

BEAUTIFICATION COMMITTEE

MANDATE / MISSION

Reporting directly to the Lindsay Downtown BIA's Board of Directors, the Beautification Committee's purpose is to oversee the aesthetic appearance of the BIA's defined geographical area in relation to vegetation, street furniture, signage, décor, and general maintenance.

SPECIFIC ACTIVITIES:

The Committee will oversee and carry out activities that will achieve the above mission, that include but are not limited to;

- Plan and execute an annual plan for storefront planters and hanging baskets, by developing RFP's to be circulated to area suppliers;
- Oversee the appearance, placement and purchase of replacement street furniture (benches, garbage cans, bike racks, ashtrays) as needed;
- Maintain an inventory of banners, flags, and seasonal decorations, and coordinate their installation and replacement as needed;
- Coordinate the installation and decoration of the annual Christmas Tree;
- Oversee the maintenance of the downtown and the staff performing the tasks, which include sweeping, emptying ashtrays, watering and maintenance of vegetation, removal of unauthorized advertising on public surfaces, maintenance of the garbage receptacles and other tasks as identified;
- Address signage initiatives, concerns or issues, as required;
- Keep on radar the potential for future projects that would be categorized as public space improvements to the downtown, such as the development of parkette areas, murals, street art, etc.
- Identify and advise appropriate municipal departments of concerns with public infrastructure that need to be addressed outside of the BIA's responsibilities;
- Develop an annual budget for the above activities, and assist in reviewing and monitoring the Committee's finances throughout the year.

COMPOSITION

The Committee will be comprised of at least one Board Director, and the balance shall consist of other interested parties, who may include other Board Directors, members of the BIA's general membership of business owners, operators or staff, or interested members of the public. A representative of from the Community Services department of the City of the Kawartha Lakes will be assigned by the municipality and will act as a liaison.

FREQUENCY OF MEETINGS

The Committee shall meet on a monthly basis, with a minimum of 10 meetings occurring annually.

COMMITTEE MEMBER EXPECTATIONS

By agreeing to formally sit on the committee, members will be expected to:

- Make their best effort to attend every meeting, on time and prepared—members who miss more than 3 consecutive meetings may be asked to leave the committee;
- Lend their personal and business expertise in carrying out the activities of the committee;
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- Take into consideration the best interests of the organization and it's membership with each decision made.