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# AGENDA

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

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 March 27<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 – March 2025***

6.2 – Beautification Committee

- ***No Minutes to Approve***

6.3 – Parking / Advocacy Committee

- ***Receive Meeting Minutes of April 8<sup>th</sup>, 2025***
- ***Receive Recommendation for Report to Council –  
Re: Changes to Commercial Recycling Services***

6.4 – Marketing Committee

- ***Receive Meeting Minutes of April 10<sup>th</sup>, 2025***

6.5 – Executive Committee

- ***Receive Meeting Minutes of April 15<sup>th</sup>, 2025***
  - ***Board Chair Update: Wes Found***
- ***Executive Director Update: Melissa McFarland***

## **7.0 – NEW BUSINESS**

7.1 – Boundary Expansion

***Board Approval for Proposed Area & Next Steps***

7.2 – Strategic Planning Update

7.3 – Economic Development Support Grant

***Board Approval for Application***

## **8.0 – NEXT MEETING**

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

7:30am

LDBIA Boardroom | 7 York Street South

## **9.0 – ADJOURNMENT**



# MINUTES

for the Meeting of the Board of Directors

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**Thursday, March 27<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

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## 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

Charlie McDonald | CKL Council, Ward 7

## LIAISONS

Carlie Arbour | CKL Economic Development

Chief Kirk Robertson | Kawartha Lakes Police Service

Melissa McFarland | LDBIA Executive Director

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## 1.0 – CALL TO ORDER -----

**Meeting Called to Order by the Chair:** 7:32am

**In Attendance:** Wes Found, Steve Podolsky, Sandra Falconer, Sandra Patrick, Reese Burns, Deputy Mayor McDonald, Chief Robertson, Carlie Arbour

**Recording Secretary:** Melissa McFarland

**Guests:** None

**Late Arrivals:** Jim Garbutt (7:40am), Nicki Dedes (7:43am)

**Early Departures:** None

**Regrets / Absent:** Adam Hayward

## 2.0 – ADMINISTRATIVE BUSINESS -----

### 2.1 - Adoption of Agenda

**Moved By:** Reese Burns

**Seconded By:** Sandra Patrick

**Resolved:** That the agenda be adopted as circulated.

**Carried RBM2025-14**

### 2.2 - Declarations of Pecuniary Interest

None Declared

### 2.3 – Adoption of Minutes

**Moved By:** Reese Burns

**Seconded By:** Sandra Patrick

**Resolved:** That the Minutes of the meeting held on February 27<sup>th</sup> 2025, be adopted.

**Carried RBM2025-15**

## 3.0 – DEPUTATIONS -----

None Scheduled

## 4.0 – CORRESPONDENCE -----

None Received

## 5.0 – LIAISON UPDATES -----

### 5.1 – Police

Chief Robertson updated. Increases in services have been able to allow officers to spend more time in the downtown, and connect with citizens and re-direct them to available services out of the downtown. A lot of new training is occurring due to new legislation. Calls for service are still high. Inspector Hagarty has been working with city staff tasks forces on encampments, and information will be going to Council from housing and outreach staff as the presence of encampments will be increasing as the winter housing program ends April 1<sup>st</sup>. Melissa updated on her conversations with area social resource contacts, and how she will be compiling this information and advice to distribute to the membership.

### 5.2 – Council

Deputy Mayor McDonald updated. The Ward 5 By-Election will be taking place from April 1<sup>st</sup> – April 10<sup>th</sup> online. He advised that the BIA's Parking Deputation – will be on the Committee of the Whole Agenda for April 8<sup>th</sup>.

### 5.3 – Economic Development

Carlie Arbour updated. Million Dollar Makeover is in the approval process of the submitted applications. Economic Development's upcoming funding programs are getting ready to launch, and guidelines are currently being reviewed internally to explore if there is a way for the BIA to qualify for the Support Grant, which could provide up to \$20K in operations funding. The team is currently reaching out to businesses who identified in the Business Count data that they are exporters, to discuss

tariff impacts. The Kawartha Lakes Ecosystem Network round table scheduled for April 3<sup>rd</sup> will focus on this subject with various business support and government liaisons in attendance.

## 6.0 – REPORTS -----

### 6.1 – Treasurer

No update or discussion outside of the circulated materials.

### 6.2 – Beautification Committee

No update or discussion outside of the circulated materials.

### 6.3 – Parking / Advocacy Committee

No update or discussion outside of the circulated materials.

### 6.4 – Marketing Committee

No update or discussion outside of the circulated materials.

### 6.5 – Executive Committee

The Executive Committee did not meet in the month prior.

Melissa McFarland updated. All Candidates Meetings have been going well, with success with the provincial and municipal elections. With the federal election having been called, she's targeting April 16<sup>th</sup> for an event, and then there shouldn't be any other elections in the near future, but will likely continue the hosting format with the Lindsay Chamber and Launch Kawartha. She, Wes Found and Mary Hackett will be attending the OBIAA conference, Coldwell Banker, MNP, Inner Light, Kindred

Wes Found updated on his observations in current leasing trends with a lot of recent increased interest. Businesses are wanting to take risks, and that sense of community is important, and this is a large selling point in location.

