allan's (plan to be ordered from RJT Solutions and will be reaching out for an update November 2nd). Evan Jaglall will be going to the Bounce Radio studio November 2nd to discuss with Vanessa Murphy the plan for giveaway announcements. Discussed whether or not the BIA wanted to seek additional paid advertising for the event with Bounce Radio on top of the giveaway campaign, decided to not. Melissa McFarland and Steve Podolsky have been looking

into a Christmas Tree purchase for the downtown. Plan to begin promotion for the Holiday Passport Kickoff November 7th.

5.2 - Marketing & Events Coordinator Update

Evan Jaglall updated the committee on the ongoing marketing & events initiatives. Discussed the possibility of pushing back the hiring of a new Marketing Coordinator until the holiday event to allow Evan Jaglall to focus solely on the event.

5.3 - Future Planning

Discussed about implementing a Block Captain Community for communication aspects in the downtown. The committee discussed putting together a calendar for events and strategies in the New Year. Discussed possible candidates to reach out to, to see if they would like to join the committee.

6.0 - NEXT MEETING -----

Tuesday, December 6th, 2022
5:30pm
BIA Office Boardroom
7 York Street South

7.0 - ADJOURNMENT -----

Moved By: Laura LeMiere

Seconded By: Beth Rescorl

Resolved: That the November 1st, 2022 meeting of the Marketing Committee be adjourned at 6:33pm.

Carried MC2022-30



MINUTES

for the Meeting of the Marketing Committee

Tuesday, December 6th, 2022
5:30pm
BIA Office Boardroom, 7 York Street South

CHAIR

Vacant

VOTING MEMBERS

Liz Grimes | Cathy Allan Ladieswear
Laura LeMiere | Boiling Over's Coffee Vault
Sandra Patrick | Down to Earth
Mike Puffer | Remedy's RX on Kent

1.0 - CALL TO ORDER

Meeting Called to Order by the Chair (Evan Jaglall, Acting): 5:30pm

In Attendance: Liz Grimes, Sandra Patrick, Mike Puffer

Recording Secretary: Evan Jaglall

Guests: Reese Burns

Late Arrivals: None

Early Departures: None

Regrets / Absent:

Laura LeMiere

2.0 - ADMINISTRATIVE BUSINESS -----

2.1 - Adoption of Agenda

Moved By: Liz Grimes

Seconded By: Mike Puffer

Resolved: That the agenda be adopted as circulated.

Carried MC2022-31

2.2 - Declarations of Pecuniary Interest

None Declared

2.3 - Adoption of Minutes

Moved By: Mike Puffer

Seconded By: Sandra Patrick

Resolved: That the Minutes of November 1st be approved as circulated.

Carried MC2022-32

3.0 - DEPUTATIONS -----

None Scheduled

4.0 - CORRESPONDENCE -----

4.1 - Ann Scarlett & Beth Rescorl Resignation

Evan Jaglall addressed the committee about the recent resignation of members Ann Scarlett and Beth Rescorl. He is still waiting on a formal letter of resignation from both and will update the committee once received.

4.2 - Matt Geraghty Return in 2023

Evan Jaglall updated the committee on the recent conversation with former member Matt Geraghty and his plan to return to the committee in 2023. This was very well received by the present committee.

5.0 - NEW BUSINESS -----

5.1 - Holiday Kickoff Review

Evan Jaglall updated the committee on the feedback and status of the Holiday Kickoff and Passport. The Tree Lighting was very well received by the community with nearly 300 people present for the lighting. Big thanks to BBBSKLH, Lindsay Lions Club, and Potash Creek Farms for their help with the event and were recognized for their contributions on social media, at the event, and on the radio.

Evan Jaglall addressed the committee on the cancellation of the VIP Shopping Night. It was with a heavy heart that the LDBIA decided to cancel the event, however, as an association servicing its membership first and foremost, the LDBIA decided to cancel the event due to issues it could have caused the membership. Businesses were asked to remain open until 9pm for the event and were to expect at least 80 people through their doors for the event (80 tickets sold). Upon a final count of ticket sales 48 hours prior to, only 18 tickets were sold, and it would be hard to justify the lack of foot traffic to the membership with them having to pay for a potential 4 hours of additional staffing. Evan Jaglall stated upon letting the membership know about the cancellation, most were very understanding and appreciative because it would have caused a large inconvenience for the businesses. Many factors were discussed by the committee as to why the event did not go as planned. Liz Grimes stated, and the committee agreed that the Marketing Committee did not plan properly for the event and that was the #1 issue. Ticket sales were also addressed and for future events the committee plans to sell tickets at multiple locations to reach more demographics. The LDBIA should also put into action a ticket tracking method.

Evan Jaglall also updated the committee on the ongoing Holiday Passport event. The event has been very well received by the public and there seems to be a lot of traction on social media as well. Evan Jaglall has been going to Bounce Radio 91.9 on Monday mornings to do the weekly draws, which have been great with Vanessa Murphy. Sandra Patrick stated that the membership businesses need to spread the word of the passport much more as many customers have come into her business not knowing about the event when making purchases at participating businesses. The committee discussed options on how to fix this ongoing issue and came to the conclusion that the installment of Block Captains in 2023 to let businesses know of the benefit of the events run by the LDBIA from a business owner perspective. Liz Grimes also discussed the notion of providing incentives for businesses participating for the more passports they give out. Mike Puffer stated the LDBIA should also be taking pictures of weekly winners for promotion. Reese Burns added the LDBIA should send out an email to let businesses know of the final day passports are eligible to be stamped.

