



AGENDA

for the Meeting of the Board of Directors

Thursday, February 27th, 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 January 30th, 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 Final 2024 Fiscal Year Summary*

6.2 – Beautification Committee

- *<no Quorum for February meeting>*

6.3 – Parking / Advocacy Committee

- *Receive Meeting Minutes from February 11th, 2025*
- *Review & Receive Parking Fine Deputation Draft*

6.4 – Marketing Committee

- *<no Quorum for February meeting>*

6.5 – Executive Committee

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

7.0 – NEW BUSINESS

7.1 - Strategic Planning Tender

7.2 - Boundary Expansion Update

8.0 – NEXT MEETING

Tuesday, March 27th, 2025
7:30am
LDBIA Boardroom | 7 York Street South

9.0 – ADJOURNMENT



MINUTES

for the Meeting of the Board of Directors

Thursday, January 30th, 2025

7:30am

BIA Office Boardroom, 7 York Street South

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Melissa McFarland | LDBIA Executive Director

6.0 – REPORTS

6.1 – Treasurer

Sandra Patrick presented the circulated Fiscal Year Summary for 2024 document.

Moved By: Sandra Falconer

Seconded By: Sandra Patrick

Resolved: That the following recommendation be approved: *That 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 RBM2025-04

6.2 – Beautification Committee

No update or discussion outside of the circulated materials.

6.3 – Parking / Advocacy Committee

Discussion was held regarding the increase of parking fines that took effect in November, without consultation of, or notice to the BIA. Wes Found and Melissa McFarland will work on a report and proposed deputation to be presented to Council, for review at the next Parking meeting, and when approved there, will come to the Board for the February meeting for direction and approval. Parking signage has also been identified as lacking for the public to understand the time limits, and a recommendation will be made for additional signage, now that the streetscape is complete.

6.4 – Marketing Committee

No update or discussion outside of the circulated materials.

6.5 – Executive Committee

Discussion was held regarding the frequency of meetings as noted in the Terms of Reference, with a minimum of 4 meetings per year, with more to be scheduled as necessary, as the workload may dictate. Jim Garbutt queried if there is merit to the committee committing to monthly meetings, and it was noted that the Board can direct the committee to meet more frequently if it appears necessary in the future.

Melissa McFarland, Executive Director, updated. Back in December, she participated in the CKL's Homelessness Strategy study, by having an interview with the consultant on the study. She was able to provide some insight into the BIA's outlook on homelessness and its effects on the downtown and its businesses. She was able to share the feedback from the Safety and Security survey that was circulated to the membership back in the fall. Also in December was the Chamber of Commerce's 'Breakfast with the Chief' event that she and Mary Hackett attended that had a strong focus on community safety.

The art installation through My Main Street was concluded, and the final step of installation will take place in early spring when the weather is more favourable. Melissa McFarland and Donna Goodwin plan to travel to visit the artist in Sudbury in February to see the finished piece and further discuss installation logistics and timelines.

Business movement in the downtown includes Income Tax Plus opening in their new location, next door at 87 Kent Street West. In their previous location at 85 Kent Street West is Coldwell Banker Realty, who have moved from their location near William Street North and Colborne and will be opening shortly. Corner Bites reopened at the beginning of the month following an extended closure due to surgery recovery.

The OBIAA Conference will be taking place at Blue Mountain from March 30th to April 2nd. During the conference is the annual awards gala, and the BIA has submitted a nomination for consideration in the 'Public Realm' category for the CCTV project. The Chamber Awards of Excellence are upcoming and Nicki Dedes recommended that the BIA self-nominate for an award. Melissa McFarland reviewed the categories and suggested that Non-Profit Excellence be considered, but more consideration can be given at the February meeting.

The BIA has been approached for an LCVI co-op student to begin soon. This student could assist in marketing initiatives and data collection and entry projects that are currently in need.

Moved By: Jim Garbutt

Seconded By: Reese Burns

Resolved: That the BIA take on a co-op student through LCVI for marketing, data collection and data entry.

