



AGENDA

for the Meeting of the Board of Directors

Thursday, January 30th, 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

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

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 November 28th, 2024

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 Final 2024 Fiscal Year Summary*

- *Receive Recommendation from Executive Committee:*

“The Executive Committee recommends to the Board of Directors that the BIA’s annual HST return be kept in a separate ‘Opportunity Fund’, versus the previous procedure of reallocating the funds back to the committee that the purchase originated from. Funds from this reserve can be applied for from committees for special projects, through the Executive Committee who would make the recommendation to the Board.”

6.2 – Beautification Committee

- *Receive Meeting Minutes from December 5th, 2024*
- *Receive Meeting Minutes from January 9th, 2025*

6.3 – Parking / Advocacy Committee

- *<No Minutes to Approve>*
- *Review of Increased Parking Fines & Street Signage*

6.4 – Marketing Committee

- *Receive Meeting Minutes from January 9th, 2025*

6.5 – Executive Committee

- *Receive Meeting Minutes from December 12th, 2024*
- *Receive Meeting Minutes from January 16th, 2025*
- *Receive Executive Committee Terms of Reference*
 - *Board Chair & Executive Director Updates*

7.0 – NEW BUSINESS

7.1 - Strategic Planning

7.2 - Boundary Expansion

7.3 - Municipal Encroachment Agreements

8.0 – NEXT MEETING

Tuesday, February 27th, 2025

7:30am

LDBIA Boardroom | 7 York Street South

9.0 – ADJOURNMENT



MINUTES

for the Meeting of the Board of the Directors

Thursday, November 28th, 2024
7:30am

BIA Office Boardroom, 7 York Street South

EXECUTIVE

Chair – Wes Found | Linborough Property Corp.

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Adam Hayward | Nesbitt's Meat Market

Eric Smeaton | CKL Council, Ward 5

Charlie McDonald | CKL Council, Ward 7

LIAISONS

Carlie Arbour | CKL Economic Development

Chief Kirk Robertson | Kawartha Lakes Police Service

No update or discussion outside of the circulated report.

6.2 – Marketing Committee

No update or discussion outside of the circulated minutes.

6.3 – Beautification Committee

No update or discussion outside of the circulated minutes.

6.4 – Parking/Advocacy Committee

No update or discussion outside of the circulated minutes.

6.5 – Executive Updates

Melissa McFarland gave an update on the art installation. Advance funding has been provided from the municipality to ease the BIA's cash flow concern. Discussion was held about the electrical issues on the light pole outlets that are causing issues with the snowflakes. Steve Podolsky is in communication with Public Works to address. Jim Garbutt raised the recommendation again for a post-construction walkabout and Melissa McFarland will keep this on her to-do list for early spring weather and to connect with Engineering for their cooperation.

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

Resolved: That the above reports, and following Minutes be approved:

Profit & Loss YTD

Marketing Committee Minutes of October 10th

Beautification Committee Minutes of October 4th

Parking/Advocacy Committee Minutes of October 8th

Carried RBM2024-59

7.0 – NEW BUSINESS -----

7.1 – Executive Elections

Moved By: Steve Podolsky **Seconded By:** Sandra Falconer

Resolved: The Board approves Wes Found as Board Chair for the 2025 year.

Carried RBM2024-60

Moved By: Wes Found **Seconded By:** Reese Burns

Resolved: The Board approves Steve Podolsky as Board Chair for the 2025 year.

Carried RBM2024-61

7.2 – Executive Committee Terms of Reference

The Board reviewed existing document that was drafted and approved in 2022. Discussion was held about the appointment of Treasurer and Sandra Falconer and Sandra Patrick agreed to act as co-Treasurer's for the upcoming year. The Executive will meet in December and bring findings to the board for January meeting.

7.3 – 2025 Strategic Planning

Wes Found advised that he has a draft for tendering for a facilitator to conduct the process, and it is still being edited, using samples from OBIAA and other BIA's. The item will be on the agenda for Executive Committee, brought to board for the January meeting.

7.4 – Other

The issue of Encroachment Agreements was brought forward. As a result of Million Dollar Makeover applications, it has come to light that there are some issues with clarity from business and property owners about the requirements of items like awnings requiring an encroachment agreement from the City, and the renewals and fees that are associated with it. Carlie Arbour and Melissa McFarland will investigate this further with the municipality's Realty Services department and report back.

A recommendation was made to remind the membership of the notice that would have been given to properties back in the summer from the City's Water and Wastewater Division advising them of their requirements to have a qualified person undertake a plumbing survey to identify any cross-connections that may pose a threat to the municipal drinking water system, and that they are to send the results of this to the City for review, and if a risk is identified, property owners will be required to hire a licensed plumber to install the recommended backflow prevention device; and that the 90 day deadline for this requirement is approaching. Melissa McFarland advised that the December newsletter is about to be circulated, and she will ensure this is reminder is included.

8.0 – NEXT MEETING -----

Thursday, January 30th, 2024

7:30am

BIA Office Boardroom, 7 York Street South

9.0 – ADJOURNMENT -----

Moved By: Reese Burns

Seconded By: Nicki Dedes

Resolved: That the November 28th, 2024 meeting of the Board of Directors be adjourned at 8:39am.