5.2 - Marketing & Events Coordinator Hiring Process & Committee

Evan Jaglall addressed the committee about the ongoing hiring process for the new Marketing & Events Coordinator position. The committee came to the conclusion for Evan Jaglall to reach out to the candidates from the prior part-time listing to see if they would still be interested in a full-time roll to reapply on Indeed. Once the application is out and the LDBIA has a list of candidates for the full-time position, Evan Jaglall will reach out to the committee via email to receive their recommendation, which will then be brought to the Board of Directors for approval. Liz Grimes also stated that prior to posting the employment opportunity on job-boards to reach out to the committee to review the job description and provide their input.

5.3 – Future Planning (Events Schedule Brainstorm)

The Committee discussed a plan to create a full events schedule for 2023 at the first Marketing Committee meeting in January of 2023. Mike Puffer suggested we open the meeting up to the membership to come and provide their input. Mike Puffer would like Evan Jaglall to send out an email to the membership in the coming week to let them know of the meeting.

The committee also discussed ways to increase recruitment for committees and the Board of Directors in 2023. Evan Jaglall stated that a recognition plan should be put in place to recognize the efforts of the volunteers who take the time out of their busy lives to join the Board of Directors and committees. The idea of a thank you dinner for Board and committee members halfway through the year was discussed. It was also recommended that the Board of Directors instill Block Captains to help with recruitment. It was discussed that providing members with a business owner perspective on the benefits of joining the LDBIA would help with recruitment.

Sandra Patrick also proposed an idea of a membership events grant program. Similar to the 3rd party events program already a part of the LDBIA, this would allow businesses who have previously voiced their displeasure with events not targeting their demographic to organize events themselves and have the LDBIA help with promotion, funding, etc. This would not only create more events in the downtown but allow the Marketing Committee to place a lot more focus and effort into the large-scale events ran throughout the year. A Marketing & Events Coordinator will also be in position when this program would start, giving businesses a specialist from the LDBIA to help with the event planning. This idea was very well received by the committee and will be brought to the Board of Directors for approval.

6.0 – NEXT MEETING -----

Tuesday, January 10th, 2023
5:30pm
BIA Office Boardroom
7 York Street South

7.0 – ADJOURNMENT -----

Moved By: Sandra Patrick

Seconded By: Liz Grimes

Resolved: That the December 6th meeting of the Marketing Committee be adjourned at 6:50pm.

Carried MC2022-33



MINUTES

for the Meeting of the Combined Parking & Advocacy Committees

Tuesday, January 11th, 2022

7:30am
via Zoom

CHAIR

Charlie McDonald | Community Member

VOTING MEMBERS

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

LIAISONS

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

1.0 - CALL TO ORDER

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

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

Recording Secretary: Melissa McFarland

Guests: None

Late Arrivals: None

Early Departures: None

Regrets / Absent: Reese Burns, Wes Found, Steve Turner

2.0 - ADMINISTRATIVE BUSINESS -----

2.1 - Adoption of Agenda

Moved By: Jim Garbutt

Seconded By: Steve Podolsky

Resolved: That the agenda be adopted as circulated.

Carried PC2022-01

2.2 - Declarations of Pecuniary Interest

None Declared

2.3 - Adoption of Minutes

Moved By: Councillor Dunn

Seconded By: Steve Podolsky

Resolved: That the Minutes of December 14th, 2021 be adopted with the brief addition of further information on the CCTV inquiry made by Jim Garbutt, to include Melissa McFarland's response that no BIA had been identified as having been the lead organization on a CCTV program that had been managed by them on an ongoing basis, but that more information would be provided if received in the future. **Carried PC2022-02**

3.0 - DEPUTATIONS -----

None Scheduled

4.0 - CORRESPONDENCE -----

None Received

5.0 - NEW BUSINESS -----

5.1 - Community Liaison Report

No response has been received as of yet from Juan Rojas in regards to the correspondence sent on December 17th regarding the lane configurations on Cambridge Street South, and businesses on Cambridge Street South continue to voice their concerns about the configurations as well as the issues with parking.

Moved By: Jim Garbutt

Seconded By: Councillor Dunn

Resolved: That a follow up email be sent to Juan Rojas to confirm receipt of the letter pertaining to Cambridge Street South, and to request a meeting to discuss.

Carried PC2022-03

No response has been received from Mike Farquhar regarding the re-programming of the traffic signals downtown to allow the walk signal to be automatically activated on the green light. Councillor Dunn will follow up, CC'ing Lisa Piemann (Executive Assistant), Jolene Ramsay (Risk Management) and Barb Condie (Accessibility) on his email.

Discussion was held regarding the occasional issues with ice blocking the sewer grates, causing water and slush buildup. Downtown staff will keep an eye out for these issues and can report them to Melissa McFarland who can request that Public Works clear them as needed.

Melissa McFarland will work with Wayne English to draft and send an email to businesses to request that their delivery processes and schedules be addressed, as issues with delivery vehicles blocking streets and sidewalks is a growing concern, for safety, accessibility, and concerns with ongoing damage to the new sidewalks.

Jim Garbutt volunteered to lead the issue of bringing forth concerns to the City regarding the designs for York Street construction, so that concerns from the area businesses are present as the work is being scheduled.

Moved By: Steve Podolsky

Seconded By: Jim Garbutt

Resolved: That the above report be received.

Carried PC2022-04

5.2 - Update on Parking Enforcement Hiring

Wayne English advised that he has been reviewing resumes but has not felt the need to push through with the interviewing process, with the holidays and current restrictions affecting the utilization of parking downtown. He is currently monitoring the downtown problem areas daily and will proceed with the hiring process prior to the February meeting.

5.3 - Reconstruction Updates

New Alliance has vacated the ValuMart lot with their fence and trailer and at the BIA's request, returned to clear the garbage and debris. Engineering and New Alliance have been made aware of a couple of street lamps that are not functioning. New ashtrays have been received and Steve Podolsky will work with Wayne English to identify locations that require new ones, and take them to Public Works to install.

ESA inspections for the grounding issue are still being conducted and the BIA will communicate any information that is received from Engineering.

Jim Garbutt inquired about the Phase IV construction and if there going to be a staging site for the contractor and where it would be located.

