



# MINUTES

for the Meeting of the Board of Directors

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**Thursday, February 27<sup>th</sup>, 2025**

7:30am

BIA Office Boardroom, 7 York Street South

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## EXECUTIVE

Chair – Wes Found | Linborough Property Corp.

Vice-Chair – Steve Podolsky | A&L Investments

Co-Treasurer – Sandra Falconer | Appleseed Quiltworks

Co-Treasurer – Sandra Patrick | Down to Earth

## DIRECTORS

Reese Burns | Burns Bulk Food

Nicki Dedes | Olympia Restaurant

Jim Garbutt | A Buy & Sell Shop

Adam Hayward | Nesbitt's Meat Market

*Vacant Seat* | CKL Council, Ward 5

Charlie McDonald | CKL Council, Ward 7

## LIAISONS

Carlie Arbour | CKL Economic Development

Chief Kirk Robertson | Kawartha Lakes Police Service

Melissa McFarland | LDBIA Executive Director

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### 5.3 – Economic Development

Carlie Arbour updated. Million Dollar Makeover closes tomorrow. The next intake will be in the fall for projects in 2026. Economic Development have been taking part in various events with both local school boards, as well as attending the Applied Research Expo at Fleming College. They will also be attending the Farm Show at the Lindsay Ex next week. Funding programs that will soon be in progress include the Local Economic Development Support Grant, the Cultural Facilities Operational Support Grant, and the Summer Tourism Experience Fund.

Discussion was held about Million Dollar Makeover’s approach to funding accessibility improvements, and the limitations that each business and property has for accessing the program’s funding streams.

## 6.0 – REPORTS -----

### 6.1 – Treasurer

Melissa McFarland advised that the circulated figures are essentially the same as the ones from the previous meeting, only with the final figures for the last few remaining days in January now included. The monthly report for the 2025 operating year, beginning February 1<sup>st</sup>, will begin to be distributed monthly starting with the March meeting.

### 6.2 – Beautification Committee

No update or discussion outside of the circulated materials.

### 6.3 – Parking / Advocacy Committee

The Board reviewed the draft deputation that would be going to Council regarding the increase in parking fines, and the recommendation for increased 2 hour parking signage in the downtown. The Board was satisfied with the details as presented and advised that any fine tuning could be done with the Parking Committee if necessary.

**Moved By:** Sandra Falconer

**Seconded By:** Reese Burns

**Resolved:** That the details of the presented draft of the parking deputation be adopted, and a request for appearance on a Council agenda to present, be approved.

**Carried RBM2025-10**

Further discussion was held regarding additional ways to present information in a positive way, including updated marketing materials, such as window signs for businesses, and courtesy cards. These ideas will be taken to both the Parking Committee and Marketing Committee for consideration.

Ongoing issues with winter maintenance, and how it impacts parking and the lots was discussed, especially the challenges faced in Lot M1. Councillor McDonald advised that he sits on the City’s Roads Task Force, and the BIA should submit a report outlining their concerns and recommendations, and submit it to the tasks force. Melissa McFarland advised that she will draft this with Wayne English and include it on the next Parking / Advocacy Committee agenda.

### 6.4 – Marketing Committee

Sandra Patrick advised that the Marketing Committee is drafting a magazine for local circulation. She is requesting input from the Board on options for circulation and distribution, and if direct delivery is possible with Board and committee volunteers. Canada Post circulation costs are high, but there may be a possibility of using it to cover more rural areas, and use direct distribution in the higher density residential areas.

### 6.5 – Executive Committee

The Executive Committee did not meet in the month prior.

