



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.

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

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 | | |
| | 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 | Remaining 15,599.53 | | |

| 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 | | |
| | 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 | Remaining 20,281.65 | |

| 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 | | | |
| | Advertising | | | | | | | | 405.00 | 359.00 | | | | | 764.00 | | | |
| | Contracted Services | | | | | | | | | | 27.99 | | 55.98 | | 8,482.30 | 8,566.27 | | |
| | HST Paid Out, All Categories | | | | | | | | 52.65 | 50.31 | | 165.98 | | 11,518.54 | 11,787.48 | | Remaining 80.80 | |



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**



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

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

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 -----

Meeting Called to Order by the Chair:

In Attendance: Wes Found, Steve Podolsky, Sandra Patrick, Reese Burns, Jim Garbutt, Adam Hayward, Carlie Arbour
Recording Secretary: Melissa McFarland
Guests: Mary Hackett
Late Arrivals: Nicki Dedes (7:41am), Sandra Falconer (7:58am)
Early Departures: Carlie Arbour (8:32am)
Regrets / Absent: Charlie McDonald, Chief Kirk Robertson

2.0 – ADMINISTRATIVE BUSINESS -----

2.1 - Adoption of Agenda

Moved By: Sandra Patrick **Seconded By:** Reese Burns
Resolved: That the agenda be adopted as circulated. **Carried RBM2025-01**

2.2 - Declarations of Pecuniary Interest

None Declared

2.3 – Adoption of Minutes

Moved By: Steve Podolsky **Seconded By:**
Resolved: That the Minutes of the meeting held on November 28th, 2024 be adopted. **Carried RBM2025-02**

3.0 – DEPUTATIONS -----

None Scheduled

4.0 – CORRESPONDENCE -----

None Received

5.0 – LIAISON UPDATES -----

5.1 – Police

Chief Robertson sent his regrets.

5.2 – Council

Deputy Mayor Charlie McDonald sent his regrets. Melissa McFarland advised that the City of Kawartha Lakes is in the process of running a by-election for the vacant Ward 5 seat. Nominations are currently open until February 21st and will be formally announced on February 24th. Voting will take place, using the '10 Days, 2 Ways' method (online and in-person), from April 1st to 10th at 8:00pm.

Moved By: Jim Garbutt **Seconded By:** Reese Burns
Resolved: That the BIA partner with the Lindsay Chamber of Commerce to conduct All Candidates Meetings for upcoming municipal, provincial and federal elections, with a focus on local business and economic development. **Carried RBM2025-03**

5.3 – Economic Development

Carlie Arbour updated. Christine McLean has been hired as the new staff member for the Kawartha Lakes Small Business Centre. She is currently developing a workplan and priorities and beginning to meet key stakeholders in the community. The BIA can invite her to an Advocacy meeting in the future when she is more settled in her role. Million Dollar Makeover is open and accepting applications until the end of February. Grants for Local Economic Development Support Grant, and the Cultural Facilities Operational Support Grant will be launching soon.

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 | |
| Administration 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 | |
| Parking 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 | |
| Marketing 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 | |
| Beautification 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 | |
| Classics on Kent 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 | |
| My Main Street 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 |
| | 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 | 1,083.71 | | | | 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 | |
|---------------------------|--------------------------------|-----------|----------|----------|-----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|-----------|-----------|--------|
| INCOME | 2023 Carryover | 10,220.24 | | | | | | | | | | | | | | 10,220.24 | 0.00 | |
| | 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 | |
| | 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 | |
| | 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 | |
| MARKETING SNAPSHOT | | | | | | | | | | | | | | | | | | |
| Income Total 92,822.77 | | | | | | | | | | | | | | | | | | |
| Expense Total 86,103.87 | | | | | | | | | | | | | | | | | | |
| Remaining 6,718.90 | | | | | | | | | | | | | | | | | | |

| BEAUTIFICATION | | Budget | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Jan | Total | Remaining |
|--------------------------------|--------------------------------|-----------|----------|----------|-----------|----------|-----------|-----------|----------|-----------|----------|-----------|----------|----------|----------|-----------|-----------|
| INCOME | 2023 Carryover | 15,783.06 | | | | | | | | | | | | | | 15,783.06 | 0.00 |
| | 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 |
| | 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 | |
| BEAUTIFICATION SNAPSHOT | | | | | | | | | | | | | | | | | |
| Income Total 150,200.47 | | | | | | | | | | | | | | | | | |
| Expense Total 133,142.02 | | | | | | | | | | | | | | | | | |
| Remaining 17,058.45 | | | | | | | | | | | | | | | | | |

| CLASSICS ON KENT | | Budget | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Jan | Total | Remaining |
|----------------------------------|--------------------------------|--------|--------|-----|--------|--------|----------|----------|-----------|--------|--------|----------|-------|-----|--------|-----------|-----------|
| INCOME | HST | | -69.69 | | | | 1,008.35 | | | | | | | | | 1,078.04 | |
| | 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 | |
| | 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 | | |
| CLASSICS ON KENT SNAPSHOT | | | | | | | | | | | | | | | | | |
| Income Total 29,875.79 | | | | | | | | | | | | | | | | | |
| Expense Total 29,851.44 | | | | | | | | | | | | | | | | | |
| Remaining 24.35 | | | | | | | | | | | | | | | | | |

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



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 |
| 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 | 30.00 | 30.00 | 35.00 | 35.00 | 40.00 |

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

STYLE • FLAVOUR • LIFE



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





MINUTES

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

Charlie McDonald | CKL Council, Ward 7

LIAISONS

Carlie Arbour | CKL Economic Development

Chief Kirk Robertson | Kawartha Lakes Police Service

Melissa McFarland | LDBIA Executive Director

5.3 – Economic Development

Carlie Arbour updated. Million Dollar Makeover closes tomorrow. The next intake will be in the fall for projects in 2026. Economic Development have been taking part in various events with both local school boards, as well as attending the Applied Research Expo at Fleming College. They will also be attending the Farm Show at the Lindsay Ex next week. Funding programs that will soon be in progress include the Local Economic Development Support Grant, the Cultural Facilities Operational Support Grant, and the Summer Tourism Experience Fund.

Discussion was held about Million Dollar Makeover’s approach to funding accessibility improvements, and the limitations that each business and property has for accessing the program’s funding streams.

6.0 – REPORTS -----

6.1 – Treasurer

Melissa McFarland advised that the circulated figures are essentially the same as the ones from the previous meeting, only with the final figures for the last few remaining days in January now included. The monthly report for the 2025 operating year, beginning February 1st, will begin to be distributed monthly starting with the March meeting.

6.2 – Beautification Committee

No update or discussion outside of the circulated materials.

6.3 – Parking / Advocacy Committee

The Board reviewed the draft deputation that would be going to Council regarding the increase in parking fines, and the recommendation for increased 2 hour parking signage in the downtown. The Board was satisfied with the details as presented and advised that any fine tuning could be done with the Parking Committee if necessary.

Moved By: Sandra Falconer

Seconded By: Reese Burns

Resolved: That the details of the presented draft of the parking deputation be adopted, and a request for appearance on a Council agenda to present, be approved.

Carried RBM2025-10

Further discussion was held regarding additional ways to present information in a positive way, including updated marketing materials, such as window signs for businesses, and courtesy cards. These ideas will be taken to both the Parking Committee and Marketing Committee for consideration.

Ongoing issues with winter maintenance, and how it impacts parking and the lots was discussed, especially the challenges faced in Lot M1. Councillor McDonald advised that he sits on the City’s Roads Task Force, and the BIA should submit a report outlining their concerns and recommendations, and submit it to the tasks force. Melissa McFarland advised that she will draft this with Wayne English and include it on the next Parking / Advocacy Committee agenda.

6.4 – Marketing Committee

Sandra Patrick advised that the Marketing Committee is drafting a magazine for local circulation. She is requesting input from the Board on options for circulation and distribution, and if direct delivery is possible with Board and committee volunteers. Canada Post circulation costs are high, but there may be a possibility of using it to cover more rural areas, and use direct distribution in the higher density residential areas.

6.5 – Executive Committee

The Executive Committee did not meet in the month prior.

Melissa McFarland updated. Olde Mill Home and White Willow Loft will both be closing their doors. McFadden’s Sewing Shop is still open for the time being with grandchildren at the helm. In addition to the OBIAA Award nomination that was submitted in the category of Public Realm Improvements (for the CCTV initiative), she submitted nominations to the Chamber of Commerce’s Excellence Awards, in the categories of Non-Profit and Marketing. The BIA Office has a co-op student from LCVI from now until the end of the school year, whose focus is on marketing, and will also be assisting in data collection for the membership and other projects. The Ward 5 By-Election is underway, and Melissa McFarland advised that the All Candidates Meeting, hosted by the BIA and Chamber of Commerce, with support and moderation from Launch Kawartha, is scheduled for March 19th at the Pie Eyed Monk. The 6 listed candidates on the City’s website have been invited, and the format of the provincial election meeting held on February 19th was successful and will continue for future elections.

Moved By: Reese Burns

Seconded By: Sandra Falconer

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

- 2024 Fiscal Year Summary (Final)
- Parking / Advocacy Committee: Meeting Minutes of February 11th, 2025

Carried RBM2025-11

7.0 – NEW BUSINESS -----

7.1 – Strategic Planning

The draft of the tender for facilitation was circulated, as well as a potential circulation list. Melissa McFarland advised that she will also reach out to Carolyn Puterbough at OMAFRA for her recommendations. Discussion on a timeline for the lifespan was discussed as it not previously been identified, with the Board agreeing to a 4 year short term plan, and a 10 year long term plan, with the intention of a refresher at the 4 year mark versus a completely new plan each time. Discussion was held about strategies to ensure that the chosen consultant has a positive reputation for these types of projects, and an inclusion will be made in the tender for the submitter to provide references and/or samples of similar plans completed by the consultant in the past. Carlie Arbour will also be consulted on the final draft before it is circulated.