**Moved By:** Reese Burns

**Seconded By:** Steve Podolsky

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

- Treasurer's Report – February 2025
- Beautification Committee – Minutes of March 6<sup>th</sup>, 2025
- Parking / Advocacy Committee – Minutes of March 11<sup>th</sup>, 2025
- Marketing Committee – Minutes of March 13<sup>th</sup>, 2025

**Carried RBM2025-16**

## 7.0 – NEW BUSINESS -----

### 7.1 – Boundary Expansion Update

Visuals of potential new boundaries was presented and reviewed. Wes Found updated on discussions that have been occurring since the previous meeting, and the pros and cons of various boundaries. Carlie advised on her views of how the original revitalization zone came to be, and how it may have informed the areas of reconstruction. Melissa McFarland presented her rationale for proceeding with the smaller presented boundary, with Associate Memberships being offered to businesses in the greater boundary. Impacts on beautification, maintenance, marketing, and staff workloads are considerations, as well as the overall optics in services provided by the BIA to the membership and general public. Wes Found advised that he will pull together the data sets for the options in regards to levy revenue versus potential expenses, and a final decision can be reached at the April meeting. Carlie Arbour will be able to advise on next steps once this is done.

### 7.2 – Strategic Plan Update

Following the February meeting, Melissa McFarland advised that she made the recommended edits and additions, and it was then circulated to Carlie Arbour for review and input. Carlie made detailed recommendations, which are being put into the draft currently, and then will circulate to the Executive for final sign off and circulation. Carolyn Puterbough at OMAFRA was able to add additional consultants to the circulation list.

### 7.3 – 2026 Early Planning

Wes Found reviewed his position on conducting ‘levy-level budgeting’ and how there are varying levels of success for different committees, based on their planning. The goal is to empower each committee to execute initiatives throughout the year based on the planning and budgeting of the year before, which works well in the Beautification budget, but is more challenging in the Marketing budget.

Based on the timeline of the strategic planning process, the plan will generally influence the execution of projects in 2026, but then will heavily inform the 2027 budget.

Melissa McFarland advised that the upcoming committee agendas (Executive, Beautification, and Marketing) will focus on budget planning for April and May, with final approvals needed in June. In April, the Board agenda will include general discussions aimed at forming recommendations and setting direction. The Board will review the draft budgets prepared by the committees during the June meeting and will make final budget approvals in July. After that, the approved budget will be submitted to the City by their August deadline.

### 8.0 – NEXT MEETING -----

Thursday, April 24<sup>th</sup>, 2025

7:30am

LDBIA Boardroom | 7 York Street South

### 9.0 – ADJOURNMENT -----

**Moved By:** Reese Burns

**Seconded By:** Sandra Falconer

**Resolved:** That the March 27<sup>th</sup>, 2025 meeting of the Board of Directors be adjourned at

**Carried RBM2025-17**

# LINDSAY DOWNTOWN BIA - 2025 FINANCIALS

## TREASURER'S REPORT - ENDING MARCH 31st, 2025

	Feb	March	April	May	June	July	August	September	October	November	December	Jan-26
<b>Opening Balance</b>	-	<b>19,562.20</b>	-	-	-	-	-	-	-	-	-	-
<b>Administration</b> In	114,925.90	750.00	-	-	-	-	-	-	-	-	-	-
Out	16,633.99	11,628.84	9,030.00	10,750.00	8,000.00	8,000.00	8,000.00	8,000.00	11,000.00	8,000.00	8,000.00	8,000.00
<b>Parking</b> In	15,624.32	-	16,017.99	-	-	16,707.01	-	-	16,050.00	-	-	11,225.00
Out	4,498.39	5,112.23	5,900.00	8,800.00	5,900.00	5,900.00	5,900.00	5,900.00	8,800.00	5,900.00	5,900.00	5,900.00
<b>Marketing</b> In	95,368.90	-	-	-	625.00	625.00	625.00	625.00	625.00	-	-	-
Out	4,776.84	7,303.27	4,700.00	6,600.00	10,500.00	4,500.00	4,500.00	4,500.00	7,600.00	15,500.00	5,300.00	4,600.00
<b>Beautification</b> In	72,208.45	-	65,000.00	-	-	-	-	-	-	-	-	-
Out	2,647.54	4,925.21	3,760.00	15,240.00	45,910.00	5,910.00	5,410.00	17,910.00	7,715.00	13,760.00	3,760.00	3,760.00
<b>Opportunity Fund</b> In	-	-	-	-	-	-	-	-	-	-	-	-
Out	-	-	-	-	-	-	-	-	-	-	-	-
<b>Account Transfers</b> In	-	50,097.67	114,000.00	-	-	-	-	-	-	-	-	-
Out	250,000.00	-	114,000.00	-	-	-	-	-	-	-	-	-
<b>TOTALS</b> In	<b>298,127.57</b>	<b>50,847.67</b>	-	-	-	-	-	-	-	-	-	-
Out	<b>278,556.76</b>	<b>28,969.55</b>	-	-	-	-	-	-	-	-	-	-
<b>Closing Balance</b>	<b>19,562.20</b>	<b>42,525.23</b>	-	-	-	-	-	-	-	-	-	-