Melissa McFarland updated. Olde Mill Home and White Willow Loft will both be closing their doors. McFadden’s Sewing Shop is still open for the time being with grandchildren at the helm. In addition to the OBIAA Award nomination that was submitted in the category of Public Realm Improvements (for the CCTV initiative), she submitted nominations to the Chamber of Commerce’s Excellence Awards, in the categories of Non-Profit and Marketing. The BIA Office has a co-op student from LCVI from now until the end of the school year, whose focus is on marketing, and will also be assisting in data collection for the membership and other projects. The Ward 5 By-Election is underway, and Melissa McFarland advised that the All Candidates Meeting, hosted by the BIA and Chamber of Commerce, with support and moderation from Launch Kawartha, is scheduled for March 19<sup>th</sup> at the Pie Eyed Monk. The 6 listed candidates on the City’s website have been invited, and the format of the provincial election meeting held on February 19<sup>th</sup> was successful and will continue for future elections.

**Moved By:** Reese Burns

**Seconded By:** Sandra Falconer

**Resolved:** That the following Reports, Minutes, Recommendations and Policy Documents be approved:

- 2024 Fiscal Year Summary (Final)
- Parking / Advocacy Committee: Meeting Minutes of February 11<sup>th</sup>, 2025

**Carried RBM2025-11**

**7.0 – NEW BUSINESS** -----

**7.1 – Strategic Planning**

The draft of the tender for facilitation was circulated, as well as a potential circulation list. Melissa McFarland advised that she will also reach out to Caroyln Puterbough at OMAFRA for her recommendations. Discussion on a timeline for the lifespan was discussed as it not previously been identified, with the Board agreeing to a 4 year short term plan, and a 10 year long term plan, with the intention of a refresher at the 4 year mark versus a completely new plan each time. Discussion was held about strategies to ensure that the chosen consultant has a positive reputation for these types of projects, and an inclusion will be made in the tender for the submitter to provide references and/or samples of similar plans completed by the consultant in the past. Carlie Arbour will also be consulted on the final draft before it is circulated.

**Moved By:** Jim Garbutt

**Seconded By:** Reese Burns

**Resolved:** The circulated Strategic Plan tender draft was approved with the final draft being able to be approved by the Executive Committee once the above additions are made.

**Carried RBM2025-12**

**7.2 – Boundary Expansion**

Melissa McFarland advised that she has an Associate Membership package and application ready to circulate, as well as a list of target businesses that generally encompasses the boundary under review for expansion. This will help gauge general interest from some key businesses in this area, as well as bridge the gap between now and a formal expansion, if the initiative was to proceed. Committees are being tasked with beginning to determine the impacts that the expanded boundary will have on their initiatives, staffing and budget. – continue to identify impacts on a larger membership would have on their budget and initiatives and staffing.

**8.0 – NEXT MEETING** -----

Thursday, March 27<sup>th</sup>, 2025

8:00am

LDBIA Boardroom | 7 York Street South

**9.0 – ADJOURNMENT** -----

**Moved By:** Sandra Falconer

**Seconded By:** Councillor McDonald

**Resolved:** That the February 27<sup>th</sup>, 2025 meeting of the Board of Directors be adjourned at 9:39am.

**Carried RBM2025-13**

| Issue / Topic                 | Desired Outcome  | Person(s) Responsible | Resolution Target |
|-------------------------------|--|-----------------------|-------------------|
| Parking Fine Deputation       | Complete final draft and apply for deputation at Council                                     | Melissa               | ASAP              |
| Parking Marketing Materials   | Place on Committee agendas for further discussion  | Melissa               | March Meetings    |
| Strategic Plan RFP            | Complete final draft, send to Executive Committee & Carlie Arbour for approval and circulate | Melissa               | ASAP              |
| Winter Maintenance Report     | Draft, put on next Parking Committee agenda, then circulate to Roads Task Force              | Melissa               | March Meetings    |
| Boundary Expansion Priorities | Place on all upcoming Committee agendas  | Melissa               | March Meetings    |



# AGENDA

for the Meeting of the Board of Directors

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**Thursday, March 27<sup>th</sup>, 2025**

7:30am

BIA Office Boardroom, 7 York Street South

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## EXECUTIVE

Chair – Wes Found | Linborough Property Corp.

