



AGENDA

for the Meeting of the Board of Directors

Thursday, May 29th, 2025

7:30am

BIA Office Boardroom, 7 York Street South

EXECUTIVE

Chair – Wes Found | Linborough Property Corp.

Vice-Chair – Steve Podolsky | A&L Investments

Co-Treasurer – Sandra Falconer | Appleseed Quiltworks

Co-Treasurer – Sandra Patrick | Down to Earth

DIRECTORS

Reese Burns | Burns Bulk Food

Nicki Dedes | Olympia Restaurant

Jim Garbutt | A Buy & Sell Shop

Adam Hayward | Nesbitt's Meat Market

Mark Doble | 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

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 May 29th, 2025*

3.0 – DEPUTATIONS

None Scheduled

4.0 – CORRESPONDENCE

4.1 – Received from Barbara Crowhurst, Retail Makeover

- *Supporting Downtown Lindsay's Retail Future*

5.0 – LIAISON UPDATES

5.1 – Police

5.2 – Council

5.3 – Economic Development

6.0 – REPORTS

6.1 – Treasurer

- *Receive Treasurer's Report – May 2025*

6.2 – Beautification Committee

- *Receive Meeting Minutes of June 5th, 2025*

6.3 – Parking & Advocacy Committee

- *Receive Meeting Minutes of June 10th, 2025*

6.4 – Marketing Committee

- *Receive Meeting Minutes of June 19th, 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 Budget: Review Full Draft

8.0 – NEXT MEETING

Strategic Planning Session #1

Governance & Membership Engagement

Wednesday, July 2nd

5:30pm

Launch Kawartha | 165 Kent Street West

Regular Meeting

Thursday, July 31st, 2025

7:30am

LDBIA Boardroom | 7 York Street South

9.0 – ADJOURNMENT



MINUTES

for the Meeting of the Board of Directors

Thursday, May 29th, 2025

7:30am

BIA Office Boardroom, 7 York Street South

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Chair – Wes Found | Linborough Property Corp.

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Charlie McDonald | CKL Council, Ward 7

LIAISONS

Carlie Arbour | CKL Economic Development

Chief Kirk Robertson | Kawartha Lakes Police Service

Melissa McFarland | LDBIA Executive Director

1.0 – CALL TO ORDER -----

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

In Attendance: Wes Found, Steve Podolsky, Sandra Falconer, Sandra Patrick, Adam Hayward, Sandra Patrick, Deputy Mayor Charlie McDonald, Councillor Mark Doble, Chief Kirk Robertson, Carlie Arbour

Recording Secretary: Melissa McFarland

Guests: None

Late Arrivals: Jim Garbutt (7:38am)

Early Departures: None

Regrets / Absent: Reese Burns, Nicki Dedes

2.0 – ADMINISTRATIVE BUSINESS -----

2.1 - Adoption of Agenda

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

Resolved: That the agenda be adopted as circulated.

Carried RBM2025-24

2.2 - Declarations of Pecuniary Interest

None Declared

2.3 – Adoption of Minutes

Moved By: Councillor Doble **Seconded By:** Sandra Patrick

Resolved: That the Minutes of the meeting held on April 24th, 2025, be adopted.

Carried RBM2025-25

3.0 – DEPUTATIONS -----

None Scheduled

4.0 – CORRESPONDENCE -----

None Received

5.0 – LIAISON UPDATES -----

5.1 – Police

Chief Robertson updated. With the spring weather, there is more foot traffic downtown, and the Community Response Unit has been out and engaging with people downtown who may be in need of services. There was an assault incident that was highly publicized but was a conflict between two individuals that were known to each other, and it was not considered a threat to public safety. There has been increased foot patrols thanks to the increase in the KLPS staffing budget. The downtown's CCTV system has been well received.

5.2 – Council

Councillor Mark Doble noted that he's pleased to see that the downtown bike racks installed the previous day, as he had communications from community bike enthusiasts. Deputy Mayor Charlie McDonald updated that Public Works director Bryan Robinson resigned and Oliver Vigelius will act in the role until a replacement is named. Enzo Ingribelli will cover Oliver's management position, and has committed to attending the next Parking & Advocacy Committee meeting to review the submitted list of maintenance issues, and will assign timelines. Wes Found inquired about the municipal Parking Study and the target for the staff to return recommendations to Council – Deputy Mayor McDonald advised that he will notify the BIA ahead of the meeting so that they can prepare their own recommendations or a deputation at that time. Discussion was held about the ownership of certain right-of-ways along parking areas in the downtown and how these uncertainties affect the consistency of maintenance and responsibility. This item will be placed on the next Parking / Advocacy Agenda so that the BIA may begin to have a better understanding of property ownership in some of these gray areas.

5.3 – Economic Development

Carlie Arbour updated. Their department’s summer students are beginning their contracts, and all 4 will be working on the annual Business Count Program, plus various special projects. The Small Business Centre will be running a Planning 101 workshop in June, targeting small & home businesses to educate on zoning, by-law amendments, etc, and would appreciate anyone willing to share the info throughout their networks. She updated on the Local Economic Development Support Grant, which is currently in the evaluation phase, with notifications to applicants targeted to take place by June 20th.