Carried RBM2025-05

Moved By: Steve Podolsky

Seconded By: Jim Garbutt

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

- 2024 Fiscal Year Summary
- Beautification Committee: Meeting Minutes of December 5th, 2024
- Beautification Committee: Meeting Minutes of January 9th, 2025
- Marketing Committee: Meeting Minutes of January 9th, 2025
- Executive Committee: Meeting Minutes of December 12th, 2024
- Executive Committee: Meeting Minutes of January 16th, 2025
- Executive Committee: Terms of Reference

Carried RBM2025-06

7.0 – NEW BUSINESS -----

7.1 – Strategic Planning

The tender for facilitation of the project is still being drafted, and a full final draft and a circulation plan will come to the Board for approval at the February meeting. Carlie Arbour advised that the BIA could likely post on the City's Bids and Tenders site, but would have to go through Purchasing and it would be a process for the structure and language of the RFP to align with the City's templates.

7.2 – Boundary Expansion

The document circulated by Wes Found, with the first set of data on the proposed boundary expansion was discussed. The data uses the previously identified Downtown Revitalization boundary as an initial benchmark. This zone was the boundary used in the Downtown Revitalization Project conducted by CKL Economic Development and OMAFRA from 2014-2018. Approximations of the future levy by property value was included, and how this could potentially impact each committee's budget, as well as the levy cost for existing members. Next steps will include identifying the commercial tenants for each property, which Melissa McFarland has already begun work on, and noting which properties would be considered tax exempt, which will affect the dataset. The number of members, despite number of buildings or the size of the land, will be what ultimately dictates the workload. Discussion was held regarding the need to increase the general public profile of the BIA. This item will be added to the agenda of each committee for discussion and recommendations.

7.3 – Municipal Encroachment Agreements

Following discussion at the November Board Meeting, Melissa McFarland and Carlie Arbour met with Laura Carnochan from the municipality's Realty Services department, regarding the requirements of encroachment agreements downtown (CKL By-Law 2018-017 City Lands Encroachment). Clarification was given on the agreement and its associated fees, both for application and annual renewal. Because of the 'zero setback' of many downtown properties against the municipal sidewalk, any item affixed to a building that protrudes out theoretically would require an agreement, whether the protrusion be on the ground or over the air. This includes signage, lighting, awnings, etc. Fees change regularly, but are \$150 for the initial application fee (waived for Million Dollar Makeover applicants) and then if approved by the Land Management Team, approximately \$130 per year for a 5 year agreement – the cost regularly increases annually by the Consumer Price Index. The annual fee is invoiced each year, and a notice sent at the end of the 5 years noting the requirement to renew with updated information, especially insurance coverage. Enforcement is performed on a complaint basis only. Specifically for awnings, it was noted that a change in the fabric of an awning would not require a new encroachment agreement, only a change to the hardware or frame itself. There may be merit in recommending to Council that in the spirit of downtown placemaking, the fees be waived for downtown businesses, while still keeping the licensing agreement process in place. Melissa McFarland will continue contact with Carlie Arbour and Laura Carnochan, and will provide a letter of support from the BIA for the proposal if and when something is going to Council to address the fees.

8.0 – NEXT MEETING -----

Thursday, February 27th, 2025

8:00am

LDBIA Boardroom | 7 York Street South

9.0 – ADJOURNMENT -----

Moved By: Adam Hayward

Seconded By: Nicki Dedes

Resolved: That the January 30th, 2025 meeting of the Board of Directors be adjourned at 9:04am.