### TOTAL BUDGET SNAPSHOT

**Total Budget 426,377.57**

Actual Received Income 312,453.25

Actual Expenses to Date 57,526.31

*Projected Expenses 343,015.00*

*Estimated Remaining 25,836.26*

### ADMINISTRATION SNAPSHOT

**Budget 115,675.90**

Actual Received Income 124,912.80

Actual Expenses to Date 28,262.83

*Projected Expenses 86,780.00*

*Estimated Remaining 633.07*

### PARKING SNAPSHOT

**Budget 89,200.00**

Actual Received Income 15,624.32

Actual Expenses to Date 9,610.62

*Projected Expenses 64,800.00*

*Estimated Remaining 1,213.70*

### MARKETING SNAPSHOT

**Budget 97,868.90**

Actual Received Income 102,087.80

Actual Expenses to Date 12,080.11

*Projected Expenses 68,300.00*

*Estimated Remaining 17,488.79*

### NOTES

### BEAUTIFICATION SNAPSHOT

**Budget 137,208.45**

Actual Received Income 89,266.90

Actual Expenses to Date 7,572.75

*Projected Expenses 123,135.00*

*Estimated Remaining 6,500.70*

### 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 Other Accounts 204,902.33**



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# MINUTES

for the Meeting of the Parking & Advocacy Committee

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**Tuesday, April 8<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

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:** 7:34am

**In Attendance:** Charlie McDonald, Wes Found, Steve Podolsky, Adam Hayward, Aaron Sloan, Wayne English

**Recording Secretary:** Melissa McFarland

**Guests:** None

**Late Arrivals:** Jim Garbutt (7:40am)

**Early Departures:** None

**Regrets / Absent:** Reese Burns, Steve Turner, Dave Lembke

## 2.0 – ADMINISTRATIVE BUSINESS -----

### 2.1 - Adoption of Agenda

**Moved By:** Adam Hayward                      **Seconded By:** Wes Found

**Resolved:** That the agenda be adopted as circulated.

**Carried PC2025-09**

### 2.2 - Declarations of Pecuniary Interest

None Declared

### 3.1 - Adoption of Minutes

**Moved By:** Steve Podolsky                      **Seconded By:** Wes Found

**Resolved:** That the minutes of the meeting held on March 11<sup>th</sup>, 2025, be adopted.

**Carried PC2025-10**

## 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:** Wes Found

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

**Carried PC2025-11**

Aaron Sloan advised that there's been no further progress on the final paperwork of the designation of the CIBC lot (M3), but it is still expected in the next few weeks.

Discussion was held regarding the layout of the M12 lot and difficulties with size of the parking spaces, and width of the laneways, which impacts vehicles abilities' to navigate the lot without collisions with the buildings. Aaron Sloan gave his recommendations for reconfiguring, which can happen when the lines are repainting this spring. Ongoing concerns with 'Compact Vehicle Parking' spaces were discussed, and there is a larger benefit to not having the inventory at all, versus the issues with improper usage of the spaces. The committee voiced their recommendation that these spaces not be included in the lot M12 inventory. Aaron Sloan advised that he is already in communication with Public Works and Building & Property and will continue to follow the task through as the weather improves and line painting can begin, and will update at the May meeting.

### 5.2 – Cessation of Commercial Recycling Pickup in 2026

Discussion was held regarding the report drafted by Melissa McFarland, requesting that Council consider revising their decision to not fund commercial pickup to make an exception for downtown cores, and failing that, to waive the tipping fees at area landfill for commercial businesses.

**Moved By:** Steve Podolsky

**Seconded By:** Wes Found

**Resolved:** That the Parking / Advocacy Committee recommend to the Board of Directors that the circulated report 'Request for Reconsideration of Commercial Recycling Pickups in the Downtown Core' be sent to City of Kawartha Lakes Council.

**Carried PC2025-12**

**5.3 – Community Resource Guide**

Melissa McFarland advised that the circulated pocket guide was developed with assistance from many of local social services contacts that she has communicated with over the last few weeks, all who have been very helpful and supportive of the information being circulated downtown to assist in ongoing concerns with panhandling. The pocket guides will be widely distributed to all businesses, and a larger version given to any business who wants to post it.

**5.4 – Other Items**

Melissa McFarland presented the newly designed Free Parking window sign for businesses, and these will be printed and distributed to any business who would like to post it in their windows.

**6.0 – NEXT MEETING** -----

Tuesday, May 13<sup>th</sup>, 2025

7:30am

LDBIA Boardroom | 7 York Street South

**7.0 – ADJOURNMENT** -----

**Moved By:** Jim Garbutt

**Seconded By:** Adam Hayward

**Resolved:** That the April 8<sup>th</sup>, 2025 meeting of the Parking / Advocacy Committee be adjourned at 8:42am.

**Carried PC2025-13**

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

Issue / Topic	Desired Outcome	Person(s) Responsible	Resolution Target
<b>Commercial Recycling</b>	Place approved report on Board Agenda	Melissa McFarland	April Meeting
<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>Community Resource Guide</b>	Distributed to businesses	Melissa McFarland	ASAP
<b>Free Parking Signs</b>	Distributed to businesses	Melissa McFarland	ASAP

**Date:** April 8<sup>th</sup>, 2025

**Introduction:** The Lindsay Downtown BIA is submitting this report to Mayor Elmslie and Council to formally request a reconsideration of the recent decision to discontinue funding for curbside commercial recycling pickups for Non-Eligible Sources, including businesses in the downtown core, effective January 1, 2026. We recognize the challenges posed by the new Blue Box Regulation and the transition to Extended Producer Responsibility; however, we believe that maintaining recycling services in our downtown area is crucial for the sustainability and well-being of our local businesses and the environment. This report presents our rationale and recommendations in response to Council's decision in January, reflecting the concerns of our 165 members, many of whom have expressed significant apprehension regarding this change.