6.0 – REPORTS -----

6.1 – Treasurer

No update or discussion outside of the circulated materials.

6.2 – Beautification Committee

No update or discussion outside of the circulated materials.

6.3 – Parking / Advocacy Committee

No update or discussion outside of the circulated materials.

6.4 – Marketing Committee

No update or discussion outside of the circulated materials.

6.5 – Executive Committee

Melissa McFarland updated. Gilbert + Burke is relocating out of Lindsay. A sandwich shop called Olive + Fig will be opening shortly next to Needful Things, as the Fermented Cellar has left. Lindsay Osteopathy will be opening next week in the alleyway behind Scott’s. Associate Memberships have been going well, with former members Home Hardware, Wall It Wall Art, Lindsay Curling Club, Nesbitt’s Meat Market, Coach & Horses, and Pie Eyed Monk returning without question, and new members Masala Kraft, Papa’s Pizza Land, Muse Laser Clinic, and Ampere confirmed, and Wings World and DOT Security just awaiting payment. The art installation begins tomorrow, and should be completed before the end of the weekend. The official unveiling will take place during the Summer Kickoff on June 27th. Classics on Kent planning is proceeding well with Wards at the helm. Discussion was held regarding challenges that will be faced with the Classics on Kent event running alongside the Milk Run the morning of Sunday, July 20th, and the impacts this will have on traffic and available routes across town, which Chief Robertson has voiced his concerns about, and there may need to be changes made in future years about the two events using the same date.

Moved By: Sandra Patrick

Seconded By: Sandra Falconer

Resolved: That the following Reports and Minutes be approved:

- Treasurer’s Report – April 2025
- Parking / Advocacy Committee – Minutes of May 13th, 2025
- Marketing Committee – Minutes of May 8th, 2025

Carried RBM2025-26

7.0 – NEW BUSINESS -----

7.1 – Boundary Expansion Update

Melissa McFarland updated. She is in the process of confirming the official next steps, and researching best practices used in other communities that have successfully implemented an expansion. She and Carlie Arbour are meeting following this meeting, to review the plan and supporting materials together. She has a template of a report ready, and as soon as she confirms the necessary documentation, the report can be submitted to the City Clerk and/or Council to request the formal initiation of the process. At Melissa McFarland’s request, Carlie Arbour was able to use the Clerk’s Office to determine that the original date of establishment for the BIA was February 1976, which would mean that the BIA’s 50th anniversary would be in the near future.

7.2 – Strategic Plan Update

Melissa McFarland advised that upon the deadline of the RFP submissions, only two formal proposals had been received. Other consultant firms who declined to submit cited that the BIA's \$15,000 budget was too low, or that they didn't have the current capacity to undertake the project, or that they believed that it was outside their scope of work. One submission received (Oosterbaan Strategy) came in with a quote of just under \$28,000. The other, from a BIA Consulting Agency called All About BIA came in just over \$10,000. Melissa McFarland presented the proposal from Patty Hayes at All About BIA as her recommended option, and also presented the recommendations that she sought from other BIA's who have recently used her services.

Moved By: Sandra Falconer

Seconded By: Sandra Patrick

Resolved: That Patty Hayes of All About BIAs be contracted to undergo the development and execution of an Action Plan for the Lindsay Downtown BIA as per the submitted quote of \$8200 plus HST.

Carried RBM2025-27

7.3 – 2026 Budget

Melissa McFarland advised that the budget drafting process is going well. The Administration budget is drafted, and will be reviewed and confirmed by the Executive Committee in June, along with the Parking Budget. The Marketing Budget is complete. The Beautification Budget will be completed by the committee at their meeting next week, and the full draft will be presented to the Board at the June 26th meeting.

7.4 – Business Incorporation Issue

Wes Found reviewed the details of the issue that has arisen due to new FINTRAC verification requirements through QuickBooks in 2025, which required proof of registration or non-profit status. Initial submissions of the BIA's status with the municipality did not satisfy FINTRAC. After registering the BIA as a non-profit under the Not-for-Profit Corporations Act, the organization received a certificate that met FINTRAC's needs, allowing payroll to continue. However, this registration also triggered a CRA account, revealing the BIA was effectively incorporated under the Not-for-Profit Act. Legal advice indicated that operating both as a municipal entity and a non-profit corporation simultaneously is complex and not advisable. The Executive Director and Board Chair have concluded that pursuing dual status is impractical given the current circumstances.

Moved By: Jim Garbutt

Seconded By: Sandra Falconer

Resolved: That the law firm of WARDS LAWYERS PC (the "Firm") be retained to be the Corporation's legal counsel for the purposes of ongoing general corporate advice; that the Executive Director, Melissa McFarland is authorized and directed to sign the Firm's general corporate retainer agreement and all ancillary documents required to give effect to the retainer; and that the above named is designated as the Firm's primary contact for providing instructions to the Firm and for receiving information from the Firm on behalf of the Board.

