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# AGENDA

for the Meeting of the Board of Directors

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**Thursday, May 29<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

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 April 24<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 – April 2025*
- 6.2 – Beautification Committee
  - *No Minutes to Approve – May 1<sup>st</sup> Meeting Notes Only*
- 6.3 – Parking / Advocacy Committee
  - *Receive Meeting Minutes of May 13<sup>th</sup>, 2025*
- 6.4 – Marketing Committee
  - *Receive Meeting Minutes of May 8<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 Budget Update
- 7.4 – Business Incorporation Issue

## **8.0 – NEXT MEETING**

Thursday, June 26<sup>th</sup>, 2025  
7:30am  
LDBIA Boardroom | 7 York Street South

## **9.0 – ADJOURNMENT**



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# MINUTES

for the Meeting of the Board of Directors

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**Thursday, April 24<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

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Carlie Arbour | CKL Economic Development

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Melissa McFarland | LDBIA Executive Director



### 5.3 – Economic Development

The Local Economical Development Fund application intake is live with applications due May 20<sup>th</sup>, and the BIA is eligible for the first time towards general operating costs. The 2024 Business Count Report is complete and being circulated, and the data is now being compared year over year, and over 750 businesses were surveyed last summer. The downtown has a specific data set that is provided to them via the program. Wes Found inquired if the survey questions are able to be reviewed with input from the BIA on specific information that would benefit us above and beyond the standard survey. Carlie Arbour advised that there is a new platform in the works with the City's GIS team, and there may be an opportunity to consider this. Jim Garbutt inquired if there has been any consideration of the municipality implementing a business licensing or registry, not for revenue generation, but to fill gaps in data collection. Carlie Arbour advised that it's not something currently under discussion.

### 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

Melissa McFarland updated. The Parking & Advocacy Committee approved the report that has been included in today's agenda package to be submitted to Council. Since that meeting, she has met with staff from the City's Waste Management Department, who have contacted all commercial businesses affected by the changes, letting them know of that there are options for supports being considered that they could possibly facilitate. She has emailed the membership advising of the importance of the survey participation and recommends to the Board that the report to Council be delayed until the results of the survey are gathered. Wes Found advised that he would be interested in exploring what percentage of the overall tax base comes from commercial properties and if this information could be used as a cost-benefit analysis for Council support.

#### 6.4 – Marketing Committee

No update or discussion outside of the circulated materials.

#### 6.5 – Executive Committee

Melissa McFarland updated. The final All Candidate Meeting, for the upcoming federal election took place, with the venue exceeding capacity, showing that there was a lot of public interest in these types of events, and there is definite value to continue hosting them in the future. She, Mary Hackett, Wes Found and Carlie Arbour attended the OBIAA conference at the beginning of the month, and there was a lot of interest and positive feedback on Wes' presentation on harnessing levies. The BIA received an Award of Merit at the Awards Gala, for their CCTV project. She advised that the BIA was successful in their application to Canada Summer Jobs, and will receive funding for two positions. Each are for 8 weeks, at 35 hours per week and the position of Special Events Coordinator was accepted by our current co-op student who has been showing a lot of promise this semester and will require no additional training before transitioning to the full time position in July. The position of Data Administrator, targeted with updating the membership database and other downtown data, and populating the CRM will be posted. The Chamber of Commerce Evening of Excellence is taking place on Saturday, and the BIA is a finalist in the Marketing Excellence category. She has been in regular contact with the artist for the downtown installation, and specific dates are being worked on as the temperature increases to consistently above zero. Downtown business updates include new members Hollowbrooks at 181 Kent Street West, and The Barder Shop at 5 Cambridge Street South. Olde Mill Home officially vacated the corner of Kent & Cambridge, and Kindred Coffee Co has begun renovations for their expansion into the space.