## **Rationale for Request:**

- 1. Challenges for Small Businesses:** Small businesses in the downtown core often lack the resources and capacity to manage their own recycling effectively. The process of sorting, storing, and transporting recyclable materials can be overwhelming for business owners already juggling multiple responsibilities. Without municipal support, many businesses may struggle to comply with recycling regulations.
- 2. Limited Space for Bin Rentals:** The only option for businesses to manage their recycling independently is to privately rent bins. However, our downtown area faces a significant challenge regarding available space. The parking inventory is at a maximum in municipal spaces, and there is little to no private property available for many businesses to accommodate recycling bins. This lack of space makes it nearly impossible for businesses to implement an effective private recycling program.
- 3. Costly and Time-Consuming Trips to Landfills:** For businesses that choose to transport their recyclables to area landfills, the process is both time-consuming and costly. Several rural landfill sites have limited seasonal availability, which complicates waste management for downtown businesses across the municipality. This situation can lead to increased operational costs and decreased efficiency, putting additional strain on small business owners.
- 4. Environmental Impacts:** The discontinuation of curbside recycling pickups will likely result in an increase in waste generation within the downtown area. This increase could lead to higher maintenance demands for the City and the Downtown BIA and negatively affect the environment and all of the investment in placemaking that has occurred over the last few years. More waste in the downtown core will lead to unsightly litter, and potential fire hazards associated with improper fibre recycling disposal.
- 5. Difficulty in Determining Material Sources:**  
A unique feature of downtowns is the coexistence of commercial properties and businesses with residential apartments. City Staff reports have not yet outlined how collection crews will be able to accurately identify the source of the recyclables they are collecting. This confusion will almost certainly lead to issues with compliance and contamination.
- 6. Best Practices in Other Municipalities:** The Municipality of Muskoka has demonstrated support for their downtowns by continuing to provide curbside recycling service in their designated downtown areas, including Bracebridge, Gravenhurst, Huntsville and other smaller communities. This approach not only supports local businesses but also aligns with environmental sustainability goals. The Lindsay Downtown BIA believes that a similar model could be effectively implemented within our municipality.

**Conclusion:** The Lindsay Downtown BIA respectfully urges Mayor and Council to reconsider the decision not to fund commercial recycling pickups in the downtown core. By allowing for continued curbside recycling services, the City can support local businesses, reduce environmental impacts, and maintain the aesthetic and operational integrity of our downtown area. We are committed to working collaboratively with the City to explore viable options that ensure the sustainability of our community's waste management practices.

## Recommendations:

- That the City of Kawartha Lakes explore the feasibility of continued curbside recycling pickups for commercial properties in the downtown core.
- That the City consider implementing a pilot program, similar to that of the Municipality of Muskoka, to assess the effectiveness and benefits of maintaining this service.
- That the City engage with the Lindsay Downtown BIA and local businesses to develop a sustainable waste management plan that addresses the unique challenges faced by our community.
- That if the current resolution to discontinue funding for commercial pickup is upheld; that a review of the municipality's landfill tipping fees be reviewed to allow commercial properties and businesses to be able to dispose of their recyclables at no cost.

We look forward to discussing this matter further and appreciate your consideration of our request. Thank you for your ongoing support of the Lindsay Downtown BIA and our local businesses.

Sincerely,

Wes Found  
Board Chair  
Lindsay Downtown BIA

Melissa McFarland  
Executive Director  
Lindsay Downtown BIA



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# MINUTES

for the Meeting of the Marketing Committee

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**Thursday, April 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

## 1.0 – CALL TO ORDER -----

**Meeting Called to Order by the Chair:** 5:37pm

**In Attendance:** Sandra Patrick, Reese Burns, Katelyn Graham, Michele Sauve, Mary Hackett

**Recording Secretary:** Melissa McFarland

**Guests:** None

**Late Arrivals:** None

**Early Departures:** Reese Burns (6:53pm)

**Regrets / Absent:** Aleksandra Bartley, Sandra Falconer, Nicki Dedes

## 2.0 – ADMINISTRATIVE BUSINESS -----

### 2.1 - Adoption of Agenda

**Moved By:** Katelyn Graham                      **Seconded By:** Reese Burns

**Resolved:** That the agenda be adopted as circulated.

**Carried MC2025-07**

### 2.2 - Declarations of Pecuniary Interest

None Declared

### 2.3 – Adoption of Minutes

**Moved By:** Michele Sauve                      **Seconded By:** Reese Burns

**Resolved:** That the Minutes of the March 13<sup>th</sup>, 2025 meeting be approved.

**Carried MC2025-08**

## 3.0 – DEPUTATIONS -----

None Scheduled

## 4.0 – CORRESPONDENCE -----

None Received

## 5.0 – NEW BUSINESS -----

### 5.1 – Budget Review

Melissa McFarland reviewed. The Loaded Fries promotion came in under budget, and the overage was transferred to the Special Projects budget.