5.4 - Parking Study Recommendation Review

Deferred until the February meeting, and the item will be placed ahead of the Community Liaison report on that agenda.

5.5 - Other Items

Jim Garbutt raised the item of Saturday enforcement and if it's something that should be addressed. The Committee will keep the item on the radar, and if wanting to proceed will have to conduct surveys and gather information of the process.

Jim Garbutt raised the issue of CCTV as an ongoing item, and stressed that it would be crucial to have the research in place for future funding opportunities. Melissa McFarland will investigate costs and other relevant information.

6.0 - NEXT MEETING -----

Tuesday, February 8th, 2021
7:30am
Century Theatre
141 Kent Street West

7.0 - ADJOURNMENT -----

Moved By: Councillor Dunn

Seconded By: Jim Garbutt

Resolved: That the January 11th, 2022 meeting of the Parking/Advocacy Committee be adjourned at 8:37am.

Carried PC2022-05

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



MINUTES

for the Meeting of the Combined Parking & Advocacy Committees

Tuesday, February 8th, 2022
8:00am
BIA Office Boardroom, 7 York Street South

CHAIR

Charlie McDonald | Community Member

VOTING MEMBERS

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

LIAISONS

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

1.0 - CALL TO ORDER

Meeting Called to Order by the Chair:

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

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: Steve Podolsky

Seconded By: Wes Found

Resolved: That the agenda be adopted as circulated.

Carried PC2022-06

2.2 - Declarations of Pecuniary Interest

None Declared

2.3 - Adoption of Minutes

Moved By: Reese Burns

Seconded By: Councillor Dunn

Resolved: That the Minutes of January 11th, 2022 be adopted.

Carried PC2022-07

3.0 - DEPUTATIONS -----

None Scheduled

4.0 - CORRESPONDENCE -----

None Received

5.0 - NEW BUSINESS -----

5.1 - Parking Study Review

Melissa McFarland advised that she has prepared binded copies of the study for each of the Parking Committee members, but they were packed for the office move. She will have those ready for the next meeting, and the committee can then have their own copy to review and make notes on going forward each meeting. This will begin at the March meeting, and the committee can review the study section by section at future meetings.

5.2 – Community Liaison Report

Moved By: Steve Podolsky

Seconded By: Councillor Dunn

Resolved: The report prepared by Wayne English was reviewed. Copies were included in the Agenda Package and can be obtained by the BIA.

Carried PC2022-08

No update has been provided by the City regarding the issues with pedestrian crosswalks downtown. Councillor Dunn advised that he will investigate the cost of having them adjusted, as this is may be a factor in the City's willingness to follow through with the change.

Moved By: Steve Podolsky

Seconded By: Steve Turner

Resolved: That the BIA will make a deputation to Council, targeting the March Committee of the Whole Meeting, to request that the pedestrian crossing signals automatically be activated upon the green light at each intersection in the downtown core.

Carried PC2022-09

5.3 – Update on Parking Enforcement Hiring

Wayne English advised that he and Melissa McFarland interviewed 3 candidates and all 3 were offered the opportunity to shadow Wayne on the street. One candidate withdrew, one has completed shadowing and the last finishes today.

5.4 – Reconstruction Updates

At Jim Garbutt's request, Melissa McFarland provided copies of the William and York Street reconstruction designs that were provided at the City's public meeting in March 2019.

Discussion was held regarding delivery zones in the downtown and issues with the large vehicles blocking traffic or parking on the sidewalk. Charlie McDonald suggested that the problem areas be identified and the list be worked through to create solutions. Wayne English will work on this.

Jim Garbutt advised that he has made contact with Corby Purdy as well as the manager at IDA, who has interest in the way York Street South is constructed. No meeting has been able to be coordinated as of yet.

A meeting will be set up with Corby Purdy to finalize details of how the upcoming phase of reconstruction will be executed.

5.5 – Other Items

Discussion was held about the concept of Saturday enforcement. Once the hiring process is complete, the committee will have a better understanding of how the staffing may work long term. Wes Found suggested that a survey be conducted of the members to inquire their thoughts, and the by-law could always be changed prior to staffing changes. Councillor Dunn advised that there will need to be a staff report generated in order for a by-law to be changed.

Discussion was held regarding the ongoing budget and how increases will be addressed in the future to cover items like increased parking enforcement.

6.0 - NEXT MEETING -----

Tuesday, March 8th, 2022

7:30am

BIA Office Boardroom

7 York Street South

7.0 - ADJOURNMENT -----

Moved By: Reese Burns

Seconded By: Jim Garbutt

Resolved: That the February 8th, 2022 meeting of the Parking/Advocacy Committee be adjourned at 9:18am.

Carried PC2022-10

ONGOING INITIATIVES - WILL BE PLACED ON AGENDA WHEN NEW INFO IS AVAILABLE		
Item	Date Originated	Status
CCTV / Street Cameras	Fall 2020	Will update when any new info is received
Downtown Business Mix	Fall 2020	Update in Fall 2021 when database is updated
Saturday Parking Enforcement	Winter 2022	Will stay on committee's radar for consideration
York Street Configurations	Winter 2022	Jim Garbutt will gather info from businesses
Business Surveys	Winter 2022	Gather questions at each meeting to send polls
Cambridge Lane Configurations	Winter 2022	Continue to follow up on reversing new lanes



MINUTES

for the Meeting of the Combined Parking & Advocacy Committees

Tuesday, March 8th, 2022
7:30am
BIA Office Boardroom, 7 York Street South

CHAIR

Charlie McDonald | Community Member

VOTING MEMBERS

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

LIAISONS

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

1.0 - CALL TO ORDER

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

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

Recording Secretary: Melissa McFarland

Guests: None

Late Arrivals: None

Early Departures: None

Regrets / Absent: Jim Garbutt, Oliver Vigelius

2.0 - ADMINISTRATIVE BUSINESS -----

2.1 - Adoption of Agenda

Moved By: Steve Turner

Seconded By: Wes Found

Resolved: That the agenda be adopted as circulated.