Carried RBM2024-62

LINDSAY DOWNTOWN BIA - 2024 FINANCIALS

Fiscal Year: January 1st - December 31st, 2024

BANK BALANCE	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	FULL BUDGET SNAPSHOT Budget overages in each category are intended to carry the BIA's finances through January 31st. Estimated carryover from January 31st to the new operating year on February 1st is just under \$50,000, total for all categories Parking budget still has Q4 By-Law reimbursement outstanding, targeted to be received in January, just over \$29K	FISCAL YEAR END NOTES	
Opening Balance	57,410.95	23,282.72	21,575.96	275,634.16	253,555.32	311,939.43	231,817.03	228,031.32	196,355.24	202,894.80	108,458.89	67,085.67		Income Total 645,469.97	
Administration	In 0.00 Out 12,115.08	0.05 7,728.69	137,174.22 13,502.63	20.00 10,073.55	11,087.18 13,351.60	136.00 32,854.11	0.00 8,735.40	0.00 8,803.72	28,902.00 39,556.27	2,882.52 23,938.80	0.21 10,000.18	248.60 9,748.12			
Parking	In 0.00 Out 5,035.44	15,027.30 3,797.76	5,855.06 4,218.27	0.00 4,375.30	120.15 6,466.85	0.00 4,420.81	13,975.00 3,823.78	11,735.00 3,823.93	0.00 5,087.08	0.00 6,578.71	0.00 5,078.85	0.00 6,393.68		Remaining 44,898.55	
Marketing	In 0.00 Out 6,970.24	0.00 3,582.82	76,430.44 6,658.87	1,000.00 4,017.20	1,032.91 4,686.50	490.00 13,113.89	1,050.00 5,061.49	800.00 3,819.30	0.00 6,335.55	1,600.00 8,543.20	0.00 9,181.16	199.18 5,253.02			
Beautification	In 0.00 Out 11,569.81	0.00 2,204.33	61,032.56 2,803.13	0.00 2,574.34	73,384.85 8,596.44	0.00 26,725.51	0.00 4,721.47	0.00 26,901.05	0.00 8,109.43	0.00 18,362.61	0.00 14,304.68	0.00 3,046.02			
Classics on Kent	In 69.69 Out 0.00	0.00 0.00	0.00 1,215.02	750.00 231.85	6,525.57 4,332.72	1,285.87 9,197.75	20,124.66 13,867.42	0.00 1,035.60	120.00 0.00	1,000.00 121.19	0.00 0.00	0.00 0.00			
My Main Street	In 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	0.00 457.65	0.00 437.30	0.00 1,500.00	0.00 2,919.26	0.00 0.00	114,000.00 108,604.99			
Closing Balance	23,282.72	21,575.96	275,634.16	253,555.32	311,939.43	231,817.03	228,031.32	196,355.24	202,894.80	108,458.89	67,085.67	44,898.55			
Monthly +/- between Quickbooks to Bank Balance:	-1,492.65	-579.49	-1,963.84	2,576.60	-3,667.56	-4,277.80	2,268.16	-609.82	-38,105.89	39,454.66	2,808.56	3,589.07		YTD +/- 0.00	

ADMINISTRATION		Budget	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total	Remaining	ADMINISTRATION SNAPSHOT Income Total 207,604.07 Expense Total 190,408.15 Remaining 17,195.92	
INCOME	2023 Carryover	27,153.29													27,153.29	0.00		
	Levy	97,174.22			97,174.22										97,174.22	0.00		
	HST	10,251.67					10,251.67								10,251.67	0.00		
	Grants	68,902.00			40,000.00						28,902.00				68,902.00	0.00		
	Miscellaneous	4,122.89		0.05		20.00	835.51	136.00				2,882.52	0.21	248.60	4,122.89	0.00		
EXPENSES	Materials, Supplies & Services	69,964.35		115.76	420.00	89.78	357.31	22,213.24	1,064.06	881.57	31,122.12	11,462.46	765.47	930.75	69,422.52	541.83		
	Event Services	1,000.00				739.39									739.39	260.61		
	Office Supplies	10,000.00	2,068.24	418.97	122.82	1,340.60	973.24	884.09	115.74	342.66	542.81	321.43	707.42	378.52	8,216.54	1,783.46		
	Meals and Entertainment	2,000.00				74.64	97.55	55.36	172.87	88.19	183.09	144.68	51.30	187.40	1,055.08	944.92		
	Promotional Material	2,000.00			278.86					129.85		220.00	276.00	232.19	67.78	1,204.68		795.32
	Advertising	500.00									306.99	12.71	22.00		341.70	158.30		
	Professional Development	7,000.00	625.99	250.00	2,822.70	274.34	1,119.46	44.00		173.18		120.00	150.01	708.00	6,287.68	712.32		
	Contracted Services	12,500.00	1,694.04	402.00	562.13	521.46	1,270.65	493.45	526.88	697.34	579.22	976.28	1,156.25	442.30	9,322.00	3,178.00		
	Land & Building Rental	10,400.00	800.00	800.00	800.00	800.00	800.00	800.00	800.00	800.00	800.00	800.00	800.00	800.00	9,600.00	800.00		
	Utilities & Insurance	8,000.00	1,107.04	419.71	2,511.85	605.84	554.56	117.94	452.54	301.79	365.00	368.33	96.51	571.86	7,472.97	527.03		
Bank Service Charges	1,500.00	30.50	15.50	10.00	10.00	18.01	36.45	66.65	149.95	42.95	49.32	451.22	133.50	1,014.05	485.95			
HST Paid Out, All Categories	10,635.72	808.02	312.82	967.65	572.79	650.88	3,202.96	400.19	375.10	412.85	1,897.66	517.57	517.23	10,635.72	0.00			
Payroll Costs	72,000.00	4,981.25	4,993.93	5,006.62	5,044.71	7,509.94	5,006.62	5,006.62	4,993.94	4,981.24	7,509.93	5,050.24	5,010.78	65,095.82	6,904.18			