### 5.2 – Easter Scavenger Hunt

Mary Hackett updated. Everything is progressing well, with all of the materials going out next week. The Saturday events are organized and the gift baskets just need to be assembled. The characters have people to play them on the Saturday.

### 5.3 – Summer Kickoff

Mary Hackett and Melissa McFarland distributed an event template for the committee to work through on the details. Katelyn Graham advised that Big Brothers Big Sisters is working on securing use of the ValuMart lot to host the Kids Zone. Discussion was held regarding the musical entertainment, and if noted businesses would potentially sponsor the entertainment adjacent to their business.

### 5.4 – Downtown Magazine

Mary Hackett updated on the advertising sales, which equals approximately \$5000 to date. An events calendar feature was discussed and it was agreed that would be a good addition for the future when the magazine begins a regular





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# MINUTES

for the Meeting of the Executive Committee

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**Tuesday, April 15<sup>th</sup>, 2025**

8:00am

BIA Office Boardroom, 7 York Street South

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**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 Patrick  
**Recording Secretary:** Melissa McFarland  
**Guests:** None  
**Late Arrivals:** None  
**Early Departures:** None  
**Regrets / Absent:** Sandra Falconer

## 2.0 – ADMINISTRATIVE BUSINESS -----

### 2.1 - Adoption of Agenda

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

**Carried EC2025-06**

### 2.2 - Declarations of Pecuniary Interest

None Declared

### 2.1 - Adoption of Minutes

**Moved By:** Steve Podolsky                      **Seconded By:** Sandra Patrick  
**Resolved:** That the Minutes of January 23<sup>rd</sup>, 2025 meeting be adopted.

**Carried EC2025-07**

## 3.0 – DEPUTATIONS -----

None Scheduled

## 4.0 - CORRESPONDENCE -----

None Received

## 5.0 – NEW BUSINESS -----

### 5.1 – Strategic Plan Update

Melissa McFarland advised that the RFP was circulated to the distribution list at the end of the prior week, with a due date of May 12<sup>th</sup> for submissions. She has already had several responses to acknowledge receipt or ask clarifying questions.

### 5.2 – Canada Summer Jobs

Melissa McFarland advised that the RFP was circulated to the distribution list at the end of the prior week, with a due date of May 12<sup>th</sup> for submissions. She has already had several responses to acknowledge receipt or ask clarifying questions.

### 5.3 – Council Annual Report

Melissa McFarland reviewed a few examples of more stylized Annual Reports that have been created from other BIAs. The LDBIA is currently fulfilling the Municipal Act requirements of an Annual Report that goes to Council via our annual budget presentation in the fall, but discussion was held to the merit of a spring update to reflect the previous year. Melissa McFarland will begin to work on a simple document that could shed some additional positive light on the BIA's accomplishments without burdening her workload, and also find other ways to use the material as an additional marketing tool to add value.

### 5.4 – Staff Position Descriptions

The Committee reviewed the Executive Director and Marketing Coordinator position descriptions, and Melissa McFarland advised that she believes that the content presents fine with no issues on her end. No description exists for the Community

Liaison position, and Melissa McFarland will begin drafting it so that it's an accurate and complete document at the time new staff is hired to replace Wayne English.

**5.5 – 2026 Administration Budget**

Melissa McFarland will begin to draft this based on her best estimations of items that are expected for next year, increasing slightly for inflation.

**5.6 – Boundary Expansion**

Wes Found advised that he has the data provided to him from Melissa McFarland with the expansion area that the Board was in favour of exploring at the last meeting. He will be using this data to provide 'upper and lower bounds' of the impact this particular expansion would have on the BIA's overall budget.