Carried RBM2025-07

Issue / Topic	Desired Outcome	Person(s) Responsible	Resolution Target
Parking Fine Deputation	Prepared for review at the next Parking / Advocacy meeting	Wes & Melissa	February 11 th
Strategic Plan RFP	Have draft tender prepared, as well as a distribution list	Wes & Melissa	February 27 th

LINDSAY DOWNTOWN BIA - 2024 FINANCIALS

BANK BALANCE	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	25-Jan	FULL BUDGET SNAPSHOT Income Total 645,469.97 Expense Total 626,031.40 Remaining 19,438.57
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	44,898.55	
Administration	In 0.00	0.05	137,174.22	20.00	11,087.18	136.00	0.00	0.00	28,902.00	2,882.52	0.21	248.60	0.00	
	Out 12,115.08	7,728.69	13,502.63	10,073.55	13,351.60	32,854.11	8,735.40	8,803.72	39,556.27	23,938.80	10,000.18	9,748.12	8,064.17	
Parking	In 0.00	15,027.30	5,855.06	0.00	120.15	0.00	13,975.00	11,735.00	0.00	0.00	0.00	0.00	0.00	
	Out 5,035.44	3,797.76	4,218.27	4,375.30	6,466.85	4,420.81	3,823.78	3,823.93	5,087.08	6,578.71	5,078.85	6,393.68	5,442.09	
Marketing	In 0.00	0.00	76,430.44	1,000.00	1,032.91	490.00	1,050.00	800.00	0.00	1,600.00	0.00	199.18	0.00	
	Out 6,970.24	3,582.82	6,658.87	4,017.20	4,686.50	13,113.89	5,061.49	3,819.30	6,335.55	8,543.20	9,181.16	5,253.02	8,880.63	
Beautification	In 0.00	0.00	61,032.56	0.00	73,384.85	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
	Out 11,569.81	2,204.33	2,803.13	2,574.34	8,596.44	26,725.51	4,721.47	26,901.05	8,109.43	18,362.61	14,304.68	3,046.02	3,223.20	
Classics on Kent	In 69.69	0.00	0.00	750.00	6,525.57	1,285.87	20,124.66	0.00	120.00	1,000.00	0.00	0.00	0.00	
	Out 0.00	0.00	1,215.02	231.85	4,332.72	9,197.75	13,717.31	1,035.60	0.00	121.19	0.00	0.00	0.00	
My Main Street	In 0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	114,000.00	0.00	
	Out 0.00	0.00	0.00	0.00	0.00	0.00	457.65	437.30	1,500.00	2,919.26	0.00	108,604.99	0.00	
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	19,438.57	

Monthly +/- between Quickbooks to Bank Balance: -1,492.65 -579.49 -1,963.84 2,576.60 -3,667.56 -4,277.80 2,418.27 -609.82 -38,105.89 39,454.66 2,808.56 3,589.07 -150.11 YTD +/-: 0.00

ADMINISTRATION		Budget	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Total	Remaining	
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	605.82	70,028.34	-63.99	
	Event Services	784.36				739.39										739.39	44.97	
	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	169.98	8,386.52	1,613.48	
	Meals and Entertainment	2,000.00				74.64	97.55	55.36	172.87	88.19	183.09	144.68	51.30	187.40	31.97	1,087.05	912.95	
	Promotional Material	2,000.00			278.86					129.85		220.00	276.00	232.19	67.78	76.22	1,280.90	719.10
	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	120.00	9,442.00	3,058.00	
	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	800.00	10,400.00	0.00	
	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	774.65	8,247.62	-247.62	
	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	42.50	1,056.55	443.45	
	HST Paid Out, All Categories	10,955.36	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	319.64	10,955.36	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	5,123.39	70,219.21	1,780.79		

PARKING		Budget	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Total	Remaining
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
EXPENSES	By-Law Reimbursements	70,027.30		15,027.30					13,975.00	11,735.00						40,737.30	29,290.00
	Materials, Supplies & Services	1,083.71				47.25		453.09			473.36	49.95			307.89	1,331.54	-247.83
	HST Paid Out, All Categories	173.16				6.14		58.91			61.59	6.49			40.03	173.16	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	5,094.17	63,037.85	15,962.15