Carried RBM2025-28

8.0 – NEXT MEETING -----

Thursday, June 26th, 2025

7:30am

LDBIA Boardroom | 7 York Street South

9.0 – ADJOURNMENT -----

Moved By: Jim Garbutt

Seconded By: Wes Found

Resolved: That the May 29th, 2025 meeting of the Board of Directors be adjourned at 8:39am.

Carried RBM2025-29

From: [Barbara Crowhurst](#)
To: delmslie@kawarthalakes.ca; [Melissa McFarland](#) | [Lindsay Downtown BIA](#); ecdev@kawarthalakes.ca
Subject: Message to Lindsay [Mayor / BIA Director / Economic Development Team]
Date: Wednesday, June 4, 2025 12:33:19 PM

Re: Supporting Downtown Lindsay's Retail Future : Strengthening Lindsay's Retail Core

Dear Mayor Doug Elmslie

and...

Executive Director of BIA: Melissa McFarland

and ...

Rebecca Mustard – Manager of Economic Development, Kawartha Lakes
Lindsey Schoenmakers – Economic Development Officer, Business Development
Carlie Arbour – Economic Development Officer, Downtown Revitalization
Sandy Greenberg – Economic Development Officer, Small Business Programs
Jennifer Johnston – Administrative Assistant, Economic Development Team

I hope this message finds you all well.

My name is Barbara Jean Crowhurst, and I'm a retail business advisor with over 30 years of experience supporting independent retailers across Canada, the United States, and Mexico. I'm deeply committed to helping small businesses succeed and am currently working in Lindsay with Kate Westcott, owner of Kate Co Home & Design Studio, located in the heart of downtown.

Through my work with Kate, I've developed a strong appreciation for the potential of Lindsay's downtown core. At the same time, I've seen firsthand the mounting pressures facing independent retailers: the dominance of online shopping, rising operational costs, shifting consumer habits, labour shortages, digital overload, and declining foot traffic. These challenges are placing enormous strain on brick-and-mortar businesses that are working hard to stay relevant and financially viable.

That's why the town's recent streetscape planning and infrastructure improvements are so encouraging. These investments come at a critical time and offer a unique opportunity to revitalize the core—not just in appearance, but economically. Their full impact will be realized when paired with coordinated efforts to attract and direct traffic from major highways into the downtown area, encouraging both locals and visitors to discover and support Lindsay's growing mix of independent retail offerings.

I believe there is meaningful potential for collaboration between the City of Kawartha Lakes, the Economic Development Office, and the Downtown BIA to align revitalization efforts with targeted, retail-focused strategies that drive foot traffic, increase visibility, and support sustainable growth.

I would welcome the opportunity to contribute to these discussions and share practical insights based on current retail realities and front-line experience.

Warm regards,

Barbara J. Crowhurst

Retail Business Advisor

Working with Kate Westcott, Kate Co Home & Design Studio

We Know The Retail Business

Barbara J. Crowhurst

Leading International Retail Business Expert

Author

Speaker

Trainer

Store Designer

Merchandising Specialist

Social Media Marketing Specialist

Text/Phone: 416.522.8169

Email: retailmakeoverca@gmail.com

Site: www.retailmakeover.ca

Stephen A. Crowhurst

Website Consulting, Training, Setup, Design, Customizing,
Maintenance, SEO Optimization, Newsletter Support

Text/Phone: 416.553.8056

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Site: www.retailmakeoverweb.com

Retail

Makeover

I.T.



MINUTES

for the Meeting of the Beautification Committee

Thursday, June 6th, 2025

8:00am

BIA Office Boardroom, 7 York Street South

CHAIR

Steve Podolsky | A&L Investments

VICE-CHAIR

Sandra Falconer | Appleseed Quiltworks

VOTING MEMBERS

Kevin Brasier | Lingerie Loft

Reese Burns | Burns Bulk Food

Theresa Henry | Lingerie Loft

Melissa Wemyss | Wards Lawyers PC

LIAISONS

Tessa Smith | CKL Parks

Melissa McFarland | LDBIA Executive Director

Mary Hackett | LDBIA Marketing Coordinator

1.0 – CALL TO ORDER -----

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

In Attendance: Steve Podolsky, Sandra Falconer, Reese Burns, Theresa Henry, Melissa Wemyss

Recording Secretary: Melissa McFarland

Guests: None

Late Arrivals: None

Early Departures: None

Regrets / Absent: Kevin Brasier, 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 BC2025-08

2.2 - Declarations of Pecuniary Interest

2.3 – Adoption of Minutes

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

Resolved: That the Minutes of the meeting held on March 11th be adopted.

Carried BC2025-09

3.0 – DEPUTATIONS -----

None Scheduled

4.0 – CORRESPONDENCE -----

None Received

5.0 – NEW BUSINESS -----

5.1 – Budget Update

The Committee reviewed the year to date financials prepared by Melissa McFarland.