PARKING		Budget	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total	Remaining	PARKING SNAPSHOT Income Total 50,966.87 Expense Total 59,100.46 Remaining -8,133.59
INCOME	2023 Carryover	4,254.36													4,254.36	0.00	
	Levy	5,855.06			5,855.06										5,855.06	0.00	
	HST	120.15					120.15								120.15	0.00	
	By-Law Reimbursements	70,027.30		15,027.30					13,975.00	11,735.00					40,737.30	29,290.00	
EXPENSES	Materials, Supplies & Services	1,123.74				47.25		453.09			473.36	49.95			1,023.65	100.09	
	HST Paid Out, All Categories	133.13				6.14		58.91			61.59	6.49			133.13	0.00	
	Payroll	79,000.00	5,035.44	3,797.76	4,218.27	4,321.91	6,466.85	3,908.81	3,823.78	3,823.93	4,552.13	6,522.27	5,078.85	6,393.68	57,943.68	21,056.32	

MARKETING		Budget	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total	Remaining	MARKETING SNAPSHOT		
INCOME	2023 Carryover	10,220.24													10,220.24	0.00		Income Total 92,822.77	
	Levy	76,430.44			76,430.44										76,430.44	0.00			
	HST	532.91					532.91								532.91	0.00			
	Sponsors & Event Income	5,190.00				1,000.00	500.00	490.00	800.00	800.00		1,600.00			5,190.00	0.00			
	Gift Certificate Sales	449.18							250.00					199.18	449.18	0.00			
EXPENSES	Materials, Supplies & Services	3,011.22	144.00	108.85	181.11	35.31		1,351.46	162.25	56.44		131.73	435.18	137.50	2,743.83	267.39		Expense Total 77,223.24	
	Event Services	10,000.00	1,225.00			225.00	221.24	5,143.90					350.00	180.00	7,345.14	2,654.86			
	Gift Cert Reimbursements	11,000.00	2,075.00	450.00	175.00	725.00	250.00		300.00	100.00	125.00		245.00	125.00	4,570.00	6,430.00			Remaining 15,599.53
	Promotional Material	10,000.00	2,045.00	389.70	521.90	30.00		2,268.48	117.98	22.52	275.09	775.75	2,202.48		8,648.90	1,351.10			
	Advertising	12,000.00	1,059.00	835.00	2,929.91				33.18	37.68	8.14	1,895.72	1,981.31	1,773.00	329.00	10,881.94	1,118.06		
	HST Paid Out, All Categories	2,611.55	422.24	174.92	461.79	37.74	28.76	747.14	41.33	11.32	122.98	111.27	391.41	60.65	2,611.55	0.00			
Payroll	45,000.00		1,624.35	2,389.16	2,964.15	4,186.50	3,569.73	4,402.25	3,620.88	3,916.76	5,543.14	3,784.09	4,420.87	40,421.88	4,578.12				

BEAUTIFICATION		Budget	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total	Remaining	BEAUTIFICATION SNAPSHOT		
INCOME	2023 Carryover	15,783.06													15,783.06	0.00		Income Total 150,200.47	
	Levy	61,032.56			61,032.56										61,032.56	0.00			
	HST	8,384.85					8,384.85								8,384.85	0.00			
	Grants	65,000.00					65,000.00								65,000.00	0.00			
EXPENSES	Materials, Supplies & Services	84,867.86	7,500.00	11.00	29.48	13.50	3,772.96	13,114.84	158.54	19,902.60	3,402.82	11,763.39	8,091.24	91.43	67,851.80	17,016.06		Expense Total 129,918.82	
	Miscellaneous	7,851.00						7,851.00							7,851.00	0.00			
	Promotional Material	1,000.00					515.00						145.00		660.00	340.00			Remaining 20,281.65
	Contracted Services	42,000.00	2,687.50	2,097.50	2,300.00	2,200.00	3,450.00	3,910.00	4,195.00	3,910.00	4,128.97	3,935.00	4,280.00	2,353.25	39,447.22	2,552.78			
	HST Paid Out, All Categories	8,481.62	975.00		1.20		271.43	1,704.93	20.61	2,587.37	341.09	1,532.48	1,032.37	15.14	8,481.62	0.00			
	Payroll	6,000.00	407.31	95.83	472.45	360.84	587.05	144.74	347.32	501.08	236.55	1,131.74	756.07	586.20	5,627.18	372.82			