MARKETING		Budget	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	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	3,074.87	144.00	108.85	181.11	35.31		1,351.46	162.25	56.44		131.73	435.18	137.50		2,743.83	331.04		Expense Total 86,103.87	
	Event Services	9,000.00	1,225.00			225.00	221.24	5,143.90					350.00	180.00	1,630.00	8,975.14	24.86			
	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	2,550.00	7,120.00	3,880.00			Remaining 6,718.90
	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		103.88	8,752.78	1,247.22			
	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	945.00	11,826.94	173.06		
	HST Paid Out, All Categories	2,747.90	422.24	174.92	461.79	37.74	28.76	747.14	41.33	11.32	122.98	111.27	391.41	60.65	136.35	2,747.90	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	3,515.40	43,937.28	1,062.72				

BEAUTIFICATION		Budget	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Total	Remaining	BEAUTIFICATION SNAPSHOT	
INCOME	2023 Carryover	15,783.06														15,783.06	0.00		Income Total 150,200.47
	Levy	61,032.57			61,032.56											61,032.56	0.01		
	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	84,791.45	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	171.02	68,022.82	16,768.63		Expense Total 133,142.02
	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		
	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	2,713.44	42,160.66	-160.66		
	HST Paid Out, All Categories	8,558.03	975.00		1.20		271.43	1,704.93	20.61	2,587.37	341.09	1,532.48	1,032.37	15.14	76.41	8,558.03	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	262.33	5,889.51	110.49		

CLASSICS ON KENT		Budget	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	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			
EXPENSES	Materials, Supplies & Services							2,388.96	4,738.71							7,127.67			Expense Total 29,851.44
	Event Services					30.00	1,044.36	3,344.20	5,068.52							9,487.08			
	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			

MY MAIN STREET		Budget	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	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			



MINUTES

for the Meeting of the Parking & Advocacy Committee

Tuesday, February 11th, 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

Steve Turner | Lindsay Sportsline

LIAISONS

Wayne English | LDBIA Community Liaison

Melissa McFarland | LDBIA Executive Director

Oliver Vigelius / Dave Lembke | CKL Public Works

Aaron Sloan | CKL Manager of Municipal Law Enforcement

1.0 – CALL TO ORDER -----

Meeting Called to Order by the Chair (Wes Found, acting): 7:41am

In Attendance: Wes Found, Steve Podolsky, Adam Hayward, Jim Garbutt, Steve Podolsky, Wayne English

Recording Secretary: Melissa McFarland

Guests: None

Late Arrivals: Reese Burns (7:47am)

Early Departures: None

Regrets / Absent: Charlie McDonald, Aaron Sloan, Steve Turner, Oliver Vigelius/Dave Lembke

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 PC2025-01

2.2 - Declarations of Pecuniary Interest

None Declared

3.0 – DEPUTATIONS -----

None Scheduled

4.0 – CORRESPONDENCE -----

None Received

5.0 – NEW BUSINESS -----

5.1 – Community Liaison Report

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

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

Carried PC2025-02

5.2 – Parking Fine & Signage Review

The committee reviewed the worksheet that was circulated outlining the increased fines that are most commonly used by our Parking Control officers. The committee made the recommendations as outlined below for increases, and a deputation will be drafted with those recommendations, as well as the need for additional 2 hour parking signs on the street, and with the desire to have them re-worded and BIA branded, as a positive addition to the downtown’s public relations. This drafted deputation will be placed on the February 27th Board of Directors agenda.

OFFENSE SHORT FORM WORDING (Top 8 Given by BIA)		OLD FINE	NEW FINE	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5
25% of all tickets given	2.08.1 - Park longer than 2 hours (street)	20.00	45.00	25.00	25.00	30.00	30.00	30.00
60% of all tickets given	3.10 - Park longer than permitted maximum hours in municipal lot (missing from new by-law)	30.00	30.00	30.00	30.00	35.00	35.00	40.00
5% of all tickets given	3.06 - Park outside designated area in municipal lot	30.00	45.00	35.00	35.00	40.00	40.00	45.00
	2.04 - Park outside designated area (street)	30.00	45.00	35.00	35.00	40.00	40.00	45.00
	2.18 - Park/stop in loading zone	65.00	65.00	<i>No recommendation to change</i>				
	2.14(a) - Park/stop on sidewalk or footpath	50.00	50.00	<i>No recommendation to change</i>				
	2.15 - Park in 'no parking' zone	65.00	65.00	<i>No recommendation to change</i>				
	2.03 - Angle parking backed in	30.00	45.00	35.00	35.00	40.00	40.00	45.00

5.3 – Cessation of Commercial Recycling Pickup in 2026

Melissa McFarland reviewed the City of Kawartha Lake staff report, and subsequent Council decision regarding the Blue Box Transition Options for Non-Eligible Sources, via the province. Council approved the staff recommendation to not financially support commercial recycling pickup, which will cease by Miller Waste starting in January of 2025.