**6.0 – NEXT MEETING** -----

TBD

**7.0 – ADJOURNMENT** -----

**Moved By:** Sandra Patrick

**Seconded By:** Steve Podolsky

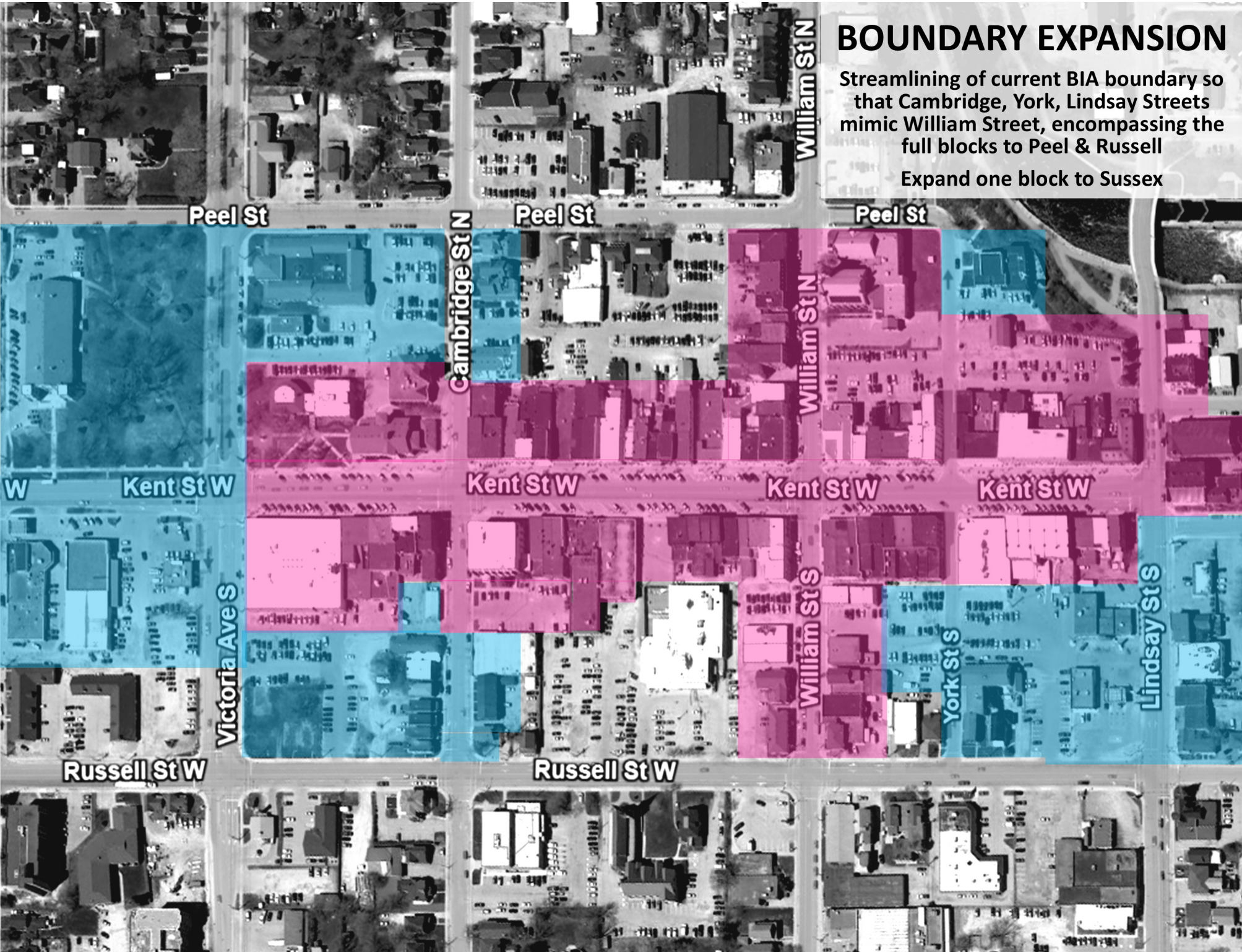
**Resolved:** That the April 15<sup>th</sup>, 2025 meeting of the Beautification Committee be adjourned at 9:22am.

**Carried EC2025-08**

# BOUNDARY EXPANSION

Streamlining of current BIA boundary so that Cambridge, York, Lindsay Streets mimic William Street, encompassing the full blocks to Peel & Russell

Expand one block to Sussex



Peel St

Peel St

Peel St

William St N

Cambridge St N

William St N

W

Kent St W

Kent St W

Kent St W

Kent St W

Victoria Ave S

William St S

York St S

Lindsay St S

Russell St W

Russell St W

## LINDSAY DOWNTOWN BIA | EXPANSION BOUNDARY PROPERTY ASSESSMENT (April 2025)

Address ID	Address - # & Street	Unit	Associated Business	Assessment	Exempt	Notes
96864	191	Kent Street West	Tim Hortons	536,000		
96865	207	Kent Street West	Home Hardware	884,000		
96866	210	Kent Street West	<i>Victoria Park Armoury</i>	<i>1,188,000</i>	<i>M</i>	
96543	211	Kent Street West	Lindsay Dry Cleaners	610,000		
25106	22	Lindsay Street South	Masala Kraft	335,000		
25107	24	Lindsay Street South	Papa's Pizzaland			
25109	34	Lindsay Street South	The Wings World	321,000		
79325	40	Lindsay Street South	<i>Vacant Commercial</i>	841,000		
79326	50	Lindsay Street South	Zaibi Auto Repair / Godwin Plumbing	209,000		
42319	54	Lindsay Street South	DOT Security	249,000		
15910	5	Lindsay Street South	Comfort Zone / Crafter's Creations	433,000		
15911	17	Lindsay Street South	Shell	605,000		
9090	8	York Street North	Royal Canadian Legion Branch 67	3,506,000		
16018	16	York Street South	Coach & Horses	309,000		
9558	8	Cambridge Street North	Pie Eyed Monk	1,455,000		
9560	16	Cambridge Street North	Profit Accounting	292,000		
9563	18	Cambridge Street North	Carol Jamieson, Barrister, Solicitor	189,000		
9567	20	Cambridge Street North	<i>People's Full Gospel Church</i>	<i>376,000</i>	<i>C</i>	
45844	9	Cambridge Street North	<i>City of Kawartha Lakes Fire Hall</i>	<i>7,658,000</i>	<i>M</i>	
15260	18	Cambridge Street South	Cambridge Street Mall	707,000		
15266	28	Cambridge Street South	Neil Young Optical	197,000		
15313	15	Cambridge Street South	Needful Things	198,000		
15310	19	Cambridge Street South	<i>Vacant Commercial</i>	293,000		
15304	27	Cambridge Street South	Pro-Tect Lock & Safe	185,000		
15303	29	Cambridge Street South	Kawartha Heritage Realty et al	194,000		
15302	31	Cambridge Street South	Golden Financial Services	156,000		
15301	33	Cambridge Street South	Sanderson Insurance & Investments	149,000		
9215	4	Victoria Avenue North	<i>City of Kawartha Lakes Paramedic Services</i>	<i>7,658,000</i>	<i>M</i>	
45842	6	Victoria Avenue North	<i>Kawartha Lakes Police Service</i>		<i>M</i>	