CLASSICS ON KENT		Budget	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total	Remaining	CLASSICS ON KENT SNAPSHOT	
INCOME	HST		-69.69				1,008.35								1,078.04			Income Total 29,875.79
	Event Income					750.00	5,517.22	1,285.87	20,124.66		120.00	1,000.00			28,797.75			
	Materials, Supplies & Services							2,388.96	4,888.82						7,277.78			
EXPENSES	Event Services					30.00	1,044.36	3,344.20	5,068.52						9,487.08			Expense Total 30,001.55
	Meals & Entertainment						131.43		331.96	124.95				588.34				
	Promotional Material				435.24	165.35	1,433.00		2,136.75			107.25			4,277.59			
	Advertising				640.00		1,145.00	2,395.00		790.72					4,970.72			
	HST Paid Out, All Categories				139.78	21.50	486.03	1,056.66	1,225.66	119.93		13.94			3,063.50			
Bank & Service Charges					15.00	92.90	12.93	215.71						336.54		Remaining 125.76		

MY MAIN STREET		Budget	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total	Remaining	MMS SNAPSHOT	
EXPENSES	MMS Grant (CKL Float)	114,500.00												114,000.00	114,000.00			Income Total 114,000.00
	Materials, Supplies & Services										1,500.00	2,697.30		88,514.15	92,711.45			
	Promotional Materials													90.00	90.00			Expense Total 113,919.20
	Advertising								405.00	359.00					764.00			
	Contracted Services										27.99		55.98		8,482.30	8,566.27		Remaining 80.80
	HST Paid Out, All Categories								52.65	50.31		165.98		11,518.54	11,787.48			



TERMS OF REFERENCE: EXECUTIVE COMMITTEE

MANDATE / MISSION

Reporting directly to the Lindsay Downtown BIA's Board of Directors, the Executive Committee's purpose is to oversee the general operations of the organization and ensure that the goals and objectives of the organization are being met.

SPECIFIC ACTIVITIES:

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

- Act as the Financial Committee;
- Act as the Human Resources Committee;
- Supervise the internal operations of the organization and its staff;
- Ensure that the organization is meeting the criteria of the Municipal Act and other approved policies and procedures in its activities
- Direct the content of Board Agendas;
- Report to the Board on a regular basis on all Committee activities, plans, issues, and programs;
- Lead projects and/or initiatives that do not otherwise align with the other existing committees, or represent the activities of the Board of Directors as a whole;
- Act on behalf of the Board when it is necessary to do so
(The Committee may make decisions on behalf of the Board between Board meetings. Those decisions must be ratified at the Board meeting following the decision. In general terms, the Committee will only act on behalf of the Board when a matter is time sensitive and/or a regular Board meeting fails to meet quorum. The authority of the Committee shall in no way be used to circumvent or block discussion or decisions of the full Board).

COMPOSITION

The Committee will be comprised of the Board of Director's Chair, Vice-Chair, Treasurer, and staff Executive Director. Each member of the Committee is assigned, based on their role within the Board of Directors and organization, and is a requirement of that position.

FREQUENCY OF MEETINGS

The Committee shall meet on a quarterly basis, prior to the monthly meeting of the Board of Directors of that month, on a date and time agreed upon by the majority of the members of the committee. There shall be a minimum of 4 meetings conducted each year. Additional meetings may be scheduled as required or recommended by a member of the committee. Due to the small size of the Committee, every effort will be made to ensure 100% attendance at each meeting.

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;
- Familiarize themselves with the organization's Policies & Procedures, so that they may better ensure the organization's compliance;
- Act in good faith as a representative of the Board of Directors on this Committee;
- Take into consideration the best interests of the organization and its membership with each decision made.



MINUTES

for the Meeting of the Beautification Committee

Thursday, December 5th, 2024

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

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: 8:04am

In Attendance: Steve Podolsky, Sandra Falconer, Theresa Henry, Kevin Brasier, Mary Hackett

Recording Secretary: Melissa McFarland

Guests: None

Late Arrivals: None

Early Departures: None

Regrets / Absent: Reese Burns

2.0 – ADMINISTRATIVE BUSINESS -----

2.1 - Adoption of Agenda

Moved By: Sandra Falconer **Seconded By:** Theresa Henry

Resolved: That the agenda be adopted as circulated.

Carried BC2024-28

2.2 - Declarations of Pecuniary Interest

None Declared

2.3 – Adoption of Minutes

Moved By: Theresa Henry **Seconded By:** Sandra Falconer

Resolved: That the agenda be adopted as circulated.

Carried BC2024-29

3.0 – DEPUTATIONS -----

None Scheduled

4.0 – CORRESPONDENCE -----

None Received

5.0 – NEW BUSINESS -----

5.1 – Budget Review

Melissa McFarland presented the updated financials. The various categories are all coming in under budget, and she recommended that the committee decide on specific items that any excess funds be earmarked for in 2025. This will be discussed and decided on at the January meeting, as the BIA's financial operating year ends January 31st. She advised that the BIA's application for the Legacy C.H.E.S.T Fund for new Canada flag themed banners was rejected. The committee will need to decide if banners, either with Canada Flag or other visuals, and/or flags with hardware should part of the regular 2025 budget.