5.2 – Summer Install Update

Storefront planters were installed by Highway Garden Centre on Monday, and hanging baskets arrived via Johnston's Greenhouse the same day. There are a handful of storefront plants left, and Melissa McFarland and Steve Podolsky will pull extra planters down from upstairs and distribute the remaining throughout the downtown today. There was a delay in obtaining water from Victoria Park, but Johnston's also worked on the bumpout flowerbeds and cement planters throughout the week. The bumpout at the corner of Kent and York is experiencing major drainage issues, and Engineering was reaching out to CIMA who is reviewing the original plans and hopefully will provide a solution. The planting for that bed is on hold in the meantime. Trees were replaced via Gray's Landscaping, with gator bags on ones that require extra assistance. A few still seem as if they are struggling, and Melissa McFarland will reach out to Tessa Smith to request a final inventory now that they have all budded. Bike racks were installed the previous week. Additional materials for #1 Kent were purchased by Sandra Falconer.

5.3 – Banner Project Update

Steve Podolsky and Melissa McFarland updated. Gathering content is taking longer than expected, but they finally gained access to the library's collection, and there is plenty of content there, it will just take some time to review everything there and work with the library's resource staff to obtain the digital files. A suggestion was made to extend the completion goal and install of the banners to spring 2026, which will then align with the BIA's 50th anniversary, and allow the committee more time

to make quality choices in the content. Melissa McFarland will contact the supplier to inform them and will request an updated quote for next year, understanding that the delay will likely cause it to increase slightly.

5.4 – Canada Flags

Small Canada Flags (5x8”) will be ordered to install in storefront planters the week of June 26th so that they are in for the Summer Kickoff and Canada Day weekend.

5.5 – 2026 Budget

The Committee reviewed the draft budget prepared by Melissa McFarland. Most line items were kept ‘status quo’ based on the quotes and expected expenses of the current year, with approximate 5% increase on materials for expected general increases.

Discussion was held regarding the option of providing spring storefront planters to help bridge the gap between the winter cedars and summer storefront planters, as April & May can often produce nice spring days and the downtown feels in dire need of fresh colour. Melissa McFarland will contact Highway Garden Centre who is providing storefront planters for summer, fall and winter this year, and ask them for some general ideas and prices, and if these seem reasonable to the committee, it can be added to the 2026 budget and included in the RFP that will be circulated at the end of the year.

It was noted that Public Works summer students have been working in the downtown for garbage and sweeping, and Melissa McFarland will inquire about what specific tasks and general schedule they have, and if weeding the flowerbeds could be part of their tasks. Melissa McFarland will also add a budget item for the possibility of a maintenance summer student through Canada Summer Jobs next year, and the employer costs are minimal if approved.

5.6 – Other Items

Discussion was held about the large street banner that overhangs Kent Street west of Victoria Avenue. This is organized by the City for community events, but Melissa McFarland will inquire if the BIA could have a ‘default’ banner there that would be an entryway sign anytime there is not an event banner installed. If the City is amenable to this idea, she will then investigate costs of printing.

Discussion was held about funds raised via the Dan Burns Memorial Golf tournament, and that the family may have interest in providing funds, possibly annually to the downtown for some kind of artistic or historical element in Dan’s name. Further discussions will take place.

6.0 – NEXT MEETING -----

Thursday, July 3rd, 2025

8:00am

LDBIA Boardroom | 7 York Street South

7.0 – ADJOURNMENT -----

Moved By: Melissa Wemyss

Seconded By: Reese Burns

Resolved: That the Beautification Committee Meeting of June 5th, 2025 be adjourned at 9:15am.

Carried BC2025-10



MINUTES

for the Meeting of the Marketing Committee

Thursday, June 19th, 2025

5:30pm

BIA Office Boardroom, 7 York Street South

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

1.0 – CALL TO ORDER -----

Meeting Called to Order by the Chair: 6:25pm

In Attendance: Sandra Patrick, Aleksandra Bartley, Nicki Dedes, Katelyn Graham, Michele Sauve

Recording Secretary: Mary Hackett

Guests: None

Late Arrivals: None

Early Departures: None

Regrets / Absent: Melissa McFarland, Reese Burns, Sandra Falconer

2.0 – ADMINISTRATIVE BUSINESS -----

2.1 - Adoption of Agenda

Moved By: Michele Sauve

Seconded By: Alex Bartley

Resolved: That the agenda be adopted as circulated.

Carried MC2025-15

2.2 - Declarations of Pecuniary Interest

None Declared

2.3 – Adoption of Minutes

Moved By: Nicki Dedes

Seconded By: Katelyn Graham

Resolved: That the Minutes of the May 8th, 2025 meeting be approved.

Carried MC2025-16

3.0 – DEPUTATIONS -----

None Scheduled

4.0 – CORRESPONDENCE -----

None Received

5.0 – NEW BUSINESS -----

5.1 – Budget Review

The updated financials were provided, along with the current status of the Summer Kickoff and Downtown Magazine.