Vice-Chair – Steve Podolsky | A&L Investments

Co-Treasurer – Sandra Falconer | Appleseed Quiltworks

Co-Treasurer – Sandra Patrick | Down to Earth

## DIRECTORS

Reese Burns | Burns Bulk Food

Nicki Dedes | Olympia Restaurant

Jim Garbutt | A Buy & Sell Shop

Adam Hayward | Nesbitt's Meat Market

*Vacant Seat* | CKL Council, Ward 5

Deputy Mayor Charlie McDonald | CKL Council, Ward 7

## LIAISONS

Carlie Arbour | CKL Economic Development

Chief Kirk Robertson | Kawartha Lakes Police Service

Melissa McFarland | LDBIA Executive Director

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## **1.0 – CALL TO ORDER**

## **2.0 – ADMINISTRATIVE BUSINESS**

2.1 - Adoption of Agenda

2.2 - Declarations of Pecuniary Interest

2.3 – Adoption of Minutes

*Meeting of February 27<sup>th</sup>, 2025*

## **3.0 – DEPUTATIONS**

None Scheduled

## **4.0 – CORRESPONDENCE**

None Scheduled

## **5.0 – LIAISON UPDATES**

5.1 – Police

5.2 – Council

5.3 – Economic Development

## **6.0 – REPORTS**

6.1 – Treasurer

- *Receive Treasurer’s Report – February 2025*

6.2 – Beautification Committee

- *Receive Meeting Minutes of March 6<sup>th</sup>, 2025*

6.3 – Parking / Advocacy Committee

- *Receive Meeting Minutes of March 11<sup>th</sup>, 2025*

6.4 – Marketing Committee

- *Receive Meeting Minutes of March 13<sup>th</sup>, 2025*

6.5 – Executive Committee

- *Board Chair Update: Wes Found*
- *Executive Director Update: Melissa McFarland*

## **7.0 – NEW BUSINESS**

7.1 – Boundary Expansion Update

7.2 – Strategic Planning Update

7.3 – 2026 Early Planning

## **8.0 – NEXT MEETING**

Tuesday, April 24<sup>th</sup>, 2025

7:30am

LDBIA Boardroom | 7 York Street South

## **9.0 – ADJOURNMENT**

# LINDSAY DOWNTOWN BIA - 2025 FINANCIALS

## TREASURER'S REPORT - ENDING FEBRUARY 28th, 2025

|                         | Feb              | March      | April     | May       | June      | July      | August    | September | October   | November  | December  | Jan-26    |
|-------------------------|------------------|------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
|                         | <b>19,438.57</b> | 0.00       | 0.00      | 0.00      | 0.00      | 0.00      | 0.00      | 0.00      | 0.00      | 0.00      | 0.00      | 0.00      |
| <b>Administration</b>   | In               | 105,689.00 | 0.00      | 0.00      | 0.00      | 0.00      | 0.00      | 0.00      | 0.00      | 0.00      | 0.00      | 0.00      |
|                         | Out              | 15,655.25  | 10,559.00 | 8,860.00  | 10,660.00 | 7,860.00  | 7,860.00  | 7,860.00  | 7,860.00  | 10,660.00 | 7,860.00  | 7,860.00  |
| <b>Parking</b>          | In               | 29,200.00  | 0.00      | 14,000.00 | 0.00      | 0.00      | 18,725.00 | 0.00      | 0.00      | 16,050.00 | 0.00      | 11,315.00 |
|                         | Out              | 4,498.39   | 5,350.00  | 5,350.00  | 8,025.00  | 5,350.00  | 5,350.00  | 5,350.00  | 5,350.00  | 8,025.00  | 5,350.00  | 5,350.00  |
| <b>Marketing</b>        | In               | 88,650.00  | 0.00      | 0.00      | 0.00      | 0.00      | 0.00      | 0.00      | 0.00      | 0.00      | 0.00      | 0.00      |
|                         | Out              | 4,769.32   | 7,175.00  | 6,950.00  | 9,050.00  | 9,950.00  | 6,950.00  | 6,950.00  | 6,950.00  | 9,050.00  | 14,950.00 | 6,950.00  |
| <b>Beautification</b>   | In               | 55,150.00  | 0.00      | 0.00      | 0.00      | 0.00      | 0.00      | 0.00      | 0.00      | 0.00      | 0.00      | 0.00      |
|                         | Out              | 2,647.54   | 3,760.00  | 3,760.00  | 15,240.00 | 38,910.00 | 5,910.00  | 5,410.00  | 17,910.00 | 7,715.00  | 13,760.00 | 3,760.00  |
| <b>Opportunity Fund</b> | In               | 0.00       | 0.00      | 0.00      | 0.00      | 0.00      | 0.00      | 0.00      | 0.00      | 0.00      | 0.00      | 0.00      |
|                         | Out              | 0.00       | 0.00      | 0.00      | 0.00      | 0.00      | 0.00      | 0.00      | 0.00      | 0.00      | 0.00      | 0.00      |
|                         | <b>19,562.20</b> | 0.00       | 0.00      | 0.00      | 0.00      | 0.00      | 0.00      | 0.00      | 0.00      | 0.00      | 0.00      | 0.00      |