Moved By: Jim Garbutt

Seconded By: Reese Burns

Resolved: The circulated Strategic Plan tender draft was approved with the final draft being able to be approved by the Executive Committee once the above additions are made.

Carried RBM2025-12

7.2 – Boundary Expansion

Melissa McFarland advised that she has an Associate Membership package and application ready to circulate, as well as a list of target businesses that generally encompasses the boundary under review for expansion. This will help gauge general interest from some key businesses in this area, as well as bridge the gap between now and a formal expansion, if the initiative was to proceed. Committees are being tasked with beginning to determine the impacts that the expanded boundary will have on their initiatives, staffing and budget. – continue to identify impacts on a larger membership would have on their budget and initiatives and staffing.

8.0 – NEXT MEETING -----

Thursday, March 27th, 2025

8:00am

LDBIA Boardroom | 7 York Street South

9.0 – ADJOURNMENT -----

Moved By: Sandra Falconer

Seconded By: Councillor McDonald

Resolved: That the February 27th, 2025 meeting of the Board of Directors be adjourned at 9:39am.

Carried RBM2025-13

| Issue / Topic | Desired Outcome | Person(s) Responsible | Resolution Target |
|-------------------------------|--|-----------------------|-------------------|
| Parking Fine Deputation | Complete final draft and apply for deputation at Council | Melissa | ASAP |
| Parking Marketing Materials | Place on Committee agendas for further discussion | Melissa | March Meetings |
| Strategic Plan RFP | Complete final draft, send to Executive Committee & Carlie Arbour for approval and circulate | Melissa | ASAP |
| Winter Maintenance Report | Draft, put on next Parking Committee agenda, then circulate to Roads Task Force | Melissa | March Meetings |
| Boundary Expansion Priorities | Place on all upcoming Committee agendas | Melissa | March Meetings |



AGENDA

for the Meeting of the Board of Directors

Thursday, March 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 February 27th, 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 – February 2025*

6.2 – Beautification Committee

○ *Receive Meeting Minutes of March 6th, 2025*

6.3 – Parking / Advocacy Committee

○ *Receive Meeting Minutes of March 11th, 2025*

6.4 – Marketing Committee

○ *Receive Meeting Minutes of March 13th, 2025*

6.5 – Executive Committee

○ *Board Chair Update: Wes Found*

○ *Executive Director Update: Melissa McFarland*

7.0 – NEW BUSINESS

7.1 – Boundary Expansion Update

7.2 – Strategic Planning Update

7.3 – 2026 Early Planning

8.0 – NEXT MEETING

Tuesday, April 24th, 2025

7:30am

LDBIA Boardroom | 7 York Street South

9.0 – ADJOURNMENT

LINDSAY DOWNTOWN BIA - 2025 FINANCIALS

TREASURER'S REPORT - ENDING FEBRUARY 28th, 2025

| | Feb | March | April | May | June | July | August | September | October | November | December | Jan-26 |
|-------------------------|------------------|------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|----------|
| | 19,438.57 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Administration | In | 105,689.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| | Out | 15,655.25 | 10,559.00 | 8,860.00 | 10,660.00 | 7,860.00 | 7,860.00 | 7,860.00 | 7,860.00 | 10,660.00 | 7,860.00 | 7,860.00 |
| Parking | In | 29,200.00 | 0.00 | 14,000.00 | 0.00 | 0.00 | 18,725.00 | 0.00 | 0.00 | 16,050.00 | 0.00 | 0.00 |
| | Out | 4,498.39 | 5,350.00 | 5,350.00 | 8,025.00 | 5,350.00 | 5,350.00 | 5,350.00 | 5,350.00 | 8,025.00 | 5,350.00 | 5,350.00 |
| Marketing | In | 88,650.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| | Out | 4,769.32 | 7,175.00 | 6,950.00 | 9,050.00 | 9,950.00 | 6,950.00 | 6,950.00 | 6,950.00 | 9,050.00 | 14,950.00 | 6,950.00 |
| Beautification | In | 55,150.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| | Out | 2,647.54 | 3,760.00 | 3,760.00 | 15,240.00 | 38,910.00 | 5,910.00 | 5,410.00 | 17,910.00 | 7,715.00 | 13,760.00 | 3,760.00 |
| Opportunity Fund | In | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 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 |
| | 19,562.20 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |

TOTAL BUDGET SNAPSHOT

| | |
|----------------------------|-------------------|
| Budget | 425,717.57 |
| Actual Received Income | 298,127.57 |
| Actual Expenses to Date | 27,570.50 |
| <i>Projected Expenses</i> | <i>371,729.00</i> |
| <i>Estimated Remaining</i> | <i>26,418.07</i> |

ADMINISTRATION SNAPSHOT

| | |
|----------------------------|-------------------|
| Budget | 114,925.90 |
| Actual Received Income | 114,925.90 |
| Actual Expenses to Date | 15,655.25 |
| <i>Projected Expenses</i> | <i>95,759.00</i> |
| <i>Estimated Remaining</i> | <i>3,511.65</i> |

PARKING SNAPSHOT

| | |
|----------------------------|------------------|
| Budget | 75,714.32 |
| Actual Received Income | 15,624.32 |
| Actual Expenses to Date | 4,498.39 |
| <i>Projected Expenses</i> | <i>64,200.00</i> |
| <i>Estimated Remaining</i> | <i>7,015.93</i> |

MARKETING SNAPSHOT

| | |
|----------------------------|------------------|
| Budget | 97,868.90 |
| Actual Received Income | 95,368.90 |
| Actual Expenses to Date | 4,769.32 |
| <i>Projected Expenses</i> | <i>91,875.00</i> |
| <i>Estimated Remaining</i> | <i>1,224.58</i> |

NOTES

GIC (redeemable) purchased with RBC in the amount of \$250,000 upon receipt of annual levy. The GIC can be redeemed upon request by the Executive Director as dictated by the expected cash flow in the main chequing account. The funds remaining in the account earn an interest rate of 2.3%. This is in addition to the cash collateral GIC in the amount of \$5000 that is required to hold a credit card.

BEAUTIFICATION SNAPSHOT

| | |
|----------------------------|-------------------|
| Budget | 137,208.45 |
| Actual Received Income | 72,208.45 |
| Actual Expenses to Date | 2,647.54 |
| <i>Projected Expenses</i> | <i>119,895.00</i> |
| <i>Estimated Remaining</i> | <i>14,665.91</i> |

OPPORTUNITY FUND

| | |
|------------------|-------------|
| Received | 0.00 |
| Administration | 0.00 |
| Beautification | 0.00 |
| Marketing | 0.00 |
| Remaining | 0.00 |



MINUTES

for the Meeting of the Beautification Committee

Thursday, March 6th, 2025

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: 8:05am

In Attendance: Steve Podolsky, Reese Burns, Sandra Falconer, Melissa Wemyss, Mary Hackett

Recording Secretary: Melissa McFarland

Guests: None

Late Arrivals: None

Early Departures: None

Regrets / Absent: Kevin Brasier, Theresa Henry, Tessa Smith

2.0 – ADMINISTRATIVE BUSINESS -----

2.1 - Adoption of Agenda

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

Resolved: That the agenda be adopted as circulated.

Carried BC2025-05

2.2 - Declarations of Pecuniary Interest

None Declared

2.3 – Adoption of Minutes

Quorum not obtained at the February 6th meeting, but the committee members reviewed the circulated notes.

3.0 – DEPUTATIONS -----

None Scheduled

4.0 – CORRESPONDENCE -----

None Received

5.0 – NEW BUSINESS -----

5.1 – Chair’s Updates

Steve Podolsky advised that there have been benches affected by snow removal – one was fully removed in front of Service Canada by the city’s contractor, and one was damaged in front of Burns Bulk Food and subsequently removed by Public Works. Discussion was held about the most efficient way to have them replaced, and if there could be a process in which the BIA purchased the replacements and then requested reimbursement and installation. Steve Podolsky and Melissa McFarland will connect with Tessa Smith, who could not make the meeting today who may be able to provide the specs for the benches and purchasing information as a first step.

A quote was obtained for the full fabrication and installation of a new welcome sign on Angeline Street South by Klerevue Signs, who was original contractor. It’s \$6,250 plus HST, and regardless of outcome, Melissa McFarland will file for restitution with the KLPS. Discussion was held about the overall initiative, if these types of signs are the best product, and whether a full refresh may be best, as the Lindsay Street South sign was also damaged in the construction at Lindsay and Highway 7. Steve Podolsky will attempt to connect with the contractor, GIP, for first steps. Melissa McFarland will connect with local sign suppliers for their advice in potentially more optimal materials if a full new sign project is decided on – the project may be a possibility for Legacy C.H.E.S.T. fund grants.

5.1 – Budget Review

Melissa McFarland advised that very little has changed from the figures presented in February, as the only expenditures made were for contract fees, which were expected.

5.2 – Banner Project

Melissa McFarland updated. She had a very successful meeting with Angela Fiorelli, CKL Records & Archives, and Donna Goodwin, CKL Arts & Culture regarding content, and both were enthusiastic to participate. Content can be provided by the City, which will eliminate any possible issues with copyright and ownership. All content prior to 1948 is considered to be in the public domain. Angela requested a few weeks to gather content and pass along to the BIA. Emily Turner, Heritage Officer is also being consulted for input.