**Moved By:** Reese Burns

**Seconded By:**

**Resolved:** That the following Reports and Minutes be approved:

- Treasurer's Report – March 2025
- Parking / Advocacy Committee – Minutes of April 8<sup>th</sup>, 2025
- Marketing Committee – Minutes of April 10<sup>th</sup>, 2025
- Executive Committee – Minutes of April 15<sup>th</sup>, 2025

**Carried RBM2025-20**

## 7.0 – NEW BUSINESS -----

### 7.1 – Boundary Expansion Update

The final visuals of the proposed expansion area, along with the property addresses and MPAC assessments were presented. Wes Found reviewed his data for the lower and upper bounds as impacts to the BIA's budget. The expansion can increase the levy and overall provided services, but potentially decrease costs for the existing members. Sandra Falconer suggested that dialogue be had between the BIA and CKL Parks to ensure that there is no expectation in the BIA taking responsibility for maintenance of Victora Park.

Carlie Arbour advised on the next steps. The rest of the expansion will be a public process, and the BIA should begin to communicate with business and property owners, both existing, and in the expansion area, with an 'elevator pitch' of the benefits. She offered to coordinate the creation of a Jump In page hosted by the municipality to circulate project information and receive comments and queries. The exact process will be confirmed, with formal public consultation needing to be conducted, following which a report can go to Council with all collected data and rationale. At that time, Council will likely direct the Clerk's office and/or Economic Development to proceed with formal notices to affected properties.

**Moved By:** Sandra Patrick

**Seconded By:** Councillor Doble

**Resolved:** That the Lindsay Downtown BIA officially proceed with a formal boundary expansion project with the proposed geographical area identified above, and proceed next steps.

**Carried RBM2025-21**

### 7.2 – Strategic Plan Update

Melissa McFarland advised that RFP's were circulated to a wide variety of consultants and businesses that specialize in strategic planning, especially those with BIA and/or economic development experience. Several inquiries and expressions have been received in the time since. The deadline for submission is May 12<sup>th</sup>, with the selected facilitator notified by Friday, May 30<sup>th</sup>, following the May 29<sup>th</sup> Board meeting. At that time, a practical timeline for the actual process can be determined.

### 7.3 – Economic Development Support Grant

Melissa McFarland reviewed the details of the grant, outlined earlier in the meeting by Carlie Arbour, who had confirmed the BIA is eligible this round of funding.

**Moved By:** Reese Burns

**Seconded By:** Sandra Falconer

**Resolved:** That the Board of Directors authorize Melissa McFarland to proceed with an application to the Economic Development Support Grant.