### TOTAL BUDGET SNAPSHOT

|                            |                   |
|----------------------------|-------------------|
| <b>Budget</b>              | <b>425,717.57</b> |
| Actual Received Income     | 298,127.57        |
| Actual Expenses to Date    | 27,570.50         |
| <i>Projected Expenses</i>  | <i>371,729.00</i> |
| <i>Estimated Remaining</i> | <i>26,418.07</i>  |

### ADMINISTRATION SNAPSHOT

|                            |                   |
|----------------------------|-------------------|
| <b>Budget</b>              | <b>114,925.90</b> |
| Actual Received Income     | 114,925.90        |
| Actual Expenses to Date    | 15,655.25         |
| <i>Projected Expenses</i>  | <i>95,759.00</i>  |
| <i>Estimated Remaining</i> | <i>3,511.65</i>   |

### PARKING SNAPSHOT

|                            |                  |
|----------------------------|------------------|
| <b>Budget</b>              | <b>75,714.32</b> |
| Actual Received Income     | 15,624.32        |
| Actual Expenses to Date    | 4,498.39         |
| <i>Projected Expenses</i>  | <i>64,200.00</i> |
| <i>Estimated Remaining</i> | <i>7,015.93</i>  |

### MARKETING SNAPSHOT

|                            |                  |
|----------------------------|------------------|
| <b>Budget</b>              | <b>97,868.90</b> |
| Actual Received Income     | 95,368.90        |
| Actual Expenses to Date    | 4,769.32         |
| <i>Projected Expenses</i>  | <i>91,875.00</i> |
| <i>Estimated Remaining</i> | <i>1,224.58</i>  |

### NOTES

GIC (redeemable) purchased with RBC in the amount of \$250,000 upon receipt of annual levy. The GIC can be redeemed upon request by the Executive Director as dictated by the expected cash flow in the main chequing account. The funds remaining in the account earn an interest rate of 2.3%. This is in addition to the cash collateral GIC in the amount of \$5000 that is required to hold a credit card.

### BEAUTIFICATION SNAPSHOT

|                            |                   |
|----------------------------|-------------------|
| <b>Budget</b>              | <b>137,208.45</b> |
| Actual Received Income     | 72,208.45         |
| Actual Expenses to Date    | 2,647.54          |
| <i>Projected Expenses</i>  | <i>119,895.00</i> |
| <i>Estimated Remaining</i> | <i>14,665.91</i>  |

### OPPORTUNITY FUND

|                  |             |
|------------------|-------------|
| <b>Received</b>  | <b>0.00</b> |
| Administration   | 0.00        |
| Beautification   | 0.00        |
| Marketing        | 0.00        |
| <b>Remaining</b> | <b>0.00</b> |