The draft designs were reviewed and additional changes made.

Melissa McFarland reviewed the supplier quotes and advised the Classic Displays had sent material specs and a sample, and at the time of the meeting, the information and sample from Flags Unlimited had not been received but was expected later that day.

Following the conclusion of the meeting, the sample was received, and each Committee member was visited in person to review. The Committee was unanimous is proceeding with the quote and product from Classic Displays.

5.3 – Spring Planning

Johnstons' Greenhouse will be contacted for a site visit to begin planning for product and installation of the bumpout flowerbeds and large cement planters. As all of these are currently under a large amount of snow, this will be targeted for a few weeks from now when it is all fully melted.

5.4 – Boundary Expansion Priorities

At the Board of Director's request, the Committee began to identify the impacts that the proposed boundary expansion would have on general initiatives, staffing and budget. It is likely that Beautification would be the most heavily impacted in this regard, with both hardware, plant material and maintenance manpower having significant influence on the current budget. Considerations would need to be made for the fact that the current style of downtown lampposts do not exist on Russell and Peel Street, making hanging baskets, seasonal pole décor and banners a challenge, and there are concerns with the BIA's current level of service for maintaining storefront planters not being feasible for 70-80 additional businesses that are not located in the same kind of dense geographical area. Melissa Wemyss inquired if a two-tier system of levy costs can be implemented if the same beautification supplies and services are not able to be provided to the entire expanded boundary.

6.0 – NEXT MEETING

Thursday, April 3rd, 2025

8:00am

LDBIA Boardroom | 7 York Street South

7.0 – ADJOURNMENT

Moved By: Melissa Wemyss

Seconded By: Sandra Falconer

Resolved: That the March 6th meeting of the Beautification Committee be adjourned at 9:28am

Carried BC2025-06

| 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 | April Meeting |
| Snowmen Removal | Snowmen to be removed from planters and stored | All Available | ASAP (Weather) |
| Welcome Signs | Use replacement quote to file for restitution | Melissa McFarland | ASAP |
| | Contact GIP about damaged Lindsay St. sign | Steve Podolsky | ASAP |
| | Begin research into new signs & materials | Melissa McFarland | ASAP |
| Banner Project | Contact Classic Displays to proceed with banner purchase when content is ready | Melissa McFarland | ASAP |
| Spring Site Visit | Set up site visit with Johnston's greenhouse when snow clears from flowerbeds | Melissa McFarland | ASAP (Weather) |



MINUTES

for the Meeting of the Parking & Advocacy Committee

Tuesday, March 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: 7:44am

In Attendance: Charlie McDonald, Wes Found, Jim Garbutt, Steve Podolsky, Steve Podolsky, Dave Lembke, Aaron Sloan, Wayne English

Recording Secretary: Melissa McFarland

Guests: None

Late Arrivals: Reese Burns (8:01am)

Early Departures: None

Regrets / Absent: Adam Hayward, Steve Turner

2.0 – ADMINISTRATIVE BUSINESS -----

2.1 - Adoption of Agenda

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

Resolved: That the agenda be adopted as circulated.

Carried PC2025-04

2.2 - Declarations of Pecuniary Interest

None Declared

3.1 - Adoption of Minutes

Moved By: Jim Garbutt **Seconded By:** Steve Podolsky

Resolved: That the minutes of the meeting held on February 11th, 2025, be adopted.

Carried PC2025-05

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 PC2025-06

Aaron Sloan updated on the status of the M3 lot and the allocation of spaces for CIBC. The deal has been finalized and is undergoing the final signatures, and then the signage can be updated.

The committee agreed that there is benefit to a spring walkabout with the committee members and key CKL staff to address post-winter issues and tasks, such as parking lot maintenance and layouts, needed signage, outstanding reconstruction tasks, etc. Melissa McFarland will place on either the April or May agenda, weather dependent.

5.2 – Winter Maintenance Report & Recommendations

Discussion was held regarding many of the issues faced this winter, and the logistics of street clearing. Aaron Sloan and Dave Lembke were able to clarify some of the processes involved in cars remaining on streets overnight during plowing, and how they can be ticketed.

Moved By: Steve Podolsky **Seconded By:** Reese Burns

Resolved: That the circulated report 'Recommendations for Improved Winter Maintenance in Downtown Lindsay' be directed to the City of Kawartha Lakes' Road Task Force.

Carried PC2025-07

5.3 – Cessation of Commercial Recycling Pickup in 2026

Direction from the Board of Directors at the February meeting was to refer this item back to Parking /Advocacy for consideration of making a recommendation to Council to reconsider their motion to no longer support commercial pickups – but with the exception of downtown cores, which was done in Muskoka. As a second recommendation, if the first was to fail, would be the request to waive landfill tipping fees for commercial businesses disposing of their own recycling. This deputation will be drafted by Melissa McFarland and brought to the April agenda for review.

Regardless of the outcome, the Committee will begin to focus on how to best educate the membership for January 2026. Melissa McFarland will gather information from other BIA's on how it is being handled in their municipality, and best practices being developed.

5.4 – Other Items

Wes Found brought up his recommendation for a survey to be drafted for the membership to gauge their support of various priorities and service levels of the BIA – both current and ones being considered for the future, especially in light of upcoming strategic planning and boundary expansion projects. Some future projects could also have overlap with the Marketing Committee, such as a subsidy program for expanded operating hours for businesses.

Jim Garbutt raised concerns with dog owners, both with ongoing lack of waste pickup, and often incessant noise from nearby residential units. Aaron Sloan advised that both these infractions can be addressed by his department with a sufficient level of information provided in the complaint.

Melissa McFarland advised that there has been an increase in complaints (both from businesses and outside visitors) of downtown panhandlers, specifically some individuals that are downtown daily. Often their behaviour towards visitors feels aggressive, and some are comfortable now entering businesses and approaching customers.

- Ask for community policing / how to handle aggressive / education?

Jim Garbutt recommended that the BIA investigate the cost and benefit to a membership with the Canadian Federation for Independent Businesses (CFIB), which may be able to provide some additional resources.

6.0 – NEXT MEETING -----

Thursday, April 8th, 2025

7:30am

LDBIA Boardroom | 7 York Street South

7.0 – ADJOURNMENT -----

Moved By: Reese Burns

Seconded By: Jim Garbutt

Resolved: That the March 11th, 2025 meeting of the Parking / Advocacy Committee be adjourned at 8:42am.

Carried PC2025-08

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 |
| Spring Walkabout | Use meeting for committee / by-law / PW walk, weather dependent | Committee | April or May Mtg |
| | | | |
| | | | |



MINUTES

for the Meeting of the Marketing Committee

Thursday, March 13th, 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

windows for Easter Weekend. The BIA's co-op student and a friend will do the costumes and hand out candy on the Saturday. Reese Burns will make the candy available for pickup at Burns Bulk Food. Downtown Dog costume is in rough shape, but the Easter Bunny costume is fine. Bag stuffers will be provided to key businesses. 3 spring themed baskets will be assembled for the winners.

5.4 – Summer Kickoff

The Committee discussed options for the basic event format at length, with considerations for target audience, provided elements, budget and driving traffic. Without the use ValuMart parkette, there is difficulties with providing large scale entertainment or a beer garden, and the pros and cons of both partial and full road closures were debated. There is a Tragically Hip tribute at the Academy Theatre at 8:00pm, and it was agreed that the downtown event should be an enhancement to that show. The Committee agreed to the following basic elements:

Event Date: Friday, June 27th

Theme: Canadiana | Kickoff to Canada Day Weekend

Entertainment: Performers stationed at key areas downtown, encouraged to play songs by Canadian artists. Terry Guiel will be asked to coordinate and sponsor the entertainment at the corner by his office.

Kids Zone: Elements will be sought, beginning with quotes, and then positioned in key areas around the downtown instead of concentrated in one area.

Vendors: Not coordinated by the BIA, but participating businesses will be encouraged to host them inside or outside their businesses as pop-ups.

5.5 – Other Items & Promotions

Mary Hackett & Melissa McFarland provided information on the Dining with Dementia initiative that was proposed to the BIA by Silver Lights Seniors Services. They will go back to them with the committee's endorsement of assisting them with connecting with restaurants who may be interested, and then helping to promote the first instance, and if the program looks like it will be successful and continue, more formal sponsorship or partnership can be discussed.

5.6 – Downtown Magazine

The mocked up cover and sample pages were presented, with feedback from the committee on continuing to explore names. Mary Hackett was directed to proceed with the rate card information for advertising now that the membership had been informed of the general initiative. She has received some positive responses and offers for content ideas. Melissa McFarland advised that Roderick Benns reached out to endorse the idea, and offer assistance from Fireside Publishing for various services, most notably distribution. He will be providing options for support via an email after his vacation and she will pass along when received.

6.0 – NEXT MEETING -----

Thursday, April 10th, 2025

5:30pm

LDBIA Boardroom | 7 York Street South

7.0 – ADJOURNMENT -----

Moved By: Aleksandra Bartley

Seconded By: Nicki Dedes

Resolved: That the March 13th, 2025 meeting of the Beautification Committee be adjourned at 7:38pm

Carried MC2025-06



AGENDA

for the Meeting of the Board of Directors

Thursday, April 24th, 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

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 27th, 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 8th, 2025*
- *Receive Recommendation for Report to Council – Re: Changes to Commercial Recycling Services*

6.4 – Marketing Committee

- *Receive Meeting Minutes of April 10th, 2025*

6.5 – Executive Committee

- *Receive Meeting Minutes of April 15th, 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 29th, 2025

7:30am

LDBIA Boardroom | 7 York Street South

9.0 – ADJOURNMENT



MINUTES

for the Meeting of the Board of Directors

Thursday, March 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

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 -----

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 27th 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 1st. 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 1st – April 10th online. He advised that the BIA's Parking Deputation – will be on the Committee of the Whole Agenda for April 8th.