**TOTAL ASSESSMENT** **\$12,853,000**

**Membership Increase** 26%  
**Budget Increase (Lower Bound)** \$363.17 per \$100K or \$237K  
**Budget Increase (Upper Bound)** \$377.89 per 100K or \$247K

### RATIONALE FOR EXPANSION

The final proposed boundary expansion for the Lindsay Downtown BIA has been carefully selected to balance practicality, coverage, and strategic benefits. This option aligns the boundaries along Cambridge Street (north and south) and York Street (north and south) to match those of William Street, creating a more cohesive and manageable perimeter that extends from inside Peel to inside Russell. Lindsay Street South is also expanded southward to Russell, mirroring Lindsay Street North, resulting in a cleaner, more logical boundary that is already supported by existing Beautification and Parking Control services.

Additionally, the boundary is extended one block west to Sussex, primarily to include Victoria Park and the Armoury, which are valuable for marketing and event support, despite the relatively small number of new commercial properties gained. This modest expansion is deemed the most practical given current budget and staffing constraints, ensuring the BIA can maintain high-quality services for both existing (165+) and new (35+) members.

Furthermore, areas included in previous alternative options will remain eligible for Associate Membership, allowing for flexibility. This streamlined approach, with a lower flat membership fee and optional participation, reduces service burdens—particularly in beautification and maintenance—while still enabling the BIA to deliver key marketing benefits to those businesses most likely to benefit from membership. Overall, this boundary adjustment optimizes operational efficiency and strategic value for the BIA.

## LINDSAY DOWNTOWN BIA | EXISTING BOUNDARY PROPERTY ASSESSMENT (April 2025)

Address ID	Address # & Street	Unit	Associated Business	Assessment	Exempt	Notes
96615	2	Kent Street West	3	Community Care Hospice Services		
96614	2	Kent Street West	2	Revel Realty	641,000	
96614	2	Kent Street West	1	Greg Evans PC		
96617	8-10	Kent Street West		Friendly Restaurant	345,000	
96618	14	Kent Street West		Vacant Commercial		
96620	16	Kent Street West		McFadden's Sewing Centre	327,000	
96622	18	Kent Street West		Milk & Honey		
96623	20	Kent Street West		Recycled Kids		
96623	20	Kent Street West		Down to Earth	3,506,000	
96647	26	Kent Street West		Pizza Nova		
96647	28	Kent Street West		Thai By Joe		
96648	30	Kent Street West		Kate & Co		
96649	32	Kent Street West		QT Nails	1,252,000	
96649	32	Kent Street West		Inner Light Metaphysical		
96650	38	Kent Street West		Mr Sub	513,000	
9108	1	York Street North		The Streets Tattoo		
96656	42	Kent Street West		Lindsay Sportsline	438,000	
96662	46	Kent Street West		Royale Town & Country Realty	585,000	
96671	52	Kent Street West		QQ Sushi		
96672	54	Kent Street West		Bistro 93	320,000	
96675	62	Kent Street West		Sweet Annies	318,000	
96679	64-68	Kent Street West		CIBC	1,219,000	
96680	70-76	Kent Street West		Shoppers Drug Mart	1,671,000	
96683	78-84	Kent Street West		Wards Lawyers PC	2,142,000	
96686	88	Kent Street West		Scott's Decorating		
96687	90	Kent Street West	1	Bliss Beauty Services	431,000	
96688	90	Kent Street West	2	Truly Medium		
96689	90	Kent Street West	3	Trainer Physiotherapy		
96692	92-94	Kent Street West		Kent Florist	322,000	
96693	96-98	Kent Street West		Cathy Allan Ladieswear	281,000	
96695	100	Kent Street West		Appleseed Quiltworks	426,000	
96697	104	Kent Street West		Lizzy's by Cathy Allan	264,000	
96698	106	Kent Street West		Olympia Restaurant	608,000	
96699	108	Kent Street West		Remedy's RX	296,000	
96700	110	Kent Street West		Tradewind Toys & Gifts	316,000	
96701	112	Kent Street West		Unwrapped	352,000	
96702	118	Kent Street West		Burns Bulk Food	584,000	
96703	124-128	Kent Street West		Hakim Optical	652,000	
96707	130	Kent Street West		New Nails	723,000	
96706	134	Kent Street West		Homethreads Boutique		
96714	138	Kent Street West		Houghton Creek	375,000	
96715	140	Kent Street West		Vacant Commercial		
96716	148	Kent Street West		Kindred Coffee Bar	2,224,000	
9193	4	Cambridge Street North		Bonita Clothing & Co		
45841	180	Kent Street West		City of Kawartha Lakes Town Hall	7,658,000	M
45843	190	Kent Street West		City of Kawartha Lakes Library - Lindsay		M
17173	1	Kent Street West		City of Kawartha Lakes - Vacant Land	194,000	M
96880	3	Kent Street West		Thairapy Beauty Bar	337,000	
96882	9	Kent Street West		Lindsay Bong & Dong	311,000	
96888	17	Kent Street West		Lindsay Cannabis Store	398,000	
96890	21	Kent Street West		Ziggy's Fish & Chips		
96892	23	Kent Street West		Vacant Commercial	1,141,000	
96899	25	Kent Street West		Brock Built-In Specialists		
96903	31-41	Kent Street West		A Buy & Sell Shop	902,000	
96904	51	Kent Street West		IDA / RX Drug Mart	2,389,000	
96905	53	Kent Street West		Pita Pit		
96906	55	Kent Street West		Van Halterens	410,000	
97249	57	Kent Street West		Visual Sports		
15408	7	York Street South		Lindsay Downtown BIA		
96907	63-69	Kent Street West		Service Canada	720,000	