# MINUTES

for the Meeting of the Beautification Committee

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**Thursday, March 6<sup>th</sup>, 2025**

8:00am

BIA Office Boardroom, 7 York Street South

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## **CHAIR**

Steve Podolsky | A&L Investments

## **VICE-CHAIR**

Sandra Falconer | Appleseed Quiltworks

## **VOTING MEMBERS**

Kevin Brasier | Lingerie Loft

Reese Burns | Burns Bulk Food

Theresa Henry | Lingerie Loft

Melissa Wemyss | Wards Lawyers PC

## **LIAISONS**

Tessa Smith | CKL Parks

Melissa McFarland | LDBIA Executive Director

Mary Hackett | LDBIA Marketing Coordinator

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## 1.0 – CALL TO ORDER -----

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

**In Attendance:** Steve Podolsky, Reese Burns, Sandra Falconer, Melissa Wemyss, Mary Hackett

**Recording Secretary:** Melissa McFarland

**Guests:** None

**Late Arrivals:** None

**Early Departures:** None

**Regrets / Absent:** Kevin Brasier, Theresa Henry, Tessa Smith

## 2.0 – ADMINISTRATIVE BUSINESS -----

### 2.1 - Adoption of Agenda

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

**Resolved:** That the agenda be adopted as circulated.

**Carried BC2025-05**

### 2.2 - Declarations of Pecuniary Interest

**None Declared**

### 2.3 – Adoption of Minutes

Quorum not obtained at the February 6<sup>th</sup> meeting, but the committee members reviewed the circulated notes.

## 3.0 – DEPUTATIONS -----

None Scheduled

## 4.0 – CORRESPONDENCE -----

None Received

## 5.0 – NEW BUSINESS -----

### 5.1 – Chair’s Updates

Steve Podolsky advised that there have been benches affected by snow removal – one was fully removed in front of Service Canada by the city’s contractor, and one was damaged in front of Burns Bulk Food and subsequently removed by Public Works. Discussion was held about the most efficient way to have them replaced, and if there could be a process in which the BIA purchased the replacements and then requested reimbursement and installation. Steve Podolsky and Melissa McFarland will connect with Tessa Smith, who could not make the meeting today who may be able to provide the specs for the benches and purchasing information as a first step.

A quote was obtained for the full fabrication and installation of a new welcome sign on Angeline Street South by Klerevue Signs, who was original contractor. It’s \$6,250 plus HST, and regardless of outcome, Melissa McFarland will file for restitution with the KLPS. Discussion was held about the overall initiative, if these types of signs are the best product, and whether a full refresh may be best, as the Lindsay Street South sign was also damaged in the construction at Lindsay and Highway 7. Steve Podolsky will attempt to connect with the contractor, GIP, for first steps. Melissa McFarland will connect with local sign suppliers for their advice in potentially more optimal materials if a full new sign project is decided on – the project may be a possibility for Legacy C.H.E.S.T. fund grants.

### 5.1 – Budget Review

Melissa McFarland advised that very little has changed from the figures presented in February, as the only expenditures made were for contract fees, which were expected.

## 5.2 – Banner Project

Melissa McFarland updated. She had a very successful meeting with Angela Fiorelli, CKL Records & Archives, and Donna Goodwin, CKL Arts & Culture regarding content, and both were enthusiastic to participate. Content can be provided by the City, which will eliminate any possible issues with copyright and ownership. All content prior to 1948 is considered to be in the public domain. Angela requested a few weeks to gather content and pass along to the BIA. Emily Turner, Heritage Officer is also being consulted for input.

The draft designs were reviewed and additional changes made.

Melissa McFarland reviewed the supplier quotes and advised the Classic Displays had sent material specs and a sample, and at the time of the meeting, the information and sample from Flags Unlimited had not been received but was expected later that day.