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 3rd 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 16th 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 6th, 2025
- Parking / Advocacy Committee – Minutes of March 11th, 2025
- Marketing Committee – Minutes of March 13th, 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 24th, 2025

7:30am

LDBIA Boardroom | 7 York Street South

9.0 – ADJOURNMENT -----

Moved By: Reese Burns

Seconded By: Sandra Falconer

Resolved: That the March 27th, 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 |
|-----------------------------|-------------------|------------------|------------|-----------|-----------|-----------|----------|-----------|-----------|-----------|----------|-----------|
| Opening Balance | - | 19,562.20 | - | - | - | - | - | - | - | - | - | - |
| Administration 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 |
| Parking 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 |
| Marketing In | 95,368.90 | - | - | - | 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 |
| Beautification 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 |
| Opportunity Fund In | - | - | - | - | - | - | - | - | - | - | - | - |
| Out | - | - | - | - | - | - | - | - | - | - | - | - |
| Account Transfers In | - | 50,097.67 | 114,000.00 | - | - | - | - | - | - | - | - | - |
| Out | 250,000.00 | - | 114,000.00 | - | - | - | - | - | - | - | - | - |
| TOTALS In | 298,127.57 | 50,847.67 | - | - | - | - | - | - | - | - | - | - |
| Out | 278,556.76 | 28,969.55 | - | - | - | - | - | - | - | - | - | - |
| Closing Balance | 19,562.20 | 42,525.23 | - | - | - | - | - | - | - | - | - | - |

| TOTAL BUDGET SNAPSHOT | |
|----------------------------|-------------------|
| Total Budget | 426,377.57 |
| Actual Received Income | 312,453.25 |
| Actual Expenses to Date | 57,526.31 |
| <i>Projected Expenses</i> | <i>343,015.00</i> |
| <i>Estimated Remaining</i> | <i>25,836.26</i> |

| ADMINISTRATION SNAPSHOT | |
|----------------------------|-------------------|
| Budget | 115,675.90 |
| Actual Received Income | 124,912.80 |
| Actual Expenses to Date | 28,262.83 |
| <i>Projected Expenses</i> | <i>86,780.00</i> |
| <i>Estimated Remaining</i> | <i>633.07</i> |

| PARKING SNAPSHOT | |
|----------------------------|------------------|
| Budget | 89,200.00 |
| Actual Received Income | 15,624.32 |
| Actual Expenses to Date | 9,610.62 |
| <i>Projected Expenses</i> | <i>64,800.00</i> |
| <i>Estimated Remaining</i> | <i>1,213.70</i> |

| MARKETING SNAPSHOT | |
|----------------------------|------------------|
| Budget | 97,868.90 |
| Actual Received Income | 102,087.80 |
| Actual Expenses to Date | 12,080.11 |
| <i>Projected Expenses</i> | <i>68,300.00</i> |
| <i>Estimated Remaining</i> | <i>17,488.79</i> |

| NOTES |
|-------|
| |

| BEAUTIFICATION SNAPSHOT | |
|----------------------------|-------------------|
| Budget | 137,208.45 |
| Actual Received Income | 89,266.90 |
| Actual Expenses to Date | 7,572.75 |
| <i>Projected Expenses</i> | <i>123,135.00</i> |
| <i>Estimated Remaining</i> | <i>6,500.70</i> |

| 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 |



MINUTES

for the Meeting of the Parking & Advocacy Committee

Tuesday, April 8th, 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: 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 11th, 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 13th, 2025

7:30am

LDBIA Boardroom | 7 York Street South

7.0 – ADJOURNMENT -----

Moved By: Jim Garbutt

Seconded By: Adam Hayward

Resolved: That the April 8th, 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 |
|--------------------------|--|-----------------------|-------------------|
| Commercial Recycling | Place approved report on Board Agenda | Melissa McFarland | April Meeting |
| Spring Walkabout | Use meeting for committee / by-law / PW walk, weather dependent | Committee | May Meeting |
| Lot M12 | Reconfiguration approved by Public Works and Building & Property, and line painting scheduled. | Aaron Sloan | May Meeting |
| Community Resource Guide | Distributed to businesses | Melissa McFarland | ASAP |
| Free Parking Signs | Distributed to businesses | Melissa McFarland | ASAP |

Date: April 8th, 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



MINUTES

for the Meeting of the Marketing Committee

Thursday, April 10th, 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: 5:37pm

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 13th, 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



MINUTES

for the Meeting of the Executive Committee

Tuesday, April 15th, 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 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 23rd, 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 12th 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 12th 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

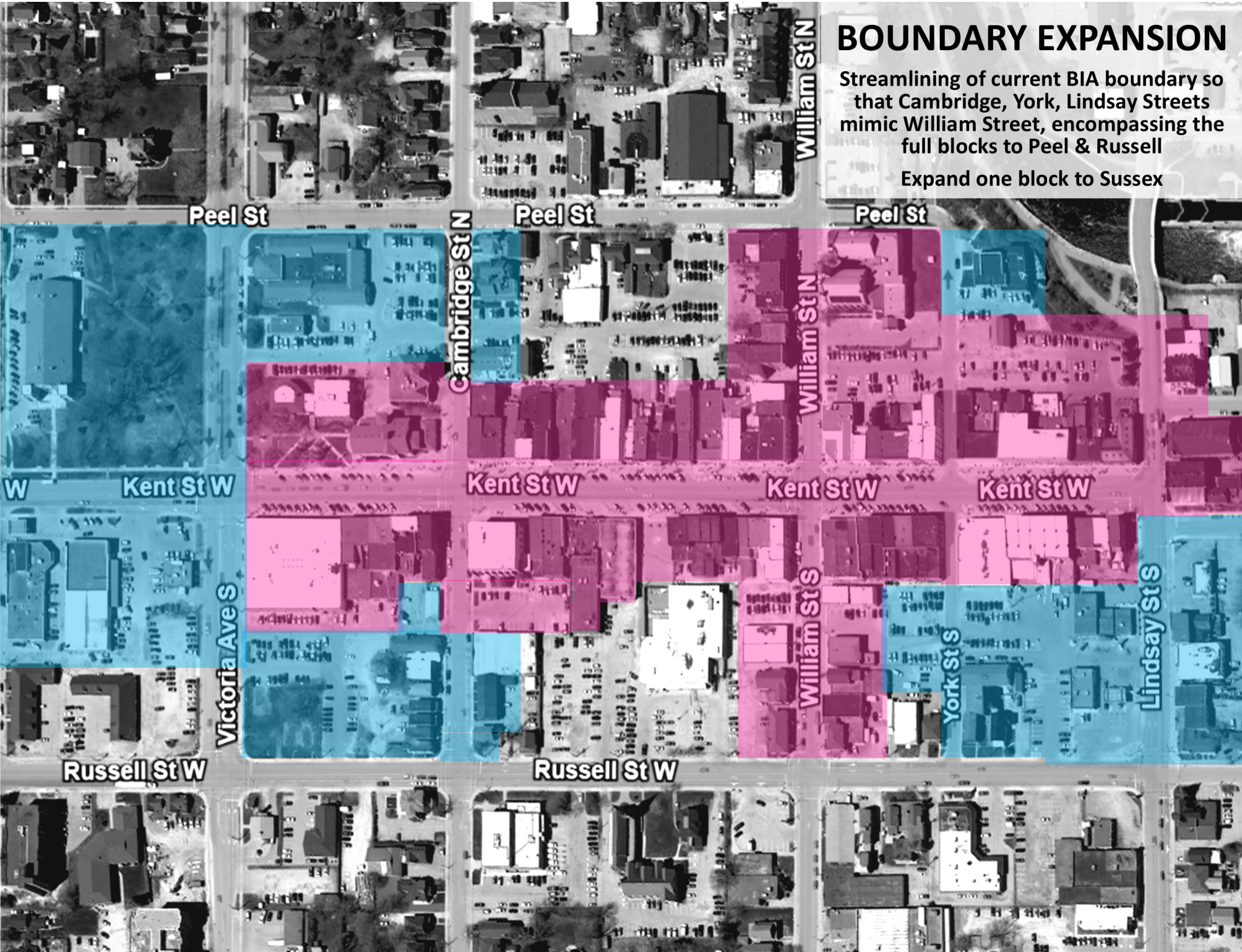
7.0 – ADJOURNMENT -----

Moved By: Sandra Patrick

Seconded By: Steve Podolsky

Resolved: That the April 15th, 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

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



AGENDA

for the Meeting of the Board of Directors

Thursday, May 29th, 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

Mark Doble | CKL Council, Ward 5

Deputy Mayor Charlie McDonald | CKL Council, Ward 7

LIAISONS

Carlie Arbour | CKL Economic Development

Chief Kirk Robertson | Kawartha Lakes Police Service

Melissa McFarland | LDBIA Executive Director

1.0 – CALL TO ORDER

2.0 – ADMINISTRATIVE BUSINESS

- 2.1 - Adoption of Agenda
- 2.2 - Declarations of Pecuniary Interest
- 2.3 – Adoption of Minutes
Meeting of April 24th, 2025

3.0 – DEPUTATIONS

None Scheduled

4.0 – CORRESPONDENCE

None Scheduled

5.0 – LIAISON UPDATES

- 5.1 – Police
- 5.2 – Council
- 5.3 – Economic Development

6.0 – REPORTS

- 6.1 – Treasurer
 - *Receive Treasurer's Report – April 2025*
- 6.2 – Beautification Committee
 - *No Minutes to Approve – May 1st Meeting Notes Only*
- 6.3 – Parking / Advocacy Committee
 - *Receive Meeting Minutes of May 13th, 2025*
- 6.4 – Marketing Committee
 - *Receive Meeting Minutes of May 8th, 2025*
- 6.5 – Executive Committee
 - *Board Chair Update: Wes Found*
 - *Executive Director Update: Melissa McFarland*

7.0 – NEW BUSINESS

- 7.1 – Boundary Expansion Update
- 7.2 – Strategic Planning Update
- 7.3 – 2026 Budget Update
- 7.4 – Business Incorporation Issue

8.0 – NEXT MEETING

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

9.0 – ADJOURNMENT



MINUTES

for the Meeting of the Board of Directors

Thursday, April 24th, 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

Mark Doble | 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

5.3 – Economic Development

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

6.0 – REPORTS -----

6.1 – Treasurer

No update or discussion outside of the circulated materials.