Carried PC2022-11

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 February 8th, 2022 be adopted.

Carried PC2022-12

3.0 - DEPUTATIONS -----

None Scheduled

4.0 - CORRESPONDENCE -----

None Received

5.0 - NEW BUSINESS -----

5.1 - Parking Study Review

Melissa McFarland distributed binders to each committee member containing copies of the Parking Study and other relevant documents. The committee reviewed the recommendations specific to Lindsay.

Moved By: Reese Burns

Seconded By: Steve Podolsky

Resolved: That a meeting with Adam Found will be requested to review the study recommendations and the status of any implementation, as well as a review of the parking space inventory.

Carried PC2022-12

5.2 – Community Liaison Report

Moved By: Councillor Dunn

Seconded By: Steve Turner

Resolved: The report prepared by Wayne English was reviewed. Copies were included in the Agenda Package and can be obtained by the BIA.

Carried PC2022-13

Correspondence will be sent to the Manager of Public Works to outline the snow removal and winter sidewalk and road conditions noted (snow and ice) this past season and how they can be addressed for next winter, noting especially that the condition of the bumpouts was an issue following every winter event.

5.3 – Membership Parking Survey

Discussion was held regarding the survey to be sent to the downtown membership regarding the idea of Saturday enforcement downtown. It was agreed that there should be additional questions asked to round out the survey. In addition to the Saturday enforcement inquiry, the survey will ask about required parking inventory for businesses' employees, which will be valuable information for the future.

Moved By: Reese Burns

Seconded By: Wes Found

Resolved: That a survey will be circulated to the downtown membership to ask the questions outlined above.

Carried PC2022-14

5.4 – Reconstruction Updates

Steve Podolsky updated. The grounding work is being completed via Coco Paving who is using Mariposa Electric. Word was received that the furniture supplier (for benches and garbage cans) was confirmed, and a location map for Cambridge and William being is being completed as per Engineering's request. The City is aware of the brick issues and will be providing updates as to what will happen with the repairs or replacement. The BIA will be keeping on top of the schedule for closures and impacts to businesses.

5.5 – CCTV / Street Camera Survey

Via the previous Board of Directors meeting, a suggestion was made that perhaps a future funding application could be made on behalf of a group of businesses for cameras that captured the front or back of their business, but also included images of the sidewalk and road. This could be coordinated by the BIA, which would eliminate the cost to the organization. Discussion on this topic will continue at future meetings.

5.6 – Other Items

Wes Found suggested that as an advocacy group, that each subcommittee of the BIA come up with survey questions that they would find useful, and regular surveys to the membership be created at this committee's meetings.

6.0 - NEXT MEETING -----

Tuesday, April 12th, 2022

7:30am

BIA Office Boardroom

7 York Street South

7.0 - ADJOURNMENT -----

Moved By: Steve Podolsky

Seconded By: Jim Garbutt

Resolved: That the March 8th, 2022 meeting of the Parking/Advocacy Committee be adjourned at 9:18am.

Carried PC2022-15

ONGOING INITIATIVES - WILL BE PLACED ON AGENDA WHEN NEW INFO IS AVAILABLE		
Item	Date Originated	Status
CCTV / Street Cameras	Fall 2020	Will update when any new info is received
Downtown Business Mix	Fall 2020	Update in Fall 2021 when database is updated
Saturday Parking Enforcement	Winter 2022	Will stay on committee's radar for consideration
York Street Configurations	Winter 2022	Jim Garbutt will gather info from businesses
Business Surveys	Winter 2022	Gather questions at each meeting to send polls
Cambridge Lane Configurations	Winter 2022	Continue to follow up on reversing new lanes



MINUTES

for the Meeting of the Combined Parking & Advocacy Committees

Tuesday, April 12th, 2022
7:30am
BIA Office Boardroom, 7 York Street South

CHAIR

Charlie McDonald | Community Member

VOTING MEMBERS

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

LIAISONS

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

1.0 - CALL TO ORDER

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

In Attendance: Charlie McDonald, Reese Burns, Jim Garbutt, Steve Podolsky, Steve Turner, Wayne English

Recording Secretary: Melissa McFarland

Guests: None

Late Arrivals: Reese Burns (7:38am)

Early Departures: None

Regrets / Absent: Wes Found, Councillor Pat Dunn, Oliver Vigelius

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 PC2022-16

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 March 8th, 2022 be adopted.

Carried PC2022-17

3.0 - DEPUTATIONS -----

None Scheduled

4.0 - CORRESPONDENCE -----

None Received

5.0 - NEW BUSINESS -----

5.1 - Parking Study Review

Melissa McFarland updated, that she had reached out to Adam Found regarding the Parking Study and inquiring about a meeting to review the recommendations, with the study's adoption approaching the one year mark. She was advised that while he would be happy to sit down with members of the committee, that he would not be able to make any commitments - those would fall to various relevant City departments. The committee has agreed to identify certain recommendations that they would like to see move forward, and focus on them individually. The committee will begin with the configuration of the parking lots, and reach out to By-Law Enforcement to begin the process, and also work through the study to identify which department may be responsible for each recommendation.

5.2 – Community Liaison Report

Moved By: Steve Turner

Seconded By: Reese Burns

Resolved: That the above report be received.

Carried PC2022-18

5.3 – Membership Parking Survey Results

Melissa McFarland distributed a compilation of the membership survey results for the committee's review. 45 responses were received and discussion was held about the responses. The surveys will continue with different focus' and questions periodically at different times of the year.

5.4 – Committee Terms of Reference

Melissa McFarland advised that via the Board of Directors meeting, each committee is to review the Terms of Reference. She distributed a template for a new draft, as well as previous copies. The committee is to review the drafts and come with their comments to the next meeting.