*Following the conclusion of the meeting, the sample was received, and each Committee member was visited in person to review. The Committee was unanimous is proceeding with the quote and product from Classic Displays.*

## 5.3 – Spring Planning

Johnstons' Greenhouse will be contacted for a site visit to begin planning for product and installation of the bumpout flowerbeds and large cement planters. As all of these are currently under a large amount of snow, this will be targeted for a few weeks from now when it is all fully melted.

## 5.4 – Boundary Expansion Priorities

At the Board of Director's request, the Committee began to identify the impacts that the proposed boundary expansion would have on general initiatives, staffing and budget. It is likely that Beautification would be the most heavily impacted in this regard, with both hardware, plant material and maintenance manpower having significant influence on the current budget. Considerations would need to be made for the fact that the current style of downtown lampposts do not exist on Russell and Peel Street, making hanging baskets, seasonal pole décor and banners a challenge, and there are concerns with the BIA's current level of service for maintaining storefront planters not being feasible for 70-80 additional businesses that are not located in the same kind of dense geographical area. Melissa Wemyss inquired if a two-tier system of levy costs can be implemented if the same beautification supplies and services are not able to be provided to the entire expanded boundary.

## 6.0 – NEXT MEETING

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Thursday, April 3<sup>rd</sup>, 2025

8:00am

LDBIA Boardroom | 7 York Street South

## 7.0 – ADJOURNMENT

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**Moved By:** Melissa Wemyss

**Seconded By:** Sandra Falconer

Resolved: That the March 6<sup>th</sup> meeting of the Beautification Committee be adjourned at 9:28am

**Carried BC2025-06**

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| Issue / Topic       | Desired Outcome  | Person(s) Responsible | Resolution Target |
|---------------------|--|-----------------------|-------------------|
| RFP Contract Drafts | Develop drafts of contracts to be signed by businesses for upcoming year       | Melissa McFarland     | April Meeting     |
| Snowmen Removal     | Snowmen to be removed from planters and stored                                 | All Available         | ASAP (Weather)    |
| Welcome Signs       | Use replacement quote to file for restitution                                  | Melissa McFarland     | ASAP              |
|                     | Contact GIP about damaged Lindsay St. sign                                     | Steve Podolsky        | ASAP              |
|                     | Begin research into new signs & materials                                      | Melissa McFarland     | ASAP              |
| Banner Project      | Contact Classic Displays to proceed with banner purchase when content is ready | Melissa McFarland     | ASAP              |
| Spring Site Visit   | Set up site visit with Johnston's greenhouse when snow clears from flowerbeds  | Melissa McFarland     | ASAP (Weather)    |



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# MINUTES

for the Meeting of the Parking & Advocacy Committee

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**Tuesday, March 11<sup>th</sup>, 2025**

7:30am

BIA Office Boardroom, 7 York Street South

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## **CHAIR**

Charlie McDonald | CKL Deputy Mayor & Ward 7 Councillor

## **VOTING MEMBERS**

Reese Burns | Burns Bulk Food

Wes Found | Linborough Property Corp.

Jim Garbutt | A Buy & Sell Shop

Adam Hayward | Nesbitt's Meat Market

Steve Podolsky | A&L Investments

Steve Turner | Lindsay Sportsline

## **LIAISONS**

Wayne English | LDBIA Community Liaison

Melissa McFarland | LDBIA Executive Director

Oliver Vigelius / Dave Lembke | CKL Public Works

Aaron Sloan | CKL Manager of Municipal Law Enforcement

## 1.0 – CALL TO ORDER -----

**Meeting Called to Order by the Chair:** 7:44am

**In Attendance:** Charlie McDonald, Wes Found, Jim Garbutt, Steve Podolsky, Steve Podolsky, Dave Lembke, Aaron Sloan, Wayne English