5.2 – Magazine Update

Mary Hackett updated. The final draft is currently at the printer, and the 2000 copies being provided for direct distribution should be here by the Summer Kickoff. The remaining 8000 are being shipped to Post Media for door to door delivery to the majority of K9V postal codes by the second week of July.

5.3 – Summer Kickoff

Katelyn Graham advised that the ValuMart lot will need to be hosed down prior to hosting the kids area there, and the BIA's maintenance crew will complete this. In order to help cross-promote the Almost Hip show at the Academy, the BIA will run a social media contest for tickets as soon as possible. All other elements have been confirmed.

5.4 – Outside Event Supports

Discussion was held regarding requests from downtown businesses for support for shopping events being held throughout the summer, specifically for a DJ for shopping nights, and general support towards a September event in the works. The committee proposed that \$2000 be made available for all costs associated for these combined events, and the organizers will be required to fill out the more detailed Events Grant Program form with specific tangible costs before any funds are released.

5.5 – Saturday Visitor Traffic

Deferred for future meetings.

5.6 – Other Advertising & Promotions

Mary Hackett brought forth the idea of drone videos that have been proposed by a couple of different outside companies. This footage could be used for general marketing purposes. More information will be provided in a future meeting.

6.0 – NEXT MEETING -----

Regular Meeting
Thursday, July 10th, 2025
5:30pm
LDBIA Boardroom | 7 York Street South

Strategic Planning Session
Wednesday, August 27th, 2025
5:30pm
Launch Kawartha | 165 Kent Street West

7.0 – ADJOURNMENT -----

Moved By: Michele Sauve

Seconded By: Sandra Patrick

Resolved: That the June 19th, 2025 meeting of the Marketing Committee be adjourned at 7:30pm.

Carried MC2025-17



MINUTES

for the Meeting of the Parking & Advocacy Committee

Tuesday, June 10th, 2025

7:30am

BIA Office Boardroom, 7 York Street South

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

LIAISONS

Wayne English | LDBIA Community Liaison

Melissa McFarland | LDBIA Executive Director

Oliver Vigelius / Dave Lembke / Enzo Ingribelli | CKL Public Works

Aaron Sloan | CKL Manager of Municipal Law Enforcement

1.0 – CALL TO ORDER -----

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

In Attendance: Charlie McDonald, Wes Found, Jim Garbutt, Adam Hayward, Steve Podolsky, Wayne English, Oliver Vigelius

Recording Secretary: Melissa McFarland

Guests: None

Late Arrivals: None

Early Departures: Oliver Vigelius (8:15am)

Regrets / Absent: Reese Burns, Aaron Sloan, Enzo Ingribelli

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 PC2025-17

2.2 - Declarations of Pecuniary Interest

None Declared

3.1 - Adoption of Minutes

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

Resolved: That the minutes of the meeting held on May 13th, 2025, be adopted.

Carried PC2025-18

3.0 – DEPUTATIONS -----

None Scheduled

4.0 – CORRESPONDENCE -----

None Received

5.0 – NEW BUSINESS -----

5.1 – Community Liaison Report

Wayne English reviewed. As Aaron Sloan is away, Charlie McDonald recommended that he and Wayne English meet with him separately upon his return to address the issues noted in the report, mostly regarding the ongoing ticketing hardware and software issues. There was no other discussion or resolutions outside of the contents of the report.

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

Resolved: That the above report be received.

Carried PC2025-19

5.2 – Review of Downtown Walkabout Report & Task List

Oliver Vigelius reviewed each of the tasks outlined in the report, and indicated that signage and line painting issues will be taken care of. Issues with paving in lots can be addressed by his department when it's resurfacing and patching, but full paving is through Engineering. Each item was reviewed, and additional items noted by Committee members in the meantime will be sent to Melissa McFarland to add to the master list. Issues with graffiti are an ongoing concern, and Parks has been contacted for recommendations on removal. Melissa McFarland will reach out to OBIAA to gather information on municipalities and other BIA's who have active policies for preventing and responding to graffiti issues.

5.3 – Ownership & Maintenance of Right-of-Ways & Other Undetermined Properties

In regards to the laneway running between William and York Streets south, Oliver Vigelius advised that the municipality’s GIS has a property ownership layer and that half of it (which is paved) belongs to the City, and the other half (gravel), is privately owned but it’s unclear as to by who. A decision would need to be made to determine ownership via property taxes, whether they have been paid or not paid, but it’s possible that the taxes are being paid, by another property who may not even realize it’s included. Oliver Vigelius advised that he will assess the laneway to see if there is some quick fixes on the City owned portion, and Charlie McDonald will consult with the legal department for next steps.

5.4 – Commercial Recycling Update

Melissa McFarland advised that she had asked Waste Management to share some of the results of the survey that was circulated by them for input on possible supports that could be provided by the City, but this was not received by the time of the meeting. She will continue to follow up, and the item will stay on agendas as the January 2026 cutoff date draws closer. The BIA will look into formally requesting landfill fees be waived for downtown commercial businesses, and provide resources for private pickups.