5.2 – 2025 RFP Submissions

Melissa McFarland distributed copies of all RFP submissions as well as a summary to the committee members. All submissions were thoroughly reviewed and the sections will be awarded as below.

Category	Company	Cost Per Item	Total Cost
Summer Storefront Planters	Highway Garden Centre, Bancroft	\$48.99	\$7,558.60
Summer Large Decorative Planters	Johnston's Greenhouse, Peterborough	\$400.00 / \$450.00	\$4,250.00
Summer Hanging Baskets	Johnston's Greenhouse, Peterborough	\$85.00	\$13,175.00
Summer Bumpout Flowerbeds	Johnston's Greenhouse, Peterborough	\$450.00	\$4,050.00
Fall Storefront Planters	Highway Garden Centre, Bancroft	\$21.49	\$3,708.60
Fall Large Decorative Planters	Johnston's Greenhouse, Peterborough	\$425.00 / \$500.00	\$4,625.00
Winter Storefront Planters	Highway Garden Centre, Bancroft	\$53.99	\$8,258.60



MINUTES

for the Meeting of the Beautification Committee

Thursday, January 9th, 2024

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:

In Attendance: Steve Podolsky, Sandra Falconer, Kevin Brasier, Theresa Henry, Melissa Wemyss, Mary Hackett
Recording Secretary: Melissa McFarland
Guests: None
Late Arrivals: None
Early Departures: None
Regrets / Absent: Reese Burns

2.0 – ADMINISTRATIVE BUSINESS -----

2.1 - Adoption of Agenda

Moved By: Kevin Brasier **Seconded By:** Melissa Wemyss
Resolved: That the agenda be adopted as circulated.

Carried BC2025-01

2.2 - Declarations of Pecuniary Interest

None Declared

2.3 – Adoption of Minutes

Moved By: Theresa Henry **Seconded By:** Sandra Falconer
Resolved: That the minutes of the December 5th meeting be adopted.

Carried BC2025-02

3.0 – DEPUTATIONS -----

None Scheduled

4.0 – CORRESPONDENCE -----

None Received

5.0 – NEW BUSINESS -----

5.1 – Budget Review

Melissa McFarland presented the updated financials for 2024, to date as of January 8th, with her best estimation of the remaining items for the month, and the year which ends January 31st. The committee will have a carryover of approximately \$16,000, which can be moved to the Projects budget of 2025. She also presented the template for the 2025 budget, with all estimations made for the year, including the quotes from the approved RFP bids.

Moved By: Sandra Falconer **Seconded By:** Theresa Henry

Resolved: That the budget for maintenance contract fees be increase by 2.5%, using the funds from the 2024 carryover.

Carried BC2025-03

5.2 – Winter & Holiday 2024 Update

Melissa McFarland advised that she contacted Skedaddle to coordinate them taking their décor off the tree prior to Parks removing the tree itself, which likely will not occur until the weather is slightly warmer. She provided an update on the lamppost snowflakes and the issues that occurred in November and December which were rectified by the City's electrical contractor replacing the outlets right before Christmas.

5.3 – RFP Award Updates

Melissa McFarland updated. Highway Garden Centre was enthusiastic about their approvals for the 3 seasons of storefront planters and there have been several emails back and forth. They would like one of our unused planters to be able to determine insert sizes, and the logistics of having that sent to Bancroft are being worked out. Johnston's Greenhouse

acknowledged receipt of their successful bids and advised that we should be in touch with them as the weather warms up for more extensive planning of the large planters and bumpouts. Melissa McFarland advised that she is working on more formal contracts for each company to ensure that the specifics of each of their responsibilities are clearly laid out and signed.

5.4 – Tree Pruning

Tessa Smith informed the committee that the north side has been completed and the south side is scheduled for this week. In regards to tree replacements, she is also working on inventory with Engineering. Replacement is possible in the spring (versus ideal planting in the fall) if they are well watered. Melissa McFarland requested that an additional inventory be done prior to actual replacement, as more trees have since had issues.

5.5 – Spring Planning

The committee requested that a meeting be set up with Johnston’s for March to do a walkaround of the bumpouts and planters.

5.6 – Other Items

Melissa McFarland advised that the urn repair (attaching bases to body) will proceed when weather permits, and will likely only require 2-3 additional days of work.

Melissa McFarland also provided an update on the art installation, which is completed, but awaiting final installation on the wall in early spring.

Discussion was held regarding banners, as the Legacy C.H.E.S.T. Fund application for Canada Day themed banners was rejected. The committee discussed the possibility of using regular budget funds on a banner program with a historical theme, and the idea of using the Olde Gaol Museum as a resource, and/or engaging the public. Melissa McFarland will communicate with Barbara Doyle, the museum’s Managing Director to gauge interest, and get an updated quote for banners with custom artwork.