6.2 – Beautification Committee

No update or discussion outside of the circulated materials.

6.3 – Parking / Advocacy Committee

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

6.4 – Marketing Committee

No update or discussion outside of the circulated materials.

6.5 – Executive Committee

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

Moved By: Reese Burns

Seconded By:

Resolved: That the following Reports and Minutes be approved:

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

Carried RBM2025-20

7.0 – NEW BUSINESS -----

7.1 – Boundary Expansion Update

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

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

Moved By: Sandra Patrick

Seconded By: Councillor Doble

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

Carried RBM2025-21

7.2 – Strategic Plan Update

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

7.3 – Economic Development Support Grant

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

Moved By: Reese Burns

Seconded By: Sandra Falconer

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

Carried RBM2025-22

8.0 – NEXT MEETING -----

Thursday, May 29th, 2025

7:30am

LDBIA Boardroom | 7 York Street South

9.0 – ADJOURNMENT -----

Moved By: Reese Burns

Seconded By:

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

Carried RBM2025-23

LINDSAY DOWNTOWN BIA - 2025 FINANCIALS

TREASURER'S REPORT - ENDING APRIL 30th, 2025

| | Feb | March | April | May | June | July | August | September | October | November | December | Jan-26 |
|-----------------------------|-------------------|------------------|-------------------|-----------|-----------|-----------|----------|-----------|-----------|-----------|----------|-----------|
| Opening Balance | - | 19,562.20 | 42,525.23 | - | - | - | - | - | - | - | - | - |
| Administration In | 129,050.22 | 750.00 | 500.00 | - | - | - | - | - | - | - | - | - |
| Out | 18,485.56 | 9,146.32 | 9,354.46 | 12,306.50 | 9,556.50 | 9,556.50 | 9,556.50 | 9,556.50 | 12,306.50 | 9,556.50 | 9,556.50 | 9,556.50 |
| Parking In | 15,075.68 | - | 16,017.99 | - | - | 14,660.00 | - | - | 14,660.00 | - | - | 19,660.00 |
| Out | 4,498.39 | 4,864.45 | 4,134.38 | 7,500.00 | 5,000.00 | 5,000.00 | 5,000.00 | 5,000.00 | 7,500.00 | 5,000.00 | 5,000.00 | 5,000.00 |
| Marketing In | 95,368.90 | - | - | - | 625.00 | 625.00 | 625.00 | 625.00 | - | - | - | - |
| Out | 5,798.06 | 6,461.56 | 5,153.67 | 7,705.00 | 17,300.00 | 5,530.00 | 5,530.00 | 5,530.00 | 7,630.00 | 9,485.00 | 7,564.00 | 5,530.00 |
| Beautification In | 72,208.45 | - | 65,000.00 | - | - | - | - | - | - | - | - | - |
| Out | 2,753.26 | 5,038.33 | 4,213.15 | 13,567.32 | 42,445.47 | 5,872.75 | 5,372.75 | 18,828.29 | 7,677.75 | 14,250.08 | 3,468.50 | 4,005.25 |
| Opportunity Fund In | - | - | - | 29,137.32 | - | - | - | - | - | - | - | - |
| Out | - | - | - | - | - | - | - | - | - | - | - | - |
| Account Transfers In | - | 50,097.67 | 114,000.00 | - | - | - | - | - | - | - | - | - |
| Out | 250,000.00 | - | 114,000.00 | - | - | - | - | - | - | - | - | - |
| TOTALS In | 311,703.25 | 50,847.67 | 195,517.99 | - | - | - | - | - | - | - | - | - |
| Out | 281,535.27 | 25,510.66 | 136,855.66 | - | - | - | - | - | - | - | - | - |
| Closing Balance | 19,562.20 | 42,525.23 | 95,118.01 | - | - | - | - | - | - | - | - | - |

TOTAL BUDGET SNAPSHOT

Total Budget 431,877.57

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

Projected Expenses 328,800.66
Estimated Remaining 23,175.31

ADMINISTRATION SNAPSHOT

Budget 130,300.22

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

Projected Expenses 91,508.50
Estimated Remaining 1,805.38

PARKING SNAPSHOT

Budget 66,500.00

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

Projected Expenses 50,000.00
Estimated Remaining 3,002.78

MARKETING SNAPSHOT

Budget 97,868.90

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

Projected Expenses 71,804.00
Estimated Remaining 8,651.61

NOTES

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

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

BEAUTIFICATION SNAPSHOT

Budget 137,208.45

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

Projected Expenses 115,488.16
Estimated Remaining 9,715.55

OPPORTUNITY FUND

Received 0.00

Administration 0.00
Beautification 0.00
Marketing 0.00

Remaining 0.00

ACCOUNT TRANSFERS

Transfers In 50,097.67

Transfers Out 250,000.00

Remaining In GIC Accounts 204,902.33



MINUTES

for the Meeting of the Beautification Committee

Thursday, April 10th, 2025

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

****WALKABOUT – NOTES ONLY ****

1.0 – CALL TO ORDER -----

Meeting Called to Order by the Chair:

In Attendance: Steve Podolsky, Sandra Falconer, Kevin Brasier, Reese Burns, Theresa Henry, Melissa Wemyss, Mary Hackett

Recording Secretary: Melissa McFarland

Guests: David (Johnston’s Greenhouse), William Fairman

Late Arrivals: None

Early Departures: None

Regrets / Absent: Tessa Smith

2.0 – ADMINISTRATIVE BUSINESS -----

~~2.1 – Adoption of Agenda~~

~~2.2 – Declarations of Pecuniary Interest~~

~~2.3 – Adoption of Minutes~~

3.0 – DEPUTATIONS -----

None Scheduled

4.0 – CORRESPONDENCE -----

None Received

5.0 – NEW BUSINESS -----

5.1 - Downtown Walkabout

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

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

6.0 – NEXT MEETING -----

Thursday, June 5th, 2025

8:00am

LDBIA Boardroom | 7 York Street South

7.0 – ADJOURNMENT -----



MINUTES

for the Meeting of the Parking & Advocacy Committee

Tuesday, May 13th, 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

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: 7:35am

In Attendance: Charlie McDonald, Reese Burns, Wes Found, Jim Garbutt, Steve Podolsky, Aaron Sloan, Wayne English

Recording Secretary: Melissa McFarland

Guests: Sandra Falconer

Late Arrivals: None

Early Departures: Reese Burns (9:00am)

Regrets / Absent: Dave Lembke

2.0 – ADMINISTRATIVE BUSINESS -----

2.1 - Adoption of Agenda

Moved By: Jim Garbutt **Seconded By:** Reese Burns

Resolved: That the agenda be adopted as circulated.

Carried PC2025-14

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 April 8th, 2025, be adopted.

Carried PC2025-15

3.0 – DEPUTATIONS -----

None Scheduled

4.0 – CORRESPONDENCE -----

None Received

5.0 – NEW BUSINESS -----

5.1 – Downtown Parking Lot Review

The attendees conducted a walk through downtown and the municipal parking lots to review and discuss the findings prepared by Wayne English on the maintenance, needed repairs, layout issues, and other challenges that have noted by himself, the Parking Control Officers, and businesses over the last year.

Upon completion of the tour, the Committee reconvened at the BIA Office. Melissa McFarland advised that she would draft a full report, along with accompanying photos, of all noted issues, and circulate it back to the Committee. Upon their approval, this report will be sent to all municipal departments who would be involved in the completion of the various tasks.

6.0 – NEXT MEETING -----

Tuesday, May 13th, 2025

7:30am

LDBIA Boardroom | 7 York Street South

7.0 – ADJOURNMENT -----

Moved By: Jim Garbutt **Seconded By:** Wes Found

Resolved: That the May 13th, 2025 meeting of the Parking / Advocacy Committee be adjourned at 9:25am. **Carried PC2025-16**

8.0 - TASK REVIEW -----

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



MINUTES

for the Meeting of the Marketing Committee

Thursday, May 10th, 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

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

Moved By: Sandra Patrick

Seconded By: Reese Burns

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

Carried MC2025-13

5.4 – Summer Kickoff

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

5.5 – Downtown Magazine

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

5.6 – Other Advertising & Promotions

None.