5.5 - Downtown Safety & Social Issues

The Committee was informed that a new clinic operating under the name ‘New Dawn’ has opened on Russell Street West and is part of a broader network expanding across Ontario to offer addiction treatment services. It was noted that there have been reports from other communities regarding concerns about the clinic’s practices, with some negative impacts reported locally. The local police are aware of the situation.

5.6 – Other Items

None.

6.0 – NEXT MEETING -----

Tuesday, July 8th, 2025

7:30am

LDBIA Boardroom | 7 York Street South

7.0 – ADJOURNMENT -----

Moved By: Jim Garbutt

Seconded By: Wes Found

Resolved: That the June 10th, 2025 meeting of the Parking & Advocacy Committee be adjourned at 8:34am.

Carried PC2025-20

TASK REVIEW -----

Issue / Topic	Desired Outcome	Person(s) Responsible	Resolution Target	Complete
Commercial Recycling	Determine next steps for advocacy and recommendations following results of Business Survey	Melissa McFarland via Waste Management	Upon results of CKL Jump In Survey	
Lot M12	Reconfiguration approved by Public Works and Building & Property, and line painting scheduled.	Aaron Sloan	July Meeting	
2 Hour Parking Signs	Installed with LDBIA Branding on all lampposts (ordered, just awaiting delivery & installation)	Melissa McFarland via Public Works	ASAP	

LINDSAY DOWNTOWN BIA - 2025 FINANCIALS

TREASURER'S REPORT - ENDING MAY 31st, 2025

	Feb	March	April	May	June	July	August	September	October	November	December	Jan-26
Opening Balance	19,438.57	19,562.20	42,525.23	95,118.01	-	-	-	-	-	-	-	-
Administration In	119,813.32	750.00	500.00	2,136.41	-	-	-	-	-	-	-	-
Out	18,485.56	9,146.32	9,354.46	12,926.95	9,448.50	9,448.50	9,448.50	9,448.50	12,198.50	9,448.50	9,448.50	9,448.50
Parking In	15,075.68	-	16,017.99	-	-	14,660.00	-	-	14,660.00	-	-	19,660.00
Out	4,498.39	4,864.45	4,134.38	6,184.77	5,000.00	5,000.00	5,000.00	5,000.00	7,500.00	5,000.00	5,000.00	5,000.00
Marketing In	88,650.00	-	-	200.00	625.00	625.00	625.00	625.00	-	-	-	-
Out	5,798.06	6,375.68	5,553.67	7,893.60	9,681.13	6,784.40	6,784.40	6,784.40	8,884.40	6,784.40	6,784.40	7,034.40
Beautification In	55,150.00	-	65,000.00	-	-	-	-	-	-	-	-	-
Out	2,647.54	5,042.81	4,115.05	3,240.70	38,092.72	5,785.00	5,285.00	5,285.00	19,497.56	12,951.22	3,410.00	3,885.00
Opportunity Fund In	-	-	-	-	29,137.32	-	-	-	-	-	-	-
Out	-	-	-	-	-	-	-	-	10,735.00	-	-	-
Account Transfers In	-	50,097.67	114,000.00	-	-	-	-	-	-	-	-	-
Out	250,000.00	-	114,000.00	-	-	-	-	-	-	-	-	-
TOTALS In	278,689.00	50,847.67	195,517.99	-	-	-	-	-	-	-	-	-
Out	281,429.55	25,429.26	137,157.56	-	-	-	-	-	-	-	-	-
Closing Balance	19,562.20	42,525.23	95,118.01	75,999.76	-	-	-	-	-	-	-	-

TOTAL BUDGET SNAPSHOT

Total Budget 465,701.30

Actual Received Income 427,825.09
Actual Expenses to Date 120,997.39

Projected Expenses 274,551.42
Estimated Remaining 53,044.96

ADMINISTRATION SNAPSHOT

Budget 129,736.63

Actual Received Income 141,673.53
Actual Expenses to Date 49,913.29

Projected Expenses 78,338.00
Estimated Remaining 1,485.34

PARKING SNAPSHOT

Budget 66,500.00

Actual Received Income 17,517.99
Actual Expenses to Date 19,681.99

Projected Expenses 42,500.00
Estimated Remaining 4,318.01

MARKETING SNAPSHOT

Budget 103,118.90

Actual Received Income 102,287.80
Actual Expenses to Date 25,621.01

Projected Expenses 59,521.92
Estimated Remaining 19,270.77

NOTES

BEAUTIFICATION SNAPSHOT

Budget 137,208.45

Actual Received Income 137,208.45
Actual Expenses to Date 15,046.10

Projected Expenses 94,191.50
Estimated Remaining 27,970.85

OPPORTUNITY FUND

Received 29,137.32

Administration 10,735.00
Beautification 0.00
Marketing 0.00

Remaining 18,402.32

ACCOUNT TRANSFERS

Transfers In 50,097.67

Transfers Out 250,000.00

Remaining In GIC Accounts 205,000.00



Operating Year | February 2026 - January 2027

ADMINISTRATION

Expense Categories

Occupancy	22,500.00
Operational Expenses	16,000.00
Subscriptions & Membership	9,700.00
Payroll: Executive Director	76,100.00
TOTAL	124,300.00