The committee discussed snow removal in parking lots (not yet completed) and sidewalk snowbanks (which took place overnight). The remaining parking lots should be completed tonight, and Wayne English regularly communicates with his City contacts. Kevin Brasier advised that he would like to see better response times from the City and their contractors following a snow event.

6.0 – NEXT MEETING -----

Thursday, February 6th, 2025

8:00am

LDBIA Boardroom | 7 York Street South

7.0 – ADJOURNMENT -----

Moved By: Theresa Henry

Seconded By: Melissa Wemyss

Resolved: That the January 9th, 2025 meeting of the Beautification Committee be adjourned at 9:07am. **Carried BC2025-04**

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	01/31/25
Welcome Sign	Bring sign to BIA office to store, then reinstall on Angeline South weather permitting	Steve / Kevin / Reese	ASAP
Banner Research	Collect quotes for custom-artwork banners / Contact Barbara Doyle @ Museum	Melissa McFarland	Feb Meeting



MINUTES

for the Meeting of the Marketing Committee

Thursday, January 9th, 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: 5:36pm

In Attendance: Sandra Patrick, Alessandra Bartley, Nicki Dedes, Katelyn Graham, Michele Sauve, Mary Hackett
Recording Secretary: Melissa McFarland
Guests: None
Late Arrivals: None
Early Departures: None
Regrets / Absent: Reese Burns, Sandra Falconer

2.0 – ADMINISTRATIVE BUSINESS -----

2.1 - Adoption of Agenda

Moved By: Katelyn Graham **Seconded By:** Michele Sauve
Resolved: That the agenda be adopted as circulated.

Carried MC2025-01

2.2 - Declarations of Pecuniary Interest

None Declared

2.3 – Adoption of Minutes

Moved By: Michelle Sauve **Seconded By:** Katelyn Graham
Resolved: That the Minutes of the November 14th, 2024 meeting be approved.

Carried MC2025-02

3.0 – DEPUTATIONS -----

None Scheduled

4.0 – CORRESPONDENCE -----

None Received

5.0 – NEW BUSINESS -----

5.1 – Budget Review

Melissa McFarland provided an update to the 2024 budget, which ends January 31st as per the BIA's operating year. She also presented the updated 2025 worksheet, in which shows the overall budget and her suggestions for allocations, as a starting point. As events, promotions and specific advertising initiatives are confirmed, the committee can agree to re-allocate budget categories as needed. The best estimation of budget overage for 2024 will be approximately \$7000 which will be applied to special projects in 2025.

5.2 – Holiday 2024 Update

Mary Hackett reviewed the success of the Holiday Passport, with submission numbers far exceeding past years. Discussion was held regarding the pros and cons of the 'double stamp' events and how best to operate these types of incentives in the future. More incentives are needed for staff to be more proactive in promoting the passports to customers, and ideas will be generated for a positive incentive program next year.

Positive feedback was received for all elements of the Holiday Kickoff and Tree Lighting. There is general consensus that the event can only continue to grow, and early application for closing Cambridge Street North from north of Kent Street to the entrance of the fire station will be done to give more space to visitors and other elements of the event. Retailers on the committee gave their feedback from the collaboration of some retailers to stay open on Thursday evenings through the season, and each evening had mixed traffic, but most agree that the initiative is worth continuing to gauge traction over time, and there may be merit in coordinating extended hours at other times of the year.

Discussion was held regarding New Years' Eve, and success that celebrating the holiday has in other communities.

5.3 – 2025 Planning: Event Schedule

The committee reviewed dates for key events and promotions for the year, with the following tentative schedule:

Loaded Fries Restaurant Event: Friday, March 7th – Sunday, March 17th

Consensus was that the concept of passports is burning out, and that the novelty of the Holiday Passport be preserved without oversaturation the rest of the year. This year's event will take the form of a social media contest, with buy-in from restaurant patrons via online photos, tags, and hashtags. Mary Hackett will begin gathering restaurants for participation and developing the marketing materials.

Easter Scavenger Hunt: Friday, April 18th – Sunday April 20th

This event will take a similar form to years' past, and may be far more favourable for weather due to the late occurrence of the holiday this year.

Summer Kickoff: Friday, September 27th 4:00pm-8:00pm

This event will be the focus of March meeting, and will require a complete re-imagining of the event from the two years prior, as the use of the ValuMart lot is not permitted for BIA events at this time.

Holiday Kickoff – Friday, November 21st

Mary Hackett confirmed with Baker Tilly that the Santa Claus Parade will be pushed to Sunday, November 23rd, as a mid-week Remembrance Day causes holiday preparations to be limited for the weekend immediately following. The Holiday Passport launch, tree lighting festivities and evening shopping event will take place the Friday night.

A full schedule of the year's events will be circulated to the membership upon final confirmation from the committee at the February meeting.

5.4 – 2025 Planning: Marketing Priorities

Identification of key advertising initiatives, social media strategies and the feasibility of suggested special projects, such as a new website and/or downtown focused print magazine will be the focus of the February meeting.

5.5 – Other Items

Nicki Dedes advised that she received communication from Matthew Thomas whose marketing firm, The New Business, is participating in the City of Kawartha Lakes' Tourism strategic plan and is reaching out to stakeholders.