5.5 – Reconstruction Updates

Updates were given on the sidewalk paver replacement, which may be looking towards fall for installation. New Alliance's work will commence on April 18th and is expected to be repairing deficiencies for approximately 3 weeks.

5.6 – Other Items

Jim Garbutt updated on the subject of downtown CCTV, and he followed up with Kawartha Lakes Housing who was a recipient of a previous provincial grant at 68 Lindsay Street North. He was provided some basic information on the operation of the system and will continue to gather information of costs of operation and hardware.

Discussion was held regarding posters on lampposts, which came up at the Beautification Committee, but Jim Garbutt advised that it may become an Advocacy issue if not immediately addressed. Changes to the by-law may be needed, as the BIA was advised in the past that it only covers the personal physically placing the posters on the posts, and has to be caught in the act. BIA maintenance staff will continue to remove the posters as seen, which may provide a small deterrent. Wayne English will investigate the wording of the by-law and Melissa McFarland will advise the membership that lamppost advertising is not permitted at any time, and they're welcome to remove them as they see them in front of their businesses. Melissa McFarland will contact Craig Shanks to inquire if an addition can be made to the rental agreement that lamppost advertising is not permitted, which will assist in events that occur in City facilities.

6.0 – NEXT MEETING -----

Tuesday, May 10th, 2022

7:30am

BIA Office Boardroom

7 York Street South

7.0 - ADJOURNMENT -----

Moved By: Steve Podolsky

Seconded By: Jim Garbutt

Resolved: That the April 12th, 2022 meeting of the Parking/Advocacy Committee be adjourned at 9:18am.

Carried PC2022-19

ONGOING INITIATIVES - WILL BE PLACED ON AGENDA WHEN NEW INFO IS AVAILABLE		
Item	Date Originated	Status
CCTV / Street Cameras	Fall 2020	Will update when any new info is received
Downtown Business Mix	Fall 2020	Update in Fall 2021 when database is updated
Saturday Parking Enforcement	Winter 2022	Will stay on committee's radar for consideration
York Street Configurations	Winter 2022	Jim Garbutt will gather info from businesses
Business Surveys	Winter 2022	Gather questions at each meeting to send polls
Cambridge Lane Configurations	Winter 2022	Continue to follow up on reversing new lanes
Lamppost Advertising	Spring 2022	Updates as tasks are completed



MINUTES

for the Meeting of the Combined Parking & Advocacy Committees

Tuesday, May 10th, 2022
7:30am
BIA Office Boardroom, 7 York Street South

CHAIR

Charlie McDonald | Community Member

VOTING MEMBERS

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

LIAISONS

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

1.0 - CALL TO ORDER

Meeting Called to Order by the Chair:

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

Recording Secretary: Melissa McFarland

Guests: None

Late Arrivals: Jim Garbutt (7:33am)

Early Departures: None

Regrets / Absent: Oliver Vigelius

2.0 - ADMINISTRATIVE BUSINESS -----

2.1 - Adoption of Agenda

Moved By: Councillor Dunn

Seconded By: Reese Burns

Resolved: That the agenda be adopted as circulated.

Carried PC2022-16

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 April 12th, 2022 be adopted.

Carried PC2022-17

3.0 - DEPUTATIONS -----

None Scheduled

4.0 - CORRESPONDENCE -----

None Received

5.0 - NEW BUSINESS -----

5.1 - Parking Study Review

Update on Cambridge and William Street lane configurations will be given in the Community Liaison report. More information on the parking lot configurations will be discussed with the Community Liaison's update, which needs to be addressed prior to moving forward with inquiries of line configurations in those lots to increase parking supply. Adam Found has noted his willingness to discuss the recommendations with the committee, and the committee agreed to work towards developing questions for a future meeting. Concerns to be noted include the future needs of parking in light of all of the residential development being proposed, as well as navigating City departments to best determine responsibility for various elements of the recommendations.

5.2 – Community Liaison Report

Moved By: Wes Found

Seconded By: Reese Burns

Resolved: That the Parking/Advocacy Committee move to a Closed Session to review and discuss a complaint made regarding an incident with a Parking Control Officer.

Carried PC2022-18

Moved By: Steve Turner

Seconded By: Wes Found

Resolved: That the Parking/Advocacy Committee return to an Open Session.

Carried PC2022-19

Moved By: Steve Podolsky

Seconded By: Jim Garbutt

Resolved: That the Community Liaison report be received.

Carried PC2022-20

5.3 – Committee Terms of Reference

Deferred.

5.4 – Reconstruction Updates

Covered in the Community Liaison report.

5.5 – Lamppost Advertising

Wayne English advised that he had made an inquiry to the Manager of By-Law Enforcement, for clarification on the by-law that addresses advertising. The by-law only addresses an offence for the individual who places the signage. The committee agreed that steps will be taken to add verbiage in CKL facility lease agreements reminding them of the by-law.

5.6 – CCTV / Street Cameras

The grant applications through the Police Service is now open, with an extremely short deadline, and the Chief believes that the grant will become available again next year and that the matching funds may be able to be provided through KLPS' budget. The Board of Directors agreed that they will do research to prepare a potential application package for future intakes.

5.7 – Other Items

Wes Found advised that the bus shelter cleaning and maintenance has deteriorated with the most recent subcontract, and garbage was placed in the private bins at Kent Place Mall. Melissa McFarland will make an inquiry through Transit (Rod Porter) at CKL to advise them of the issue.

6.0 - NEXT MEETING -----

Tuesday, June 14th, 2022

7:30am

BIA Office Boardroom

7 York Street South

7.0 - ADJOURNMENT -----

Moved By: Steve Podoslky

Seconded By: Councillor Dunn

Resolved: That the May 10th, 2022 meeting of the Parking/Advocacy Committee be adjourned at.