6.0 – NEXT MEETING -----

Thursday, June 12th, 2025

5:30pm

LDBIA Boardroom | 7 York Street South

7.0 – ADJOURNMENT -----

Moved By:

Seconded By:

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

Carried MC2025-14



AGENDA

for the Meeting of the Board of Directors

Thursday, May 29th, 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

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 May 29th, 2025*

3.0 – DEPUTATIONS

None Scheduled

4.0 – CORRESPONDENCE

4.1 – Received from Barbara Crowhurst, Retail Makeover

- *Supporting Downtown Lindsay's Retail Future*

5.0 – LIAISON UPDATES

5.1 – Police

5.2 – Council

5.3 – Economic Development

6.0 – REPORTS

6.1 – Treasurer

- *Receive Treasurer's Report – May 2025*

6.2 – Beautification Committee

- *Receive Meeting Minutes of June 5th, 2025*

6.3 – Parking & Advocacy Committee

- *Receive Meeting Minutes of June 10th, 2025*

6.4 – Marketing Committee

- *Receive Meeting Minutes of June 19th, 2025*

6.5 – Executive Committee

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

7.0 – NEW BUSINESS

7.1 – Boundary Expansion Update

7.2 – Strategic Planning Update

7.3 – 2026 Budget: Review Full Draft

8.0 – NEXT MEETING

Strategic Planning Session #1

Governance & Membership Engagement

Wednesday, July 2nd

5:30pm

Launch Kawartha | 165 Kent Street West

Regular Meeting

Thursday, July 31st, 2025

7:30am

LDBIA Boardroom | 7 York Street South

9.0 – ADJOURNMENT



MINUTES

for the Meeting of the Board of Directors

Thursday, May 29th, 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

Mark Doble | 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

1.0 – CALL TO ORDER -----

Meeting Called to Order by the Chair: 7:33am

In Attendance: Wes Found, Steve Podolsky, Sandra Falconer, Sandra Patrick, Adam Hayward, Sandra Patrick, Deputy Mayor Charlie McDonald, Councillor Mark Doble, Chief Kirk Robertson, Carlie Arbour

Recording Secretary: Melissa McFarland

Guests: None

Late Arrivals: Jim Garbutt (7:38am)

Early Departures: None

Regrets / Absent: Reese Burns, Nicki Dedes

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 RBM2025-24

2.2 - Declarations of Pecuniary Interest

None Declared

2.3 – Adoption of Minutes

Moved By: Councillor Doble **Seconded By:** Sandra Patrick

Resolved: That the Minutes of the meeting held on April 24th, 2025, be adopted.

Carried RBM2025-25

3.0 – DEPUTATIONS -----

None Scheduled

4.0 – CORRESPONDENCE -----

None Received

5.0 – LIAISON UPDATES -----

5.1 – Police

Chief Robertson updated. With the spring weather, there is more foot traffic downtown, and the Community Response Unit has been out and engaging with people downtown who may be in need of services. There was an assault incident that was highly publicized but was a conflict between two individuals that were known to each other, and it was not considered a threat to public safety. There has been increased foot patrols thanks to the increase in the KLPS staffing budget. The downtown's CCTV system has been well received.

5.2 – Council

Councillor Mark Doble noted that he's pleased to see that the downtown bike racks installed the previous day, as he had communications from community bike enthusiasts. Deputy Mayor Charlie McDonald updated that Public Works director Bryan Robinson resigned and Oliver Vigelius will act in the role until a replacement is named. Enzo Ingribelli will cover Oliver's management position, and has committed to attending the next Parking & Advocacy Committee meeting to review the submitted list of maintenance issues, and will assign timelines. Wes Found inquired about the municipal Parking Study and the target for the staff to return recommendations to Council – Deputy Mayor McDonald advised that he will notify the BIA ahead of the meeting so that they can prepare their own recommendations or a deputation at that time. Discussion was held about the ownership of certain right-of-ways along parking areas in the downtown and how these uncertainties affect the consistency of maintenance and responsibility. This item will be placed on the next Parking / Advocacy Agenda so that the BIA may begin to have a better understanding of property ownership in some of these gray areas.

5.3 – Economic Development

Carlie Arbour updated. Their department’s summer students are beginning their contracts, and all 4 will be working on the annual Business Count Program, plus various special projects. The Small Business Centre will be running a Planning 101 workshop in June, targeting small & home businesses to educate on zoning, by-law amendments, etc, and would appreciate anyone willing to share the info throughout their networks. She updated on the Local Economic Development Support Grant, which is currently in the evaluation phase, with notifications to applicants targeted to take place by June 20th.

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

Melissa McFarland updated. Gilbert + Burke is relocating out of Lindsay. A sandwich shop called Olive + Fig will be opening shortly next to Needful Things, as the Fermented Cellar has left. Lindsay Osteopathy will be opening next week in the alleyway behind Scott’s. Associate Memberships have been going well, with former members Home Hardware, Wall It Wall Art, Lindsay Curling Club, Nesbitt’s Meat Market, Coach & Horses, and Pie Eyed Monk returning without question, and new members Masala Kraft, Papa’s Pizza Land, Muse Laser Clinic, and Ampere confirmed, and Wings World and DOT Security just awaiting payment. The art installation begins tomorrow, and should be completed before the end of the weekend. The official unveiling will take place during the Summer Kickoff on June 27th. Classics on Kent planning is proceeding well with Wards at the helm. Discussion was held regarding challenges that will be faced with the Classics on Kent event running alongside the Milk Run the morning of Sunday, July 20th, and the impacts this will have on traffic and available routes across town, which Chief Robertson has voiced his concerns about, and there may need to be changes made in future years about the two events using the same date.

Moved By: Sandra Patrick

Seconded By: Sandra Falconer

Resolved: That the following Reports and Minutes be approved:

- Treasurer’s Report – April 2025
- Parking / Advocacy Committee – Minutes of May 13th, 2025
- Marketing Committee – Minutes of May 8th, 2025

Carried RBM2025-26

7.0 – NEW BUSINESS -----

7.1 – Boundary Expansion Update

Melissa McFarland updated. She is in the process of confirming the official next steps, and researching best practices used in other communities that have successfully implemented an expansion. She and Carlie Arbour are meeting following this meeting, to review the plan and supporting materials together. She has a template of a report ready, and as soon as she confirms the necessary documentation, the report can be submitted to the City Clerk and/or Council to request the formal initiation of the process. At Melissa McFarland’s request, Carlie Arbour was able to use the Clerk’s Office to determine that the original date of establishment for the BIA was February 1976, which would mean that the BIA’s 50th anniversary would be in the near future.

7.2 – Strategic Plan Update

Melissa McFarland advised that upon the deadline of the RFP submissions, only two formal proposals had been received. Other consultant firms who declined to submit cited that the BIA's \$15,000 budget was too low, or that they didn't have the current capacity to undertake the project, or that they believed that it was outside their scope of work. One submission received (Oosterbaan Strategy) came in with a quote of just under \$28,000. The other, from a BIA Consulting Agency called All About BIA came in just over \$10,000. Melissa McFarland presented the proposal from Patty Hayes at All About BIA as her recommended option, and also presented the recommendations that she sought from other BIA's who have recently used her services.

Moved By: Sandra Falconer

Seconded By: Sandra Patrick

Resolved: That Patty Hayes of All About BIAs be contracted to undergo the development and execution of an Action Plan for the Lindsay Downtown BIA as per the submitted quote of \$8200 plus HST.

Carried RBM2025-27

7.3 – 2026 Budget

Melissa McFarland advised that the budget drafting process is going well. The Administration budget is drafted, and will be reviewed and confirmed by the Executive Committee in June, along with the Parking Budget. The Marketing Budget is complete. The Beautification Budget will be completed by the committee at their meeting next week, and the full draft will be presented to the Board at the June 26th meeting.

7.4 – Business Incorporation Issue

Wes Found reviewed the details of the issue that has arisen due to new FINTRAC verification requirements through QuickBooks in 2025, which required proof of registration or non-profit status. Initial submissions of the BIA's status with the municipality did not satisfy FINTRAC. After registering the BIA as a non-profit under the Not-for-Profit Corporations Act, the organization received a certificate that met FINTRAC's needs, allowing payroll to continue. However, this registration also triggered a CRA account, revealing the BIA was effectively incorporated under the Not-for-Profit Act. Legal advice indicated that operating both as a municipal entity and a non-profit corporation simultaneously is complex and not advisable. The Executive Director and Board Chair have concluded that pursuing dual status is impractical given the current circumstances.

Moved By: Jim Garbutt

Seconded By: Sandra Falconer

Resolved: That the law firm of WARDS LAWYERS PC (the "Firm") be retained to be the Corporation's legal counsel for the purposes of ongoing general corporate advice; that the Executive Director, Melissa McFarland is authorized and directed to sign the Firm's general corporate retainer agreement and all ancillary documents required to give effect to the retainer; and that the above named is designated as the Firm's primary contact for providing instructions to the Firm and for receiving information from the Firm on behalf of the Board.

Carried RBM2025-28

8.0 – NEXT MEETING -----

Thursday, June 26th, 2025

7:30am

LDBIA Boardroom | 7 York Street South

9.0 – ADJOURNMENT -----

Moved By: Jim Garbutt

Seconded By: Wes Found

Resolved: That the May 29th, 2025 meeting of the Board of Directors be adjourned at 8:39am.

Carried RBM2025-29

From: [Barbara Crowhurst](#)
To: delmslie@kawarthalakes.ca; [Melissa McFarland](#) | [Lindsay Downtown BIA](#); ecdev@kawarthalakes.ca
Subject: Message to Lindsay [Mayor / BIA Director / Economic Development Team]
Date: Wednesday, June 4, 2025 12:33:19 PM

Re: Supporting Downtown Lindsay's Retail Future : Strengthening Lindsay's Retail Core

Dear Mayor Doug Elmslie

and...