Discussion will need to take place from the BIA on how to support the membership in efficiently dealing with their own recyclables over the next few months, and other BIA's and OBIAA will be connected with to inquire about a process for requesting that an exemption be made for BIA districts, as was done in Muskoka. These points will be gathered and brought to the next committee meeting for review.

5.4 – Other Items

Wes Found brought forward the discussion of each BIA committee beginning to discuss the added value that can be provided to new businesses and properties that would be included in a boundary expansion. Selling points that were discussed included the items discussed in 5.3 above, if the BIA were to be successful in coordinating recycling pickup for its district. The BIA's Parking Control Officers already monitor all municipal lots and spaces in the area, but the concept of additionally providing patrols to private lots is a possibility. There was also discussion about co-op programs for reducing costs for members in areas like property maintenance, snow removal, and other benefit programs that a larger BIA membership could warrant.

6.0 – NEXT MEETING -----

Thursday, March 11th, 2025

7:30am

LDBIA Boardroom | 7 York Street South

7.0 – ADJOURNMENT -----

Moved By: Reese Burns

Seconded By: Steve Podolsky

Resolved: That the February 11th, 2025 meeting of the Parking / Advocacy Committee be adjourned at 8:51am.

Carried PC2025-03

8.0 - TASK REVIEW -----

Issue / Topic	Desired Outcome	Person(s) Responsible	Resolution Target
Parking Fine Deputation	Draft deputation for inclusion on the next Board Agenda	Wes, Melissa, Wayne	February 21st
Recycling Research	Bring notes of other BIA's resolutions for commercial pickup	Melissa	March 11 th

Council Deputation

Recommendations for Parking Fine Adjustments and Improved Signage in Downtown Lindsay

Good afternoon Mayor Elmslie and esteemed members of Council,

Thank you for the opportunity to speak to you today on behalf of the Lindsay Downtown BIA. We appreciate the dedication of our city's municipal services and understand the complexities involved in managing the more urban spaces of our municipality effectively – especially in regards to the City's parking inventory. Today, we would like to address the recent changes to parking fines that affect our downtown area and propose constructive recommendations that align with our shared goal of fostering a vibrant and welcoming environment for residents and visitors.

As you may know, the Lindsay Downtown BIA employs Parking Control Officers who enforce the City of Kawartha Lakes' Parking By-Law. However, this past November, we became aware through our officers of significant increases in parking fines, implemented without prior consultation or notification to our BIA. While we recognize the need to adjust fines to keep pace with inflation, we believe that the current rates may be excessive, particularly for common infractions such as exceeding the time limit of our two-hour free street parking. The section of the by-law that enforces a 2 hour time limit is specific to Downtown Lindsay, as it is not a parking restriction anywhere else in the municipality.

In an effort to address this concern, we are presenting a proposed schedule of adjusted fines that we believe will strike a balance between maintaining order and turnover, and ensuring a friendly atmosphere in our downtown. Our proposed adjustments are designed to be both reasonable and effective in discouraging misuse of free parking, while still being considerate of the local businesses and visitors who contribute to our community's vibrancy, and are intended to be raised reasonable amounts over a 5 year period instead of a more significant hike all at once.

Additionally, our research into parking fines across other municipalities in Ontario reveals that the new fine structure already put in place by the By-Law Enforcement Department exceeds those of many Ontario municipalities, including much larger urban areas. As such, we respectfully urge Council to consider our recommendations, which we believe will reflect a fairer standard and enhance the overall appeal of Downtown Lindsay. We have addressed only the most common fines given by our officers in our downtown, as this is all that we feel we have the authority to make recommendations on, even though new fine amounts were assigned across the larger by-law for the entire municipality.