**Recording Secretary:** Melissa McFarland

**Guests:** None

**Late Arrivals:** Reese Burns (8:01am)

**Early Departures:** None

**Regrets / Absent:** Adam Hayward, Steve Turner

## 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 PC2025-04**

### 2.2 - Declarations of Pecuniary Interest

None Declared

### 3.1 - Adoption of Minutes

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

**Resolved:** That the minutes of the meeting held on February 11<sup>th</sup>, 2025, be adopted.

**Carried PC2025-05**

## 3.0 – DEPUTATIONS -----

None Scheduled

## 4.0 – CORRESPONDENCE -----

None Received

## 5.0 – NEW BUSINESS -----

### 5.1 – Community Liaison Report

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

**Resolved:** That the above report, presented by Wayne English, be received.

**Carried PC2025-06**

Aaron Sloan updated on the status of the M3 lot and the allocation of spaces for CIBC. The deal has been finalized and is undergoing the final signatures, and then the signage can be updated.

The committee agreed that there is benefit to a spring walkabout with the committee members and key CKL staff to address post-winter issues and tasks, such as parking lot maintenance and layouts, needed signage, outstanding reconstruction tasks, etc. Melissa McFarland will place on either the April or May agenda, weather dependent.

### 5.2 – Winter Maintenance Report & Recommendations

Discussion was held regarding many of the issues faced this winter, and the logistics of street clearing. Aaron Sloan and Dave Lembke were able to clarify some of the processes involved in cars remaining on streets overnight during plowing, and how they can be ticketed.

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

**Resolved:** That the circulated report 'Recommendations for Improved Winter Maintenance in Downtown Lindsay' be directed to the City of Kawartha Lakes' Road Task Force.

**Carried PC2025-07**

### 5.3 – Cessation of Commercial Recycling Pickup in 2026

Direction from the Board of Directors at the February meeting was to refer this item back to Parking /Advocacy for consideration of making a recommendation to Council to reconsider their motion to no longer support commercial pickups – but with the exception of downtown cores, which was done in Muskoka. As a second recommendation, if the first was to fail, would be the request to waive landfill tipping fees for commercial businesses disposing of their own recycling. This deputation will be drafted by Melissa McFarland and brought to the April agenda for review.

Regardless of the outcome, the Committee will begin to focus on how to best educate the membership for January 2026. Melissa McFarland will gather information from other BIA's on how it is being handled in their municipality, and best practices being developed.

### 5.4 – Other Items

Wes Found brought up his recommendation for a survey to be drafted for the membership to gauge their support of various priorities and service levels of the BIA – both current and ones being considered for the future, especially in light of upcoming strategic planning and boundary expansion projects. Some future projects could also have overlap with the Marketing Committee, such as a subsidy program for expanded operating hours for businesses.

Jim Garbutt raised concerns with dog owners, both with ongoing lack of waste pickup, and often incessant noise from nearby residential units. Aaron Sloan advised that both these infractions can be addressed by his department with a sufficient level of information provided in the complaint.

Melissa McFarland advised that there has been an increase in complaints (both from businesses and outside visitors) of downtown panhandlers, specifically some individuals that are downtown daily. Often their behaviour towards visitors feels aggressive, and some are comfortable now entering businesses and approaching customers.

- Ask for community policing / how to handle aggressive / education?

Jim Garbutt recommended that the BIA investigate the cost and benefit to a membership with the Canadian Federation for Independent Businesses (CFIB), which may be able to provide some additional resources.

### 6.0 – NEXT MEETING -----

Thursday, April 8<sup>th</sup>, 2025

7:30am

LDBIA Boardroom | 7 York Street South

### 7.0 – ADJOURNMENT -----

**Moved By:** Reese Burns

**Seconded By:** Jim Garbutt

**Resolved:** That the March 11<sup>th</sup>, 2025 meeting of the Parking / Advocacy Committee be adjourned at 8:42am.

**Carried PC2025-08**

### 8.0 - TASK REVIEW -----

| Issue / Topic                  | Desired Outcome   | Person(s) Responsible | Resolution Target      |
|--------------------------------|---|-----------------------|------------------------|
| <b>Parking Fine Deputation</b> | Draft deputation for inclusion on the next Board Agenda         | Wes, Melissa, Wayne   | February 21st          |
| <b>Recycling Research</b>      | Bring notes of other BIA's resolutions for commercial pickup    | Melissa               | March 11 <sup>th</sup> |
| <b>Spring Walkabout</b>        | Use meeting for committee / by-law / PW walk, weather dependent | Committee             | April or May Mtg       |
|                                |   |                       |                        |
|                                |   |                       |                        |