Discussion was held regarding the link between downtown visitor traffic for restaurants, and events at the Flato Academy Theatre and Century Theatre. More conversations can be had about how to take advantage of this natural link between dining and entertainment.

6.0 – NEXT MEETING -----

Thursday, February 13th, 2025

4:00pm

LDBIA Boardroom | 7 York Street South

7.0 – ADJOURNMENT -----

Moved By: Michele Sauve

Seconded By: Nicki Dedes

Resolved: That the January 9th, 2025 meeting of the Beautification Committee be adjourned at 7:11pm

Carried MC2025-03



MINUTES

for the Meeting of the Executive Committee

Thursday, December 12th, 2024

8:00am

BIA Office Boardroom, 7 York Street South

CHAIR

Wes Found | Linborough Property Corp

VICE-CHAIR

Steve Podolsky | A&L Investments

TREASURER(S)

Sandra Falconer | Appleseed Quiltworks

Sandra Patrick | Down to Earth

STAFF

Melissa McFarland | Executive Director

1.0 - CALL TO ORDER -----

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

In Attendance: Wes Found, Steve Podolsky, Sandra Falconer
Recording Secretary: Melissa McFarland
Guests: None
Late Arrivals: None
Early Departures: None
Regrets / Absent: Sandra Patrick

2.0 – ADMINISTRATIVE BUSINESS -----

2.1 - Adoption of Agenda

Moved By: Steve Podolsky **Seconded By:** Sandra Falconer
Resolved: That the agenda be adopted as circulated.

Carried EC2024-01

2.2 - Declarations of Pecuniary Interest

None Declared

3.0 – DEPUTATIONS -----

None Scheduled

4.0 - CORRESPONDENCE -----

None Received

5.0 – NEW BUSINESS -----

5.1 – Committee Terms of Reference

The document adopted in 2022 was reviewed by the committee. The contents of the document still stand, and Wes Found made the recommendation that an additional item under ‘Specific Activities’ be added to include ‘lead projects and/or initiatives that do not otherwise align with the other existing committees, or represent the activities of the Board of Directors as a whole’.

5.2 – Meeting Frequency & Schedule

As per the above Terms of Reference, the committee agrees to keep the requirement of quarterly meetings that occur a minimum of 4 times per year, with the agreement and understanding that more frequent meetings would be added when the scope of the committee’s workload directs it.

5.3 – Financial Review

The Committee discussed the overall financial reporting and changes that can be made in the next financial year. Melissa McFarland will continue to complete the regular bookkeeping activities, and will work closely with the Treasurers to take the figures on a monthly basis and determine how best to present them to the Executive, the Board, and the individual committees. The Budget function in Quickbooks will be explored as an alternative for cash flow reporting and projections.

The Committee discussed the option of using the organization’s annual HST return as a separate budget under the heading of ‘Opportunity Fund’ to fund capital expenses for the future, versus returning the funds to the committee in which the expenses originated.

5.4 – Canada Summer Jobs

Melissa McFarland advised that the Canada Summer Jobs grant application that is normally due in January is actually due December 19th for 2025 staff. The approved 2025 budget did not include summer staff, which historically comes at a cost of

expanding the number of weeks the staff is hired for, as well as the payroll costs above minimum wage, that is approved by the grant. There was no approval in 2024, but the committee agreed that an application should be made for 2 positions (events and administration/data entry) for 2025, and if approved, will go to the Board for a budgetary decision.

5.5 – Strategic Planning

A basic template of a tender for a consultant was drafted by Wes Found months ago, and Melissa McFarland also noted a sample tender that came from OBIAA. Both of these will be used in formalizing a draft that will be presented to the committee for their January meeting, which will be finalized and presented to the Board at the January 30th meeting.

5.6 – OBIAA Awards

Melissa McFarland advised that OBIAA’s Awards program, which is presented at their annual conference have been opened, and applications are due January 31st. She made the suggestion that the BIA put forth a project under the ‘Public Realm’ category which addresses safety. The committee agreed that this application should be drafted, and will be able to approve the content at the January meeting, ahead of the January 31st deadline. Wes Found also would like to consider an application under ‘Leadership & Management’ for the BIA’s restructuring of the levy data, and approach to budgeting. He will review the application requirements to explore if the initiative can be presented in a tangible way.

5.7 – Boundary Expansion

Wes Found reviewed his early analysis of the MPAC data that was provided by the City’s GIS team, which includes all the properties being considered, and clearly outlines the Downtown Revitalization zone that was identified during the City’s project. As the project moves forward in 2025, the BIA will need to be comfortable in providing rationale in the cost versus benefit to the potential properties.

5.8 – Other Items

Discussion was held on how to raise profile and visibility of the work that the BIA conducts, often behind the scenes. A suggestion was made to conduct ‘on the street’ interviews of visitors, and this idea will be passed on to the Marketing Committee.

6.0 – NEXT MEETING -----

Thursday, January 23rd, 2025

8:00am

LDBIA Boardroom | 7 York Street South

7.0 – ADJOURNMENT -----

Moved By: Steve Podolsky

Seconded By: Sandra Falconer

Resolved: That the December 12th, 2024 meeting of the Executive Committee be adjourned at 9:22am.