Carried PC2022-21

ONGOING INITIATIVES - WILL BE PLACED ON AGENDA WHEN NEW INFO IS AVAILABLE		
Item	Date Originated	Status
CCTV / Street Cameras	Fall 2020	Will update when any new info is received
Downtown Business Mix	Fall 2020	Update in Fall 2021 when database is updated
Saturday Parking Enforcement	Winter 2022	Will stay on committee's radar for consideration
York Street Configurations	Winter 2022	Jim Garbutt will gather info from businesses
Business Surveys	Winter 2022	Gather questions at each meeting to send polls
Cambridge Lane Configurations	Winter 2022	Continue to follow up on reversing new lanes
Lamppost Advertising	Spring 2022	Will stay on Beautification Committee Agenda



MINUTES

for the Meeting of the Combined Parking & Advocacy Committees

Tuesday, June 14th, 2022
7:30am
BIA Office Boardroom, 7 York Street South

CHAIR

Charlie McDonald | Community Member

VOTING MEMBERS

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

LIAISONS

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

1.0 - CALL TO ORDER

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

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

Recording Secretary: Melissa McFarland

Guests: None

Late Arrivals: Oliver Vigelius (7:37am)

Early Departures: Councillor Dunn (7:58am)

Regrets / Absent: Wes Found, Jim Garbutt

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 PC2022-22

2.2 - Declarations of Pecuniary Interest

None Declared

2.3 - Adoption of Minutes

Moved By: Steve Turner

Seconded By: Councillor Dunn

Resolved: That the Minutes of May 10th, 2022 be adopted.

Carried PC2022-23

3.0 - DEPUTATIONS -----

None Scheduled

4.0 - CORRESPONDENCE -----

None Received

5.0 - NEW BUSINESS -----

5.1 - Parking Study Review

Wayne English has been liaising with relevant City departments regarding parking lot conditions and the need for signage and other maintenance. Further information is detailed in the Community Liaison report.

5.2 - Community Liaison Report

Moved By: Steve Podolsky

Seconded By: Reese Burns

Resolved: That the Community Liaison report be received.

Carried PC2022-24

Oliver Vigelius attended the meeting and advised that he would send the street sweeper through the downtown municipal parking lots this coming Thursday.

Jim Garbutt and Wes Found sent regrets for the meeting along with some comments relevant to the meeting's agenda, and those were passed along to the committee.

5.3 - Committee Terms of Reference

Melissa McFarland presented the document that was drafted by her, based on the previous versions of the document and the new template used by all the BIA's committees.

Moved By: Steve Podolsky

Seconded By: Steve Turner

Resolved: That the Community Liaison report be received.

Carried PC2022-25

5.4 - Business Surveys

Deferred.

5.5 - Other Items

Melissa McFarland received correspondence from a business regarding the City implementing awning fees for storefronts. She will investigate the details and rationale for the next meeting.

6.0 - NEXT MEETING -----

Tuesday, July 12th, 2022

7:30am

BIA Office Boardroom

7 York Street South

7.0 - ADJOURNMENT -----

Moved By: Councillor Dunn

Seconded By: Steve Podolsky

Resolved: That the June 14th, 2022 meeting of the Parking/Advocacy Committee be adjourned at.

Carried PC2022-26

ONGOING INITIATIVES - WILL BE PLACED ON AGENDA WHEN NEW INFO IS AVAILABLE		
Item	Date Originated	Status
CCTV / Street Cameras	Fall 2020	Will update when any new info is received
Downtown Business Mix	Fall 2020	Update in Fall 2021 when database is updated
Saturday Parking Enforcement	Winter 2022	Will stay on committee's radar for consideration
Business Surveys	Winter 2022	Gather questions at each meeting to send polls
Cambridge Lane Configurations	Winter 2022	Continue to follow up on reversing new lanes



MINUTES

for the Meeting of the Combined Parking & Advocacy Committees

Tuesday, July 19th, 2022

7:30am

BIA Office Boardroom, 7 York Street South

CHAIR

Charlie McDonald | Community Member

VOTING MEMBERS

Reese Burns | Burns Bulk Food

Wes Found | Linborough Property Corp

Jim Garbutt | A Buy & Sell Shop

Steve Podolsky | A&L Investments

Steve Turner | Lindsay Sportsline

Councillor Pat Dunn | CKL Council

LIAISONS

Wayne English | LDBIA Community Liaison

Enzo Ingribelli | CKL Public Works

LINDSAY DOWNTOWN BUSINESS IMPROVEMENT ASSOCIATION

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

1.0 - CALL TO ORDER

NO QUORUM - NOTES ONLY

In Attendance: Jim Garbutt, Steve Turner, Councillor Pat Dunn, Wayne English
Recording Secretary: Melissa McFarland
Guests: None
Late Arrivals: None
Early Departures: None
Regrets / Absent: Charlie McDonald, Reese Burns, Wes Found, Steve Podolsky, Enzo Ingribelli

Community Liaison Report

Wayne English presented his report, which will be circulated to the committee for review.

Discussion was held regarding the newly painted lane configuration on William Street South and the rearrangement of both the regular and accessible parallel spaces on both the east and west sides of the street. There have been concerns raised with the location of the spaces closest to the northwest corner as it may be too close to the intersection, creating a hazard for vehicles turning southbound. Wayne English is keeping this item on his radar and CKL Engineering and CIMA will be consulted. Melissa McFarland advised that the resolution from Council regarding returning the lane configuration to their original state on Cambridge Street also included William, and that if there is a hazard identified, this could easily be rectified upon the final coat of asphalt in the spring.

Discussion was held for the long term need for additional parking, and the opportunity for a parking structure in the centre of downtown. Councillor Dunn advised that the item would be better raised in the beginning of the incoming Council's term, and the item will be placed on the next meeting's agenda.