**Carried RBM2025-22**

## 8.0 – NEXT MEETING -----

Thursday, May 29<sup>th</sup>, 2025

7:30am

LDBIA Boardroom | 7 York Street South

## 9.0 – ADJOURNMENT -----

**Moved By:** Reese Burns

**Seconded By:**

**Resolved:** That the April 24<sup>th</sup>, 2025 meeting of the Board of Directors be adjourned at 8:29am.

**Carried RBM2025-23**

# LINDSAY DOWNTOWN BIA - 2025 FINANCIALS

## TREASURER'S REPORT - ENDING APRIL 30th, 2025

	Feb	March	April	May	June	July	August	September	October	November	December	Jan-26
<b>Opening Balance</b>	-	<b>19,562.20</b>	<b>42,525.23</b>	-	-	-	-	-	-	-	-	-
<b>Administration</b> In	129,050.22	750.00	500.00	-	-	-	-	-	-	-	-	-
Out	18,485.56	9,146.32	9,354.46	12,306.50	9,556.50	9,556.50	9,556.50	9,556.50	12,306.50	9,556.50	9,556.50	9,556.50
<b>Parking</b> 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	7,500.00	5,000.00	5,000.00	5,000.00	5,000.00	7,500.00	5,000.00	5,000.00	5,000.00
<b>Marketing</b> In	95,368.90	-	-	-	625.00	625.00	625.00	625.00	-	-	-	-
Out	5,798.06	6,461.56	5,153.67	7,705.00	17,300.00	5,530.00	5,530.00	5,530.00	7,630.00	9,485.00	7,564.00	5,530.00
<b>Beautification</b> In	72,208.45	-	65,000.00	-	-	-	-	-	-	-	-	-
Out	2,753.26	5,038.33	4,213.15	13,567.32	42,445.47	5,872.75	5,372.75	18,828.29	7,677.75	14,250.08	3,468.50	4,005.25
<b>Opportunity Fund</b> In	-	-	-	29,137.32	-	-	-	-	-	-	-	-
Out	-	-	-	-	-	-	-	-	-	-	-	-
<b>Account Transfers</b> In	-	50,097.67	114,000.00	-	-	-	-	-	-	-	-	-
Out	250,000.00	-	114,000.00	-	-	-	-	-	-	-	-	-
<b>TOTALS</b> In	<b>311,703.25</b>	<b>50,847.67</b>	<b>195,517.99</b>	-	-	-	-	-	-	-	-	-
Out	<b>281,535.27</b>	<b>25,510.66</b>	<b>136,855.66</b>	-	-	-	-	-	-	-	-	-
<b>Closing Balance</b>	<b>19,562.20</b>	<b>42,525.23</b>	<b>95,118.01</b>	-	-	-	-	-	-	-	-	-

### TOTAL BUDGET SNAPSHOT

**Total Budget 431,877.57**

Actual Received Income 393,971.24  
Actual Expenses to Date 79,901.59

*Projected Expenses 328,800.66*  
*Estimated Remaining 23,175.31*

### ADMINISTRATION SNAPSHOT

**Budget 130,300.22**

Actual Received Income 139,537.12  
Actual Expenses to Date 36,986.34

*Projected Expenses 91,508.50*  
*Estimated Remaining 1,805.38*

### PARKING SNAPSHOT

**Budget 66,500.00**

Actual Received Income 17,517.99  
Actual Expenses to Date 13,497.22

*Projected Expenses 50,000.00*  
*Estimated Remaining 3,002.78*

### MARKETING SNAPSHOT

**Budget 97,868.90**

Actual Received Income 102,087.80  
Actual Expenses to Date 17,413.29

*Projected Expenses 71,804.00*  
*Estimated Remaining 8,651.61*

### NOTES

HST Return to be deposited in May into the Opportunity Fund - \$29,137.92

\$114K received from MMS Grant (art installation) and reimbursed back to CKL from loan issued in 2024

### BEAUTIFICATION SNAPSHOT

**Budget 137,208.45**

Actual Received Income 89,266.90  
Actual Expenses to Date 7,572.75

*Projected Expenses 115,488.16*  
*Estimated Remaining 9,715.55*

### OPPORTUNITY FUND

**Received 0.00**

Administration 0.00  
Beautification 0.00  
Marketing 0.00

Remaining 0.00

### ACCOUNT TRANSFERS

Transfers In 50,097.67

Transfers Out 250,000.00

**Remaining In GIC Accounts 204,902.33**



# MINUTES

for the Meeting of the Beautification Committee

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**Thursday, April 10<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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**\*\*WALKABOUT – NOTES ONLY \*\***

**1.0 – CALL TO ORDER -----**

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

- In Attendance:** Steve Podolsky, Sandra Falconer, Kevin Brasier, Reese Burns, Theresa Henry, Melissa Wemyss, Mary Hackett
- Recording Secretary:** Melissa McFarland
- Guests:** David (Johnston’s Greenhouse), William Fairman
- Late Arrivals:** None
- Early Departures:** None
- Regrets / Absent:** Tessa Smith

**2.0 – ADMINISTRATIVE BUSINESS -----**

**~~2.1 – Adoption of Agenda~~**

**~~2.2 – Declarations of Pecuniary Interest~~**

**~~2.3 – Adoption of Minutes~~**

**3.0 – DEPUTATIONS -----**

None Scheduled

**4.0 – CORRESPONDENCE -----**

None Received

**5.0 – NEW BUSINESS -----**

**5.1 - Downtown Walkabout**

The Committee met with David, the LDBIA’s representative from Johnston’s Greenhouse, responsible for this year’s hanging baskets, bumpout flowerbeds, and large cement planters at the Valu-Mart lot and Victoria Avenue bus depot. A visit to all of the above locations with David, with him being able to review Johnston’s plan for planting and installation, targeting the beginning of June.