Executive Director of BIA: Melissa McFarland

and ...

Rebecca Mustard – Manager of Economic Development, Kawartha Lakes
Lindsey Schoenmakers – Economic Development Officer, Business Development
Carlie Arbour – Economic Development Officer, Downtown Revitalization
Sandy Greenberg – Economic Development Officer, Small Business Programs
Jennifer Johnston – Administrative Assistant, Economic Development Team

I hope this message finds you all well.

My name is Barbara Jean Crowhurst, and I'm a retail business advisor with over 30 years of experience supporting independent retailers across Canada, the United States, and Mexico. I'm deeply committed to helping small businesses succeed and am currently working in Lindsay with Kate Westcott, owner of Kate Co Home & Design Studio, located in the heart of downtown.

Through my work with Kate, I've developed a strong appreciation for the potential of Lindsay's downtown core. At the same time, I've seen firsthand the mounting pressures facing independent retailers: the dominance of online shopping, rising operational costs, shifting consumer habits, labour shortages, digital overload, and declining foot traffic. These challenges are placing enormous strain on brick-and-mortar businesses that are working hard to stay relevant and financially viable.

That's why the town's recent streetscape planning and infrastructure improvements are so encouraging. These investments come at a critical time and offer a unique opportunity to revitalize the core—not just in appearance, but economically. Their full impact will be realized when paired with coordinated efforts to attract and direct traffic from major highways into the downtown area, encouraging both locals and visitors to discover and support Lindsay's growing mix of independent retail offerings.

I believe there is meaningful potential for collaboration between the City of Kawartha Lakes, the Economic Development Office, and the Downtown BIA to align revitalization efforts with targeted, retail-focused strategies that drive foot traffic, increase visibility, and support sustainable growth.

I would welcome the opportunity to contribute to these discussions and share practical insights based on current retail realities and front-line experience.

Warm regards,

Barbara J. Crowhurst

Retail Business Advisor

Working with Kate Westcott, Kate Co Home & Design Studio

We Know The Retail Business

Barbara J. Crowhurst

Leading International Retail Business Expert

Author

Speaker

Trainer

Store Designer

Merchandising Specialist

Social Media Marketing Specialist

Text/Phone: 416.522.8169

Email: retailmakeoverca@gmail.com

Site: www.retailmakeover.ca

Stephen A. Crowhurst

Website Consulting, Training, Setup, Design, Customizing,
Maintenance, SEO Optimization, Newsletter Support

Text/Phone: 416.553.8056

Email: retailmakeoverweb@gmail.com

Site: www.retailmakeoverweb.com

Retail

Makeover

I.T.



MINUTES

for the Meeting of the Beautification Committee

Thursday, June 6th, 2025

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: 8:05am

In Attendance: Steve Podolsky, Sandra Falconer, Reese Burns, Theresa Henry, Melissa Wemyss

Recording Secretary: Melissa McFarland

Guests: None

Late Arrivals: None

Early Departures: None

Regrets / Absent: Kevin Brasier, Tessa Smith

2.0 – ADMINISTRATIVE BUSINESS -----

2.1 - Adoption of Agenda

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

Resolved: That the agenda be adopted as circulated.

Carried BC2025-08

2.2 - Declarations of Pecuniary Interest

2.3 – Adoption of Minutes

Moved By: Theresa Henry **Seconded By:** Reese Burns

Resolved: That the Minutes of the meeting held on March 11th be adopted.

Carried BC2025-09

3.0 – DEPUTATIONS -----

None Scheduled

4.0 – CORRESPONDENCE -----

None Received

5.0 – NEW BUSINESS -----

5.1 – Budget Update

The Committee reviewed the year to date financials prepared by Melissa McFarland.

5.2 – Summer Install Update

Storefront planters were installed by Highway Garden Centre on Monday, and hanging baskets arrived via Johnston's Greenhouse the same day. There are a handful of storefront plants left, and Melissa McFarland and Steve Podolsky will pull extra planters down from upstairs and distribute the remaining throughout the downtown today. There was a delay in obtaining water from Victoria Park, but Johnston's also worked on the bumpout flowerbeds and cement planters throughout the week. The bumpout at the corner of Kent and York is experiencing major drainage issues, and Engineering was reaching out to CIMA who is reviewing the original plans and hopefully will provide a solution. The planting for that bed is on hold in the meantime. Trees were replaced via Gray's Landscaping, with gator bags on ones that require extra assistance. A few still seem as if they are struggling, and Melissa McFarland will reach out to Tessa Smith to request a final inventory now that they have all budded. Bike racks were installed the previous week. Additional materials for #1 Kent were purchased by Sandra Falconer.

5.3 – Banner Project Update

Steve Podolsky and Melissa McFarland updated. Gathering content is taking longer than expected, but they finally gained access to the library's collection, and there is plenty of content there, it will just take some time to review everything there and work with the library's resource staff to obtain the digital files. A suggestion was made to extend the completion goal and install of the banners to spring 2026, which will then align with the BIA's 50th anniversary, and allow the committee more time

to make quality choices in the content. Melissa McFarland will contact the supplier to inform them and will request an updated quote for next year, understanding that the delay will likely cause it to increase slightly.

5.4 – Canada Flags

Small Canada Flags (5x8”) will be ordered to install in storefront planters the week of June 26th so that they are in for the Summer Kickoff and Canada Day weekend.

5.5 – 2026 Budget

The Committee reviewed the draft budget prepared by Melissa McFarland. Most line items were kept ‘status quo’ based on the quotes and expected expenses of the current year, with approximate 5% increase on materials for expected general increases.

Discussion was held regarding the option of providing spring storefront planters to help bridge the gap between the winter cedars and summer storefront planters, as April & May can often produce nice spring days and the downtown feels in dire need of fresh colour. Melissa McFarland will contact Highway Garden Centre who is providing storefront planters for summer, fall and winter this year, and ask them for some general ideas and prices, and if these seem reasonable to the committee, it can be added to the 2026 budget and included in the RFP that will be circulated at the end of the year.

It was noted that Public Works summer students have been working in the downtown for garbage and sweeping, and Melissa McFarland will inquire about what specific tasks and general schedule they have, and if weeding the flowerbeds could be part of their tasks. Melissa McFarland will also add a budget item for the possibility of a maintenance summer student through Canada Summer Jobs next year, and the employer costs are minimal if approved.

5.6 – Other Items

Discussion was held about the large street banner that overhangs Kent Street west of Victoria Avenue. This is organized by the City for community events, but Melissa McFarland will inquire if the BIA could have a ‘default’ banner there that would be an entryway sign anytime there is not an event banner installed. If the City is amenable to this idea, she will then investigate costs of printing.

Discussion was held about funds raised via the Dan Burns Memorial Golf tournament, and that the family may have interest in providing funds, possibly annually to the downtown for some kind of artistic or historical element in Dan’s name. Further discussions will take place.

6.0 – NEXT MEETING -----

Thursday, July 3rd, 2025

8:00am

LDBIA Boardroom | 7 York Street South

7.0 – ADJOURNMENT -----

Moved By: Melissa Wemyss

Seconded By: Reese Burns

Resolved: That the Beautification Committee Meeting of June 5th, 2025 be adjourned at 9:15am.

Carried BC2025-10



MINUTES

for the Meeting of the Marketing Committee

Thursday, June 19th, 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: 6:25pm

In Attendance: Sandra Patrick, Aleksandra Bartley, Nicki Dedes, Katelyn Graham, Michele Sauve

Recording Secretary: Mary Hackett

Guests: None

Late Arrivals: None

Early Departures: None

Regrets / Absent: Melissa McFarland, Reese Burns, Sandra Falconer

2.0 – ADMINISTRATIVE BUSINESS -----

2.1 - Adoption of Agenda

Moved By: Michele Sauve

Seconded By: Alex Bartley

Resolved: That the agenda be adopted as circulated.

Carried MC2025-15

2.2 - Declarations of Pecuniary Interest

None Declared

2.3 – Adoption of Minutes

Moved By: Nicki Dedes

Seconded By: Katelyn Graham

Resolved: That the Minutes of the May 8th, 2025 meeting be approved.

Carried MC2025-16

3.0 – DEPUTATIONS -----

None Scheduled

4.0 – CORRESPONDENCE -----

None Received

5.0 – NEW BUSINESS -----

5.1 – Budget Review

The updated financials were provided, along with the current status of the Summer Kickoff and Downtown Magazine.

5.2 – Magazine Update

Mary Hackett updated. The final draft is currently at the printer, and the 2000 copies being provided for direct distribution should be here by the Summer Kickoff. The remaining 8000 are being shipped to Post Media for door to door delivery to the majority of K9V postal codes by the second week of July.

5.3 – Summer Kickoff

Katelyn Graham advised that the ValuMart lot will need to be hosed down prior to hosting the kids area there, and the BIA's maintenance crew will complete this. In order to help cross-promote the Almost Hip show at the Academy, the BIA will run a social media contest for tickets as soon as possible. All other elements have been confirmed.

5.4 – Outside Event Supports

Discussion was held regarding requests from downtown businesses for support for shopping events being held throughout the summer, specifically for a DJ for shopping nights, and general support towards a September event in the works. The committee proposed that \$2000 be made available for all costs associated for these combined events, and the organizers will be required to fill out the more detailed Events Grant Program form with specific tangible costs before any funds are released.

5.5 – Saturday Visitor Traffic

Deferred for future meetings.