As we are here, speaking of our concerns with the fine amounts of the parking tickets, we also wanted to address the issue of section 3.10, which allows our officers to ticket in the municipal parking lots for time violations. These tickets account for approximately 60% of the tickets given by our officers and while this infraction is listed in the new by-law, it does not appear in the short-form wording (as in the chart below), which we believe is an administrative error. Currently, we are able to ticket under the previous version of the by-law, but at the time the old by-law is repealed, we will no longer have the ability to ticket in the lots. We would like Council to authorize the addition of this section to the short-form wording.

Moreover, we would like to address the matter of signage regarding the availability of downtown parking, and the regulations. We are awaiting the results of the city-wide signage study that we are optimistic will bring much-needed wayfinding and directional signage for parking, but understand that this is still under staff review. However, in terms of the existing signage that indicates 2 hour free parking along Lindsay's main streets, we believe it is currently inadequate in promoting this vital service. We would like to propose the installation of attractive, branded signage on lampposts along the main streets. This initiative would not only utilize existing infrastructure, thereby minimizing costs, but also enhance awareness and education about our free parking benefits. By clearly communicating this complimentary service, we can cultivate a welcoming atmosphere that encourages more visitors to explore and enjoy what Downtown Lindsay has to offer.

In conclusion, we appreciate the Council's consideration of these recommendations. We are proud of the parking enforcement structure that we have all been able to create together, that is often widely coveted and complimented by BIA's across Ontario, as well as by the consultants who completed the last Parking Study. We are confident that by collaboratively working together, we can enhance the downtown experience for everyone, while still upholding the necessary regulations that protect our community. We welcome any discussions on this matter and look forward to your support in fostering a thriving Downtown Lindsay.

Thank you for your time.

Lindsay Downtown BIA

OFFENSE SHORT FORM WORDING (Top 8 Given by BIA) LDBIA PROPOSED FINE ADJUSTMENTS (In Red)		OLD FINE	NEW FINE	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5
25% of all tickets	2.08.1 - Park longer than 2 hours (street)	20.00	45.00	25.00	25.00	30.00	30.00	30.00
60% of all tickets	3.10 - Park longer than permitted maximum hours in municipal lot	30.00	30.00	30.00	30.00	35.00	35.00	40.00
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LDBIA PROPOSED STREET PARKING SIGNS



Summary of Requests to City of Kawartha Lakes Council

1. Incremental Increase of Parking Fines

We request that the fines for the most common parking infractions in Downtown Lindsay be incrementally increased over a five-year period, as detailed in the attached table. This approach aims to balance enforcement with community needs.

2. Addition to By-Law Wording

We request that section 3.10, 'Park longer than permitted maximum hours in a municipal lot,' be officially added to the short form wording of City of Kawartha Lakes By-Law #2012-173 to ensure the ability to properly enforce this heavily used infraction.

3. Enhanced Signage for Free Parking

We request the creation of additional signage to inform visitors of the two-hour free parking on downtown Lindsay's streets. This signage, featuring the Lindsay Downtown BIA's branding, will promote free parking as an enhanced service of our downtown. We propose that this signage be installed on all downtown lampposts to maximize visibility and awareness.



LINDSAY DOWNTOWN
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REQUEST FOR PROPOSAL

STRATEGIC PLAN DEVELOPMENT

**LINDSAY DOWNTOWN
BUSINESS IMPROVEMENT ASSOCIATION**

Introduction

The Lindsay Downtown Business Improvement Association (BIA) is seeking proposals from qualified facilitators to guide a strategic planning process, aimed at enhancing the vitality and sustainability of Downtown Lindsay, and the operations of its Board of Directors and Staff. The selected facilitator will work collaboratively with the BIA's Board of Directors, Committee Members, Staff and Key Stakeholders to create a comprehensive strategic plan that aligns with our vision and goals.