# MINUTES

for the Meeting of the Marketing Committee

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**Thursday, March 13<sup>th</sup>, 2025**

5:30pm

BIA Office Boardroom, 7 York Street South

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## **CHAIR**

Sandra Patrick | Down to Earth

## **VOTING MEMBERS**

Alexsandra Barley | Cathy Allan Ladieswear

Reese Burns | Burns Bulk Food

Nicki Dedes | Olympia Restaurant

Sandra Falconer | Appleseed Quiltworks

Katelyn Graham | Big Brothers Big Sisters

Michele Sauve | Gridley's Creative Bath & Body

## **LIAISONS**

Melissa McFarland | LDBIA Executive Director

Mary Hackett | LDBIA Marketing Coordinator



windows for Easter Weekend. The BIA's co-op student and a friend will do the costumes and hand out candy on the Saturday. Reese Burns will make the candy available for pickup at Burns Bulk Food. Downtown Dog costume is in rough shape, but the Easter Bunny costume is fine. Bag stuffers will be provided to key businesses. 3 spring themed baskets will be assembled for the winners.

#### 5.4 – Summer Kickoff

The Committee discussed options for the basic event format at length, with considerations for target audience, provided elements, budget and driving traffic. Without the use ValuMart parkette, there is difficulties with providing large scale entertainment or a beer garden, and the pros and cons of both partial and full road closures were debated. There is a Tragically Hip tribute at the Academy Theatre at 8:00pm, and it was agreed that the downtown event should be an enhancement to that show. The Committee agreed to the following basic elements:

Event Date: Friday, June 27<sup>th</sup>

Theme: Canadiana | Kickoff to Canada Day Weekend

Entertainment: Performers stationed at key areas downtown, encouraged to play songs by Canadian artists. Terry Guiel will be asked to coordinate and sponsor the entertainment at the corner by his office.

Kids Zone: Elements will be sought, beginning with quotes, and then positioned in key areas around the downtown instead of concentrated in one area.

Vendors: Not coordinated by the BIA, but participating businesses will be encouraged to host them inside or outside their businesses as pop-ups.

#### 5.5 – Other Items & Promotions

Mary Hackett & Melissa McFarland provided information on the Dining with Dementia initiative that was proposed to the BIA by Silver Lights Seniors Services. They will go back to them with the committee's endorsement of assisting them with connecting with restaurants who may be interested, and then helping to promote the first instance, and if the program looks like it will be successful and continue, more formal sponsorship or partnership can be discussed.

#### 5.6 – Downtown Magazine

The mocked up cover and sample pages were presented, with feedback from the committee on continuing to explore names. Mary Hackett was directed to proceed with the rate card information for advertising now that the membership had been informed of the general initiative. She has received some positive responses and offers for content ideas. Melissa McFarland advised that Roderick Bennis reached out to endorse the idea, and offer assistance from Fireside Publishing for various services, most notably distribution. He will be providing options for support via an email after his vacation and she will pass along when received.

#### 6.0 – NEXT MEETING -----

Thursday, April 10<sup>th</sup>, 2025

5:30pm

LDBIA Boardroom | 7 York Street South

#### 7.0 – ADJOURNMENT -----

**Moved By:** Aleksandra Bartley

**Seconded By:** Nicki Dedes

Resolved: That the March 13<sup>th</sup>, 2025 meeting of the Beautification Committee be adjourned at 7:38pm

**Carried MC2025-06**