6.0 - NEXT MEETING -----

Tuesday, August 9th, 2022
7:30am
BIA Office Boardroom
7 York Street South

ONGOING INITIATIVES - WILL BE PLACED ON AGENDA WHEN NEW INFO IS AVAILABLE		
Item	Date Originated	Status
CCTV / Street Cameras	Fall 2020	Will update when any new info is received
Downtown Business Mix	Fall 2020	Update in Fall 2021 when database is updated
Saturday Parking Enforcement	Winter 2022	Will stay on committee's radar for consideration
Business Surveys	Winter 2022	Gather questions at each meeting to send polls
Cambridge Lane Configurations	Winter 2022	Continue to follow up on reversing new lanes



MINUTES

for the Meeting of the Combined Parking & Advocacy Committees

Tuesday, August 9th, 2022
7:30am
BIA Office Boardroom, 7 York Street South

CHAIR

Charlie McDonald | Community Member

VOTING MEMBERS

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

LIAISONS

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

Discussion regarding the issues with the handheld device used by the Parking Control Officers was held, and Steve Podolsky and Melissa McFarland will connect with Wayne English to set up a meeting with Aaron Sloan to discuss how to solve the issues.

5.2 - Future Parking Capacity Discussion

Discussion was held regarding the allotment of private vs public spaces and the question was raised that privately allotted spaces in public lots arguably do not help create more parking capacity. With the change in Council in November, the committee will attempt to get the issue in front of the new council.

5.3 - Lamppost Advertising Update

Melissa McFarland updated, that she contacted Craig Shanks regarding the facility lease agreements and if it could be added that advertising on municipal property was prohibited. He advised that he has no mechanism for enforcing the item as a requirement of the agreement, but will add the wording in as an informational piece based on the signage by-law.

5.4 - Closed Session

Moved By: Steve Podolsky

Seconded By: Reese Burns

Resolved: That the Parking / Advocacy Committee will move into a Closed Session, for the reason of discussion regarding an identifiable individual.

Carried PC2022-29

Moved By: Councillor Dunn

Seconded By: Wes Found

Resolved: That the Parking / Advocacy Committee return to an Open Session.

Carried PC2022-30

5.5 - Other Items

The Committee reviewed the Ongoing Initiatives list. CCTV / Street Cameras - no update. Downtown Business Mix - Melissa McFarland advised that Economic Development is leading the project for the summer and with Evan Jaglall assisting for the downtown along with area Chambers, the BIA will have access to the full report when completed. Saturday Parking Enforcement had previously been raised and wasn't well received from the general membership and will continue to be placed on the back burner until other initiatives are addressed.

6.0 - NEXT MEETING -----

Tuesday, September 13th, 2022

7:30am

BIA Office Boardroom

7 York Street South

7.0 - ADJOURNMENT -----

Moved By: Jim Garbutt

Seconded By: Reese Burns

Resolved: That the August 9th, 2022 meeting of the Parking/Advocacy Committee be adjourned at 8:38am.

Carried PC2022-31



MINUTES

for the Meeting of the Combined Parking & Advocacy Committees

Tuesday, September 13th, 2022
7:30am
BIA Office Boardroom, 7 York Street South

CHAIR

Charlie McDonald | Community Member

VOTING MEMBERS

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

LIAISONS

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

Board of Directors meeting. As well as issues generally observed by the downtown businesses, formal correspondence about the issues has been directed to the BIA as well. An increase in panhandling, theft, vandalism and other related issues in the downtown has been noted. The issues are not unique to Lindsay's downtown, but are a consistent concern in regards to safety and levels of comfort for businesses and visitors.

Moved By: Jim Garbutt

Seconded By: Wes Found

Resolved: That the Lindsay Downtown BIA draft a petition to be circulated and signed by downtown businesses voicing their concerns about downtown crime and panhandling and the trajectory of these issues, and circulate it to the City of Kawartha Lakes Council, MP an MPP. **Carried PC2022-34**

Melissa McFarland will connect with Chief Mitchell to inquire the best methods of reporting issues and will collect the best practices and circulate it to the membership, so that the police have better statistics of issues. She will also inquire if CPTED practices are still valuable to circulate.

5.3 - 2023 Enforcement Budget

Melissa McFarland presented the rationale for the enforcement budget to go to Council for 2023. The proposed budget will include the full costs of a full-time (40h/week) Parking Control Officer, a part-time (20h/week) Community Liaison and other related costs, such as uniforms.

Discussion was held regarding a future plan for the BIA receiving the ticket revenue as alternative to a direct subsidy from the City. Councillor Dunn advised that it would be a possibility in future budget years after the new Council has taken office.

6.0 - NEXT MEETING -----

Tuesday, October 11th, 2022

7:30am

BIA Office Boardroom

7 York Street South

7.0 - ADJOURNMENT -----

Moved By: Reese Burns

Seconded By: Steve Turner

Resolved: That the September 13th, 2022 meeting of the Parking/Advocacy Committee be adjourned at 8:48am. **Carried PC2022-35**

ONGOING INITIATIVES - WILL BE PLACED ON AGENDA WHEN NEW INFO IS AVAILABLE		
Item	Date Originated	Status
CCTV / Street Cameras	Fall 2020	Will update when any new info is received
Downtown Business Mix	Fall 2020	Update in Fall 2022 when database is updated
Saturday Parking Enforcement	Winter 2022	Will stay on committee's radar for consideration
Business Surveys	Winter 2022	Gather questions at each meeting to send polls
Parking Structure	Summer 2022	On hold until new Council takes office



MINUTES

for the Meeting of the Combined Parking & Advocacy Committees

Tuesday, October 11th, 2022

7:30am

BIA Office Boardroom, 7 York Street South

CHAIR

Charlie McDonald | Community Member

VOTING MEMBERS

Reese Burns | Burns Bulk Food

Wes Found | Linborough Property Corp

Jim Garbutt | A Buy & Sell Shop

Steve Podolsky | A&L Investments

Steve Turner | Lindsay Sportsline

Councillor Pat Dunn | CKL Council

LIAISONS

Wayne English | LDBIA Community Liaison

Enzo Ingribelli | CKL Public Works

LINDSAY DOWNTOWN BUSINESS IMPROVEMENT ASSOCIATION

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

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

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

Recording Secretary: Evan Jaglall

Guests: Melissa McFarland

Late Arrivals: Jim Garbutt (7:35am)

Early Departures: None

Regrets / Absent: Wes Found

2.0 - ADMINISTRATIVE BUSINESS -----

2.1 - Adoption of Agenda

Moved By: Steve Turner **Seconded By:** Steve Podolsky

Resolved: That the agenda be adopted as circulated.