The Committee will be providing much of the labour involved in preparing the flowerbeds ahead of installation. These dates will be scheduled throughout May.

**6.0 – NEXT MEETING -----**

Thursday, June 5<sup>th</sup>, 2025  
8:00am  
LDBIA Boardroom | 7 York Street South

**7.0 – ADJOURNMENT -----**



# MINUTES

for the Meeting of the Parking & Advocacy Committee

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**Tuesday, May 13<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

## 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



**8.0 - TASK REVIEW** -----

Issue / Topic	Desired Outcome	Person(s) Responsible	Resolution Target	Complete
<b>Commercial Recycling</b>	Place approved report on Board Agenda – <i>this was done at the April meeting – Board will hold off on decision on how to proceed with recommendations to Council until the Jump In survey is complete and more information on Waste Management’s possible supports for commercial businesses has been outlined</i>	Melissa McFarland	Upon results of CKL Jump In Survey	
<b>Spring Walkabout</b>	Use meeting for committee / by-law / PW walk, weather dependent	Committee	May Meeting	✓
<b>Lot M12</b>	Reconfiguration approved by Public Works and Building & Property, and line painting scheduled.	Aaron Sloan	May Meeting	
<b>2 Hour Parking Signs</b>	Upon Council approval, contact PW for next steps	Melissa McFarland	ASAP	✓
	Installed	Enzo Ingribelli	ASAP	
<b>Parking Lot Maintenance List</b>	Draft report, circulate back to committee for comments, send to municipal departments	Melissa McFarland	ASAP following May Meeting	✓



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# MINUTES

for the Meeting of the Marketing Committee

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**Thursday, May 10<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



materials, direction and advice on needed permits and approvals, and financial support from the Marketing Committee's \$5000 Community Event Support fund.

**Moved By:** Sandra Patrick

**Seconded By:** Reese Burns

**Resolved:** That \$500 be approved to be offered to the retailers planning the September event, with additional funds up to another \$500 be considered once the event is more planned out.

**Carried MC2025-13**

#### **5.4 – Summer Kickoff**

Mary Hackett reviewed progress to date. All the artwork has been created and will be printed and distributed in the coming weeks. Katelyn Graham advised that there hasn't been confirmation about Big Brothers Big Sisters using the ValuMart lot because Mark Reid is away, but she will follow up on his return. The Committee was in agreement to not rent a bouncy castle for budgetary reasons and just have the BBBS led activities. Discussion was held about the entertainment, with a couple of interested musicians being considered. Follow ups will be made with the Chamber of Commerce and The Olympia about their participation and booking musicians.

#### **5.5 – Downtown Magazine**

Mary Hackett reviewed progress to date, with updates on artwork, layouts, ads sales and articles. Mary Hackett and Katelyn Graham will be coordinating on working through the list of desired photography. Maracle Press was chosen as the printer.

#### **5.6 – Other Advertising & Promotions**

None.

#### **6.0 – NEXT MEETING** -----

Thursday, June 12<sup>th</sup>, 2025

5:30pm

LDBIA Boardroom | 7 York Street South

#### **7.0 – ADJOURNMENT** -----

**Moved By:**

**Seconded By:**

Resolved: That the May 8<sup>th</sup>, 2025 meeting of the Beautification Committee be adjourned at 7:15pm.

**Carried MC2025-14**