About Us

Mission | To foster and instill a vibrant, vital and resilient downtown to be an indispensable keystone sector of the Kawarthas.

Our Structure | The Lindsay Downtown Business Improvement Association (LDBIA) operates as a Municipal Board of the City of Kawartha Lakes Council under By-Law 2008-212. The organization is governed by a Board of Directors, which is composed of business and property owners within the BIA's boundary, as well as key community liaisons who provide invaluable expertise, support, and insight. The Board of Directors oversees the BIA's Executive Director, who leads the organization's operations and manages a dedicated team, including a full-time Marketing Coordinator and a roster of part-time Parking Control Officers. The Board is supported by four sub-committees that focus on specific initiatives and priorities to achieve the BIA's goals.

Location & Demographics | Located in the heart of the City of Kawartha Lakes, Lindsay is a growing town with a population of approximately 22,000, serving as the economic hub for a broader municipal population of 79,000. Lindsay is experiencing a significant population boom, bringing increased diversity and new opportunities to the area. The LDBIA represents Lindsay's Downtown, which is designated as a Heritage Conservation District. Our geographical boundary (By-Law 2008-011) encompasses 169 commercial spaces of various sizes and uses, making it a dynamic and diverse area for shopping, business, culture, and community engagement.

Key Strategic Objectives

Strengthening Governance | Ensure that each sub-committee and the organization's hired staff operate with clear mandates and responsibilities, while enhancing their collaboration and communication. As part of this effort, review required and recommended policies to ensure compliance and best practices, and streamline procedures to improve efficiency, transparency, and accountability across all levels of the organization.

Community Engagement | Foster deeper connections with local businesses, residents, community and business organizations, and stakeholders to gather input and insights that will inform and inspire future initiatives and priorities.

Vision for the Future | Move beyond reactive measures by developing a forward-looking vision that addresses emerging trends, opportunities, and challenges in the downtown area, including improving the parking infrastructure and experience.

Sustainable Development | Identify and implement initiatives that promote sustainable practices, enhance the downtown environment, and support local economic growth, including exploring the financial and operational practicality of a formal boundary expansion.

Program Innovation | Explore new programs and partnerships that will attract visitors, enhance the shopping experience, and enrich community life in Lindsay.

Execution | Create an actionable plan, and clear and realistic timeline for implementation.

Expectations for the Strategic Planning Process

- Conduct initial meetings with BIA representatives to understand goals and expectations
- Review existing documents and data related to the downtown area
- Design and facilitate workshops and focus groups with BIA members, local businesses, community partners, and other stakeholders
- Ensure diverse voices are heard and incorporated into the planning process



- Lead strategic planning sessions to identify key themes, priorities, and actionable strategies
- Utilize effective facilitation techniques to foster collaboration and consensus
- Deliver a comprehensive strategic plan document, including an executive summary, vision statement, strategic priorities, and an implementation timeline
- Present the strategic plan to the BIA board and stakeholders

Qualifications

The ideal facilitator will have:

- Proven experience in strategic planning facilitation, preferably with similar organizations
- Strong knowledge of downtown revitalization and business improvement strategies
- Excellent communication and interpersonal skills
- Ability to engage diverse stakeholders effectively

Proposal Submission Requirements

Interested facilitators should submit the following:

- A cover letter expressing interest in the project
- A detailed proposal including:
 - approach and methodology for the strategic planning process
 - timeline for completion
 - budget and fee structure
- Resumes or profiles of the facilitator(s) involved
- Submissions are to be sent electronically to Melissa McFarland, Executive Director at hello@lindsaydowntown.ca

Evaluation Criteria

Proposals will be evaluated based on:

- Relevant experience and qualifications
- Proposed methodology and approach
- Budget and overall cost-effectiveness
- Examples of similar projects completed in the past

Timeline

RFP Issued: [Insert Date]

Deadline for Questions: [Insert Date]

Proposal Due Date: [Insert Date]

Selected Facilitator Notified: [Insert Date]

Target Project Start Date: [Insert Date]