Carried PC2022-36

2.2 - Declarations of Pecuniary Interest

None Declared

2.3 - Adoption of Minutes

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

Resolved: That the Minutes of September 13th, 2022 be adopted.

Carried PC2022-37

3.0 - DEPUTATIONS -----

None Scheduled

4.0 - CORRESPONDENCE -----

None Received

5.0 - NEW BUSINESS -----

5.1 - Community Liaison Report

Parking Reports for the month of September were reviewed. Please see agenda package or request a copy from the Lindsay Downtown BIA. Accessibility parking spots were also discussed.

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

Resolved: That the above report be received.

Carried PC2022-38

5.2 - Downtown Crime & Panhandling Issues

None

5.3 - Other Items

None

6.0 - NEXT MEETING -----

Tuesday, November 8th, 2022

7:30am

BIA Office Boardroom

7 York Street South

7.0 - ADJOURNMENT -----

Moved By: Reese Burns

Seconded By: Councillor Pat Dunn

Resolved: That the October 8th, 2022 meeting of the Parking/Advocacy Committee be adjourned at 8:15am.

Carried PC2022-39

ONGOING INITIATIVES – WILL BE PLACED ON AGENDA WHEN NEW INFO IS AVAILABLE		
Item	Date Originated	Status
CCTV / Street Cameras	Fall 2020	Will update when any new info is received
Downtown Business Mix	Fall 2020	Update in Fall 2022 when database is updated
Saturday Parking Enforcement	Winter 2022	Will stay on committee's radar for consideration
Business Surveys	Winter 2022	Gather questions at each meeting to send polls
Parking Structure	Summer 2022	On hold until new Council takes office



MINUTES

for the Meeting of the Combined Parking & Advocacy Committees

Tuesday, December 13th, 2022

7:30am

BIA Office Boardroom, 7 York Street South

CHAIR

Charlie McDonald | CKL Councillor - Ward 7

VOTING MEMBERS

Reese Burns | Burns Bulk Food

Wes Found | Linborough Property Corp

Jim Garbutt | A Buy & Sell Shop

Steve Podolsky | A&L Investments

Steve Turner | Lindsay Sportsline

LIAISONS

Wayne English | LDBIA Community Liaison

Enzo Ingribelli | CKL Public Works

LINDSAY DOWNTOWN BUSINESS IMPROVEMENT ASSOCIATION

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

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

In Attendance: Steve Podolsky, Councillor Charlie McDonald, Reese Burns, Wes Found

Recording Secretary: Evan Jaglall
Guests: None
Late Arrivals: None
Early Departures: None
Regrets / Absent: Steve Turner, Enzo Ingribelli, Jim Garbutt (No Show)

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 PC2022-40

2.2 - Declarations of Pecuniary Interest

None Declared

2.3 - Adoption of Minutes

Moved By: Reese Burns Seconded By: Steve Podolsky
Resolved: There are no previous Minutes to Adopt as November meeting was cancelled. Carried PC2022-41

3.0 - DEPUTATIONS -----

None Scheduled

4.0 - CORRESPONDENCE -----

None Received

5.0 - NEW BUSINESS -----

5.1 - Community Liaison Report

Parking Report from November 8th - December 13th was reviewed. Please see agenda package or request a copy from the Lindsay Downtown BIA. Discussed new parking spaces in the downtown. Discussed having a meeting with contractors and engineers for line designation change and traffic lights. Councillor Charlie McDonald will be reaching out.

Moved By: Steve Podolsky Seconded By: Wes Found
Resolved: That the above report be received. Carried PC2022-42

5.2 - Discussion with Aaron Sloan; Budgeting

Discussed issue with the changing of Community Liaison title to Parking Control Officer, there is concern from By-Law office. Discussed that the LDBIA will change the titles of the program back to Community Liaison before bringing it back to Aaron Sloan. The 2023 LDBIA budget has been updated for the increased parking services the LDBIA offers in the downtown district. Discussed that now is a good time to put together a deputation to the CKL for a downtown parking structure program with the population increase and traffic projected in the Lindsay Downtown and Kawartha Lakes. The LDBIA shall put together something for CKL Jump-In to get community involved.

5.3 - Other Items

None

6.0 - NEXT MEETING -----

Tuesday, January 10th, 2023

7:30am

BIA Office Boardroom

7 York Street South

7.0 - ADJOURNMENT -----

Moved By: Reese Burns

Seconded By: Wes Found

Resolved: That the December 13th meeting of the Parking/Advocacy Committee be adjourned at 8:52am.

Carried PC2022-43

ONGOING INITIATIVES - WILL BE PLACED ON AGENDA WHEN NEW INFO IS AVAILABLE		
Item	Date Originated	Status
CCTV / Street Cameras	Fall 2020	Will update when any new info is received
Downtown Business Mix	Fall 2020	Update in Fall 2022 when database is updated
Saturday Parking Enforcement	Winter 2022	Will stay on committee's radar for consideration
Business Surveys	Winter 2022	Gather questions at each meeting to send polls
Parking Structure	Summer 2022	On hold until new Council takes office