96910	73-75	Kent Street West		Gridley's Creative Bath & Body	296,000	
96911	77-81	Kent Street West		TD Canada Trust	1,027,000	
96812	85-87	Kent Street West		Income Tax Plus et al	941,000	
96814	91-93	Kent Street West		Nisbett's Clothiers	344,000	
96817	95	Kent Street West		Kawartha Lakes Classic Flowers	294,000	
96816	101	Kent Street West		The Sweet Kitchen		
96819	109	Kent Street West		Brittany n Bros		
96820	111	Kent Street West		Brittany's Shoes	500,000	
96821	113	Kent Street West		Ice Man Video Games		
96822	115	Kent Street West		Road Trippers Diner		
96823	117	Kent Street West		Big Brothers Big Sisters	329,000	
96824	121	Kent Street West		The Lingerie Loft		
96825	131	Kent Street West		Friendly Dollar & Discount	587,000	
96826	141	Kent Street West		Century 3 Cinema	865,000	
96828	145	Kent Street West		Pizza Pizza		
96830	147	Kent Street West		Thirteen Tattoo	393,000	
96833	153	Kent Street West		Charmin's Wholesome Foods Catering		
96836	155-159	Kent Street West		Johnson's Jewelers	310,000	
96841	165	Kent Street West		Scotiabank et al	2,190,000	
96842	169	Kent Street West		Corner Bites	583,000	
96843	171	Kent Street West		Gusto Grande		
96844	181	Kent Street West		One Eyed Jack	635,000	
96845	183	Kent Street West		Hollowbrooks		
96855	189	Kent Street West	203	Kent Place Mall et al	5,846,000	
25081	4	Lindsay Street North		Lori's Family Hair Care		
25082	6	Lindsay Street North		<i>Vacant Commercial</i>		
25068	10	Lindsay Street North		<i>Vacant Commercial</i>		
79292	12	Lindsay Street North		Waves & Babes	1,939,000	
25073	14	Lindsay Street North		Laurie Scott, MPP		
79294	16	Lindsay Street North		Suzanne Doupe / David Hodson		
79296	18	Lindsay Street North		Iron Will Tattoo		
25091	2	Lindsay Street South		FLATO Academy Theatre	326,000	
25095	8	Lindsay Street South		<i>Vacant Commercial</i>		
25095	10	Lindsay Street South		The Yoga Loft	811,000	
25094	12	Lindsay Street South		<i>Vacant Commercial</i>		
25099	20	Lindsay Street South		Edward Jones Financial Advisors	403,000	
42353	40	William Street North		<i>St. Andrews Presbyterian Church</i>	1,623,000	C
9557	15	William Street North		Old Post Building	748,000	
9556	17	William Street North				
9555	19	William Street North		Galaxy Picture Framing	196,000	
9552	23	William Street North		O.K. Restaurant	257,000	
9551	27	William Street North		<i>Vacant Commercial</i>	205,000	
9544	35	William Street North		P3trogam3s & Minimart	191,000	
9542	37	William Street North		Canada Vein Clinics	171,000	
9540	39	William Street North		<i>Vacant Commercial</i>	200,000	
9534	47	William Street North		The Cat & The Fiddle	395,000	
9537	49	William Street North		<i>Vacant Commercial</i>		
16024	8-10	William Street South		Staples & Swain PC	368,000	
16023	12	William Street South		Wally's Haircutting for Men		
16025	16	William Street South		BMO Bank of Montreal	535,000	
16026	18	William Street South		Hair Loft	584,000	
16027	24	William Street South		Kennedy's Appliances		
16028	34	William Street South		Midtown Mattress	988,000	
15238	15	William Street South		Sky Nails	340,000	
15237	17	William Street South		<i>Vacant Commercial</i>		
15239	21	William Street South		Judy's Place		
15241	23	William Street South		Vape Way	405,000	
15242	25	William Street South		Trent Travel & Cruise Centre		
15246	33	William Street South		<i>Vacant Commercial</i>		
14951	5	Cambridge Street South		Barber Shop	407,000	

**TOTAL ASSESSMENT**

**\$52,348,000**