5.6 – Other Advertising & Promotions

Mary Hackett brought forth the idea of drone videos that have been proposed by a couple of different outside companies. This footage could be used for general marketing purposes. More information will be provided in a future meeting.

6.0 – NEXT MEETING -----

Regular Meeting
Thursday, July 10th, 2025
5:30pm
LDBIA Boardroom | 7 York Street South

Strategic Planning Session
Wednesday, August 27th, 2025
5:30pm
Launch Kawartha | 165 Kent Street West

7.0 – ADJOURNMENT -----

Moved By: Michele Sauve

Seconded By: Sandra Patrick

Resolved: That the June 19th, 2025 meeting of the Marketing Committee be adjourned at 7:30pm.

Carried MC2025-17



MINUTES

for the Meeting of the Parking & Advocacy Committee

Tuesday, June 10th, 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

LIAISONS

Wayne English | LDBIA Community Liaison

Melissa McFarland | LDBIA Executive Director

Oliver Vigelius / Dave Lembke / Enzo Ingribelli | CKL Public Works

Aaron Sloan | CKL Manager of Municipal Law Enforcement

1.0 – CALL TO ORDER -----

Meeting Called to Order by the Chair: 7:35am

In Attendance: Charlie McDonald, Wes Found, Jim Garbutt, Adam Hayward, Steve Podolsky, Wayne English, Oliver Vigelius

Recording Secretary: Melissa McFarland

Guests: None

Late Arrivals: None

Early Departures: Oliver Vigelius (8:15am)

Regrets / Absent: Reese Burns, Aaron Sloan, Enzo Ingribelli

2.0 – ADMINISTRATIVE BUSINESS -----

2.1 - Adoption of Agenda

Moved By: Steve Podolsky **Seconded By:** Jim Garbutt

Resolved: That the agenda be adopted as circulated.

Carried PC2025-17

2.2 - Declarations of Pecuniary Interest

None Declared

3.1 - Adoption of Minutes

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

Resolved: That the minutes of the meeting held on May 13th, 2025, be adopted.

Carried PC2025-18

3.0 – DEPUTATIONS -----

None Scheduled

4.0 – CORRESPONDENCE -----

None Received

5.0 – NEW BUSINESS -----

5.1 – Community Liaison Report

Wayne English reviewed. As Aaron Sloan is away, Charlie McDonald recommended that he and Wayne English meet with him separately upon his return to address the issues noted in the report, mostly regarding the ongoing ticketing hardware and software issues. There was no other discussion or resolutions outside of the contents of the report.

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

Resolved: That the above report be received.

Carried PC2025-19

5.2 – Review of Downtown Walkabout Report & Task List

Oliver Vigelius reviewed each of the tasks outlined in the report, and indicated that signage and line painting issues will be taken care of. Issues with paving in lots can be addressed by his department when it's resurfacing and patching, but full paving is through Engineering. Each item was reviewed, and additional items noted by Committee members in the meantime will be sent to Melissa McFarland to add to the master list. Issues with graffiti are an ongoing concern, and Parks has been contacted for recommendations on removal. Melissa McFarland will reach out to OBIAA to gather information on municipalities and other BIA's who have active policies for preventing and responding to graffiti issues.

LINDSAY DOWNTOWN BIA - 2025 FINANCIALS

TREASURER'S REPORT - ENDING MAY 31st, 2025

| | Feb | March | April | May | June | July | August | September | October | November | December | Jan-26 |
|-----------------------------|-------------------|------------------|-------------------|------------------|-----------|-----------|----------|-----------|-----------|-----------|----------|-----------|
| Opening Balance | 19,438.57 | 19,562.20 | 42,525.23 | 95,118.01 | - | - | - | - | - | - | - | - |
| Administration In | 119,813.32 | 750.00 | 500.00 | 2,136.41 | - | - | - | - | - | - | - | - |
| Out | 18,485.56 | 9,146.32 | 9,354.46 | 12,926.95 | 9,448.50 | 9,448.50 | 9,448.50 | 9,448.50 | 12,198.50 | 9,448.50 | 9,448.50 | 9,448.50 |
| Parking In | 15,075.68 | - | 16,017.99 | - | - | 14,660.00 | - | - | 14,660.00 | - | - | 19,660.00 |
| Out | 4,498.39 | 4,864.45 | 4,134.38 | 6,184.77 | 5,000.00 | 5,000.00 | 5,000.00 | 5,000.00 | 7,500.00 | 5,000.00 | 5,000.00 | 5,000.00 |
| Marketing In | 88,650.00 | - | - | 200.00 | 625.00 | 625.00 | 625.00 | 625.00 | - | - | - | - |
| Out | 5,798.06 | 6,375.68 | 5,553.67 | 7,893.60 | 9,681.13 | 6,784.40 | 6,784.40 | 6,784.40 | 8,884.40 | 6,784.40 | 6,784.40 | 7,034.40 |
| Beautification In | 55,150.00 | - | 65,000.00 | - | - | - | - | - | - | - | - | - |
| Out | 2,647.54 | 5,042.81 | 4,115.05 | 3,240.70 | 38,092.72 | 5,785.00 | 5,285.00 | 5,285.00 | 19,497.56 | 12,951.22 | 3,410.00 | 3,885.00 |
| Opportunity Fund In | - | - | - | - | 29,137.32 | - | - | - | - | - | - | - |
| Out | - | - | - | - | - | - | - | - | 10,735.00 | - | - | - |
| Account Transfers In | - | 50,097.67 | 114,000.00 | - | - | - | - | - | - | - | - | - |
| Out | 250,000.00 | - | 114,000.00 | - | - | - | - | - | - | - | - | - |
| TOTALS In | 278,689.00 | 50,847.67 | 195,517.99 | - | - | - | - | - | - | - | - | - |
| Out | 281,429.55 | 25,429.26 | 137,157.56 | - | - | - | - | - | - | - | - | - |
| Closing Balance | 19,562.20 | 42,525.23 | 95,118.01 | 75,999.76 | - | - | - | - | - | - | - | - |

TOTAL BUDGET SNAPSHOT

| | |
|----------------------------|-------------------|
| Total Budget | 465,701.30 |
| Actual Received Income | 427,825.09 |
| Actual Expenses to Date | 120,997.39 |
| <i>Projected Expenses</i> | <i>274,551.42</i> |
| <i>Estimated Remaining</i> | <i>53,044.96</i> |

ADMINISTRATION SNAPSHOT

| | |
|----------------------------|-------------------|
| Budget | 129,736.63 |
| Actual Received Income | 141,673.53 |
| Actual Expenses to Date | 49,913.29 |
| <i>Projected Expenses</i> | <i>78,338.00</i> |
| <i>Estimated Remaining</i> | <i>1,485.34</i> |

PARKING SNAPSHOT

| | |
|----------------------------|------------------|
| Budget | 66,500.00 |
| Actual Received Income | 17,517.99 |
| Actual Expenses to Date | 19,681.99 |
| <i>Projected Expenses</i> | <i>42,500.00</i> |
| <i>Estimated Remaining</i> | <i>4,318.01</i> |

MARKETING SNAPSHOT

| | |
|----------------------------|-------------------|
| Budget | 103,118.90 |
| Actual Received Income | 102,287.80 |
| Actual Expenses to Date | 25,621.01 |
| <i>Projected Expenses</i> | <i>59,521.92</i> |
| <i>Estimated Remaining</i> | <i>19,270.77</i> |

NOTES

| |
|--|
| |
|--|

BEAUTIFICATION SNAPSHOT

| | |
|----------------------------|-------------------|
| Budget | 137,208.45 |
| Actual Received Income | 137,208.45 |
| Actual Expenses to Date | 15,046.10 |
| <i>Projected Expenses</i> | <i>94,191.50</i> |
| <i>Estimated Remaining</i> | <i>27,970.85</i> |

OPPORTUNITY FUND

| | |
|-----------------|------------------|
| Received | 29,137.32 |
| Administration | 10,735.00 |
| Beautification | 0.00 |
| Marketing | 0.00 |
| Remaining | 18,402.32 |

ACCOUNT TRANSFERS

| | |
|----------------------------------|-------------------|
| Transfers In | 50,097.67 |
| Transfers Out | 250,000.00 |
| Remaining In GIC Accounts | 205,000.00 |



Operating Year | February 2026 - January 2027

ADMINISTRATION

Expense Categories

| | |
|-----------------------------|-------------------|
| Occupancy | 22,500.00 |
| Operational Expenses | 16,000.00 |
| Subscriptions & Membership | 9,700.00 |
| Payroll: Executive Director | 76,100.00 |
| TOTAL | 124,300.00 |

Other Income Sources

| | |
|-----------------------------|------------------|
| 2025 Carryover | - |
| Associate Membership Target | 3,000.00 |
| Opportunity Fund (HST) | 20,000.00 |
| TOTAL | 23,000.00 |

| | |
|---|---------------------|
| LEVY ASK | \$101,300.00 |
| Levy Increase from 2025 | -4.15% |
| Administration Portion of Total Levy | 37.72% |
| Member Increase Per \$100K Assessed Value | -\$7.99 |

BEAUTIFICATION

Expense Categories

| | |
|-----------------------------|-------------------|
| Flowers & Plants | 61,200.00 |
| Maintenance | 48,700.00 |
| Projects | 9,000.00 |
| Payroll: Casual Maintenance | 5,788.00 |
| TOTAL | 124,688.00 |

Other Income Sources

| | |
|----------------|------------------|
| 2025 Carryover | - |
| CPDF Grant | 65,000.00 |
| Other | - |
| TOTAL | 65,000.00 |

| | |
|---|--------------------|
| LEVY ASK | \$59,