Carried EC2024-02



MINUTES

for the Meeting of the Executive Committee

Thursday, January 23rd, 2025

8:00am

BIA Office Boardroom, 7 York Street South

CHAIR

Wes Found | Linborough Property Corp

VICE-CHAIR

Steve Podolsky | A&L Investments

TREASURER(S)

Sandra Falconer | Appleseed Quiltworks

Sandra Patrick | Down to Earth

STAFF

Melissa McFarland | Executive Director

1.0 - CALL TO ORDER -----

Meeting Called to Order by the Chair: 8:18am

In Attendance: Wes Found, Steve Podolsky, Sandra Falconer, Sandra Patrick

Recording Secretary: Melissa McFarland

Guests: None

Late Arrivals: None

Early Departures: None

Regrets / Absent: Sandra Patrick

2.0 – ADMINISTRATIVE BUSINESS -----

2.1 - Adoption of Agenda

Moved By: Steve Podolsky **Seconded By:** Sandra Falconer

Resolved: That the agenda be adopted as circulated.

Carried EC2025-01

2.2 - Declarations of Pecuniary Interest

None Declared

2.1 - Adoption of Minutes

Moved By: Steve Podolsky **Seconded By:** Sandra Falconer

Resolved: That the Minutes of December 12th, 2024 meeting be adopted with minor copyediting changes made to Items 5.7 and 7.0.

Carried EC2025-02

3.0 – DEPUTATIONS -----

None Scheduled

4.0 - CORRESPONDENCE -----

None Received

5.0 – NEW BUSINESS -----

5.1 – Committee Terms of Reference – Approve Final Draft

Melissa McFarland presented the final draft with the edits approved at the December meeting. This document can now be taken to the Board of Directors for final approval.

Moved By: Steve Podolsky **Seconded By:** Sandra Falconer

Resolved: That the circulated final draft of the ‘Executive Committee Terms of Reference’ be placed on the January Board of Directors for adoption.

Carried EC2025-03

5.2 – Financial Review

Melissa McFarland presented a new format of the BIA’s finances for the full year of 2024, which encompasses both the January 2024 – December 2024 fiscal year, and the February 2024 – January 2025 operating year. The presented spreadsheet is a blend of the Profit & Loss figures generated through Quickbooks, the monthly bank balance, and the allocation of funds via each of the 6 budgets used this past year. The figures are balanced through December 31st and January figures recorded to date and estimated through the end of the month for final operating year balances. Overages in the Beautification and Marketing budgets are earmarked by those committees for upcoming special projects. Parking overage will be applied to training costs for the Community Liaison position in 2025, and Administration overages are comparatively low and can be used towards a number of initiatives in 2025, including costs associated with summer staff if required.

A discussion was held about how best to present the figures on a month to month basis moving forward and the committee agreed that the Treasurers will receive a detailed breakdown based on the above, and a simplified version will be provided to

the Board as the Treasurer’s Report on the monthly agenda. The Beautification and Marketing Committees will continue to receive a version of their budgets that are reflective of their projects and initiatives at their monthly meetings.

Moved By: Sandra Patrick

Seconded By: Sandra Falconer

Resolved: The Executive Committee recommends to the Board of Directors that the BIA’s annual HST return be kept in a separate ‘Opportunity Fund’, versus the previous procedure of reallocating the funds back to the committee that the purchase originated from. Funds from this reserve can be applied for from committees for special projects, through the Executive Committee, who would make the recommendation to the Board.

Carried EC2025-04

5.3 – Strategic Planning

The tender to be circulated for facilitation services is still in draft format. Wes Found and Melissa McFarland will continue work on it, and the full tender and a circulation plan will be completed for addition to the February Board of Directors. Carlie Arbour confirmed that as a municipal board of management, the BIA will be able to post the RFP on the City’s Bids and Tenders site.

5.4 – Other Items

The Committee discussed follow-up items from the November Board Meeting and January Committee Meetings for consideration on the January Board Agenda. Melissa McFarland advised that she had a meeting with Carlie Arbour and Laura Carnochan of CKL Realty Services regarding Encroachment Agreements, and will provide this update to the Board. Discussion was held regarding the increase in parking ticket fines that arose at the Parking / Advocacy meeting, and will go to the Board for further discussion, as well as updates to the CKL Signage By-Law. This item will be placed on the next Beautification Committee agenda for review so that they can make recommendations to the Board if needed.

6.0 – NEXT MEETING -----

As per the drafted Terms of Reference, the Committee confirmed that the meeting schedule will proceed on a quarterly schedule, and that additional meetings will be scheduled as needed.

Thursday, April 17th, 2025

8:00am

LDBIA Boardroom | 7 York Street South

Thursday, July 24th, 2025

8:00am

LDBIA Boardroom | 7 York Street South

Thursday, October 23rd, 2025

8:00am

LDBIA Boardroom | 7 York Street South

7.0 – ADJOURNMENT -----

Moved By: Steve Podolsky

Seconded By: Sandra Falconer

Resolved: That the January 23rd, 2025 meeting of the Beautification Committee be adjourned at 9:22am. **Carried EC2025-05**