Notes

- *Proposals received after the above due date and time will not be considered and will be returned unopened to the proponent.*
- *All documents, including background information, will be provided at no cost.*
- *All expenses incurred in the preparation and submission of proposals shall be borne by the proponent. No payment will be made for any proposals received, or for any other effort required of or made by the proponent prior to the commencement of work defined by the proposal approved by the LDBIA.*
- *All those who submit a proposal represent that they have read, completely understand, and accept the terms and conditions of this Request for Proposal in full.*
- *After notification of award and receipt of any necessary documents, completion of work described in this RFP and subsequent contract along with final approval, the LDBIA's terms of payment are thirty (30) days from receipt of final invoice.*
- *Proposals shall remain valid and open for acceptance by the LDBIA for a period of up to sixty days (60) calendar days following the deadline for receipt of proposals.*

Thank you for considering this opportunity to contribute to the strategic planning process for the Lindsay Downtown BIA.

We look forward to your proposal!



Tender Circulation List

Millier Dickinson Blais (MDB Insight) | Toronto

Focus: Strategic planning, economic development, and downtown revitalization.

Contact: info@mdbinsight.com | Phone: 1-855-367-3535

Website: www.mdbinsight.com

Urban Strategies Inc. | Toronto

Focus: Urban planning, strategic visioning, and downtown development.

Contact: info@urbanstrategies.com | Phone: 416-340-9004

Website: www.urbanstrategies.com

The Planning Partnership | Toronto

Focus: Strategic planning, downtown revitalization, and stakeholder engagement.

Contact: info@planpart.ca | Phone: 416-975-1556

Website: www.planpart.ca

Interkom | Ontario

Focus: Strategic planning, facilitation, and community engagement.

Contact: info@interkom.ca | Phone: 519-772-2670

Website: www.interkom.ca

McSweeney & Associates | Nepean

Focus: Economic development, strategic planning, and community development.

Contact: info@mcsweeney.ca | Phone: 613-226-2425

Website: www.mcsweeney.ca

Dillon Consulting | North York

Focus: Strategic planning, urban planning, and governance.

Contact: info@dillon.ca | Phone: 519-438-1288

Website: www.dillon.ca

J Consulting Group | Durham & GTA

Focus: Strategic planning, facilitation, and governance for small organizations and BIAs.

Contact: info@jconsultinggroup.com | Phone: 647-123-4567

Website: www.jconsultinggroup.com

StrategyCorp | Toronto

Focus: Strategic planning, governance, and stakeholder engagement for municipalities and community-based organizations.

Contact: info@strategycorp.com | Phone: 416-864-7112

Website: www.strategycorp.com

RCI Consulting | Scarborough

Focus: Community improvement plans, downtown revitalization strategies, and economic development.

Contact: rci@rogers.com | Phone: 519-672-9353

Website: www.rci-consulting.com

Lura Consulting | Toronto

Focus: Engagement-driven strategic planning, community visioning, and sustainability planning.

Contact: info@lura.ca | Phone: 905-527-0754

Website: www.lura.ca

KPMG Canada – Advisory Services | Ontario

Focus: Strategic planning, governance, and operational reviews for municipalities and non-profits.

Contact: info@kpmg.ca | Phone: 1-855-307-5777

Website: home.kpmg/ca

FOTENN | Ontario

Focus: Urban planning, community design, and strategic visioning.

Contact: info@fotenn.com | Phone: 613-730-5709

Website: www.fotenn.com

MNP LLP – Consulting Services | Ontario (new Lindsay location)

Focus: Strategic planning, operational enhancement, and governance for municipalities and non-profit organizations.

Contact: info@mnp.ca | Phone: 1-877-500-0795

Website: www.mnp.ca

Dialog Design | Toronto

Focus: Strategic visioning, urban design, and community planning.

Contact: inquiries@dialogdesign.ca | Phone: 416-966-0220

Website: www.dialogdesign.ca

Mellor Murray Consulting | Chatham

Focus: Strategic facilitation, economic development planning, and governance support.

Contact: info@mellormurray.ca | Phone: 613-899-1668

Website: www.mellormurray.ca