Other Income Sources

2025 Carryover	-
Associate Membership Target	3,000.00
Opportunity Fund (HST)	20,000.00
TOTAL	23,000.00

LEVY ASK	\$101,300.00
Levy Increase from 2025	-4.15%
Administration Portion of Total Levy	37.72%
Member Increase Per \$100K Assessed Value	-\$7.99

BEAUTIFICATION

Expense Categories

Flowers & Plants	61,200.00
Maintenance	48,700.00
Projects	9,000.00
Payroll: Casual Maintenance	5,788.00
TOTAL	124,688.00

Other Income Sources

2025 Carryover	-
CPDF Grant	65,000.00
Other	-
TOTAL	65,000.00

LEVY ASK	\$59,688.00
Levy Increase from 2025	8.23%
Beautification Portion of Total Levy	22.22%
Member Increase Per \$100K Assessed Value	\$9.32

MARKETING

Expense Categories

Activations & Events	22,000.00
Advertising & Promotions	17,700.00
Payroll: Marketing Coordinator	57,020.00
TOTAL	96,720.00

Other Income Sources

2025 Carryover	-
Sponsorships	5,000.00
Other	-
TOTAL	5,000.00

LEVY ASK	\$91,720.00
Levy Increase from 2025	3.46%
Marketing Portion of Total Levy	34.15%
Member Increase Per \$100K Assessed Value	\$6.03

PARKING

Expense Categories

General Expenses	1,000.00
Payroll: Community Liaison	55,380.00
Payroll: Parking Control	19,500.00
TOTAL	75,880.00

Other Income Sources

2025 Carryover	-
By-Law Subsidy	60,000.00
Other	-
TOTAL	60,000.00

LEVY ASK	\$15,880.00
Levy Increase from 2025	694.00%
Parking Portion of Total Levy	5.91%
Member Increase Per \$100K Assessed Value	\$30.14

SUMMARY

Total Expenses	\$421,588.00
Total Other Income	\$153,000.00

Levy Ask	\$268,588.00
Levy Increase from 2025	7.69%

Member Increase Per \$100K Assessed Value	\$37.51
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ADMINISTRATION BUDGET DETAIL *(Executive Committee Approved Draft)*

OCCUPANCY	2025	2026	Notes
Lease (A&L Investments)	10,848.00	12,200.00	<i>Increase as per approved lease</i>
Internet (Cogeco)	2,711.28	2,800.00	<i>Annual total, fixed</i>
Hydro (Hydro One)	2,972.16	3,200.00	<i>Annual average by variable month, +5% ↑</i>
Insurance (Cooperators)	2,443.06	2,600.00	<i>Annual +5% ↑</i>
Phone (Bell Mobility)	1,776.00	1,700.00	<i>Annual total, fixed</i>
TOTAL	20,750.50	22,500.00	

OPERATIONAL EXPENSES	2025	2026	Notes
General Operational Expenses	6,000.00	6,000.00	<i>\$500 monthly for office supplies & general operations</i>
Bank & Other Financial Charges	600.00	600.00	<i>\$50 monthly for banking, WSIB, other financial charges</i>
Meals & Entertainment	900.00	900.00	<i>\$75 monthly</i>
Professional Development	6,500.00	6,500.00	<i>OBIAA Conference x3, Professional Events & Education Sessions</i>
Membership Support	2,000.00	2,000.00	<i>AGM, welcome packages, condolence flowers, etc</i>
TOTAL	16,000.00	16,000.00	

SUBSCRIPTIONS & MEMBERSHIPS	2025	2026	Notes
OBIAA	1,343.02	1,400.00	<i>2026 Membership & Mainstreet CRM annual renewal</i>
Business Memberships	824.90	900.00	<i>LDCC & CFIB annual memberships</i>
IT & Web	4,119.98	4,200.00	<i>McFarland IT Services, Webflow, Vianet Domain Hosting</i>
Software Subscriptions	3,000.00	3,200.00	<i>Quickbooks Accounting & Payroll, Canva, Adobe</i>
TOTAL	9,287.90	9,700.00	

PAYROLL	2025	2026	Notes
Executive Director	65,000.00	70,000.00	<i>Proposed increase via Board Chair</i>
Employer Costs	5,645.64	6,100.00	<i>Calculated</i>
TOTAL	70,645.64	76,100.00	

2025 Budget Summary

Expenses	116,684.04
Other Sources of Income	12,736.90
Levy Ask	105,689.00

2026 Committee Proposal to Board

Expenses	124,300.00
Income: 2025 Carryover	-
Income: Associate Memberships	3,000.00
Income: Opportunity Fund	20,000.00
Levy Ask	101,300.00
Levy Ask Increase from 2025	-4.15%

BEAUTIFICATION BUDGET DETAIL *(Beautification Committee Approved Draft)*

FLOWERS & PLANTS	2025	2026	Notes
Summer - Storefront Planters	8,541.22	8,900.00	
Summer - Large Cement Planters	4,802.50	5,000.00	
Summer - Bumpout Flowerbeds	4,576.50	4,800.00	
Summer - Hanging Baskets	14,887.50	15,400.00	
Fall - Storefront Planters	6,474.56	6,800.00	
Fall - Large Cement Planters	4,633.00	4,900.00	
Winter - Storefront Planters	8,541.22	8,900.00	
Winter - Large Cement Planters	1,000.00	1,000.00	
#1 Kent Materials	2,000.00	1,000.00	
Other / Carryover	4,543.50	n/a	
Spring - Storefront Planters		4,500.00	<i>New for 2026, to bridge gap between winter cedars & summer</i>
TOTAL	60,000.00	61,200.00	

MAINTENANCE	2025	2026	Notes
Contract Fees	41,000.00	41,000.00	
Miller Bin	2,000.00	1,700.00	<i>Annual - \$370 / Encroachment \$130 / Pickups - \$1200</i>
Monthly General Expenses & Gas	4,500.00	5,000.00	
Canada Summer Jobs - Employer Costs		1,000.00	
TOTAL	47,500.00	48,700.00	

PROJECTS	2025	2026	Notes
Holiday Décor	5,000.00	3,000.00	
Other Projects	17,208.45	6,000.00	
TOTAL	22,208.45	9,000.00	

PAYROLL	2025	2026	Notes
Casual Maintenance		5,616.00	<i>6 hours per week @ \$18.00</i>
Employer Costs		172.00	<i>Calculated</i>
TOTAL	7,500.00	5,788.00	

2025 Budget Summary

Expenses	137,208.45
Other Sources of Income	82,058.65
Levy Ask	55,150.00

2026 Committee Proposal to Board

Expenses	124,688.00
Income: 2025 Carryover	-
Income: CPDF Grant	65,000.00
Income: Other	-
Levy Ask	59,688.00
Levy Ask Increase from 2025	8.23%

MARKETING BUDGET DETAIL (Marketing Committee Approved Draft)

ACTIVATIONS & EVENTS	2025	2026	Notes
Spring Food Activation	1,000.00	1,000.00	
Easter Activation	1,000.00	1,500.00	
Summer Kickoff	4,000.00	4,000.00	
Fall Food Activation	1,000.00	1,000.00	
Halloween Activation	500.00	500.00	
Holiday Passport	5,000.00	5,000.00	
Holiday Kickoff & Tree Lighting	4,000.00	4,000.00	
Community Event Support	5,000.00	5,000.00	
TOTAL	21,500.00	22,000.00	

ADVERTISING & PROMOTIONS	2025	2026	Notes
Trent Severn Waterway Magazine	950.00	1,000.00	
Exploring Lindsay	900.00	950.00	
Social Media Campaigns	800.00	750.00	
General Advertising Opportunities	7,500.00	7,500.00	
Magazine & Other Special Projects	12,218.90	7,500.00	
TOTAL	22,368.90	17,700.00	

PAYROLL	2025	2026	Notes
Marketing Coordinator	50,000.00	52,500.00	5% ↑
Employer Costs	4,000.00	4,520.00	Calculated
TOTAL	54,000.00	57,020.00	

2025 Budget Summary

Expenses	97,868.90
Other Sources of Income	9,218.90
Levy Ask	88,650.00

2026 Committee Proposal to Board

Expenses	96,720.00
Income: 2025 Carryover	-
Income: Sponsorships	5,000.00
Income: Other	-
Levy Ask	91,720.00
Levy Ask Increase from 2025	3.46%

PARKING BUDGET DETAIL *(Executive Committee Approved Draft)*

MISCELLANEOUS EXPENSES	2025	2026	Notes
Uniforms & General Expenses	2,000.00	1,000.00	
TOTAL	2,000.00	1,000.00	

PAYROLL	2025	2026	Notes
Community Liaison	11,700.00	50,960.00	<i>35 hr / week @ \$28</i>
Employer Costs	390.00	4,420.00	<i>Calculated</i>
Parking Control Officers	45,500.00	18,200.00	<i>14 hr / week @ \$25</i>
Employer Costs	3,250.00	1,300.00	<i>Calculated</i>
TOTAL	60,840.00	74,880.00	

2025 Budget Summary	
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Expenses	62,840.00
Other Sources of Income	60,000.00
Levy Ask	-

2026 Committee Proposal to Board	
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Expenses	75,880.00
Income: 2025 Carryover	-
Income: By-Law Subsidy	60,000.00
Income: Other	-
Levy Ask	15,880.00
Levy Ask Increase from 2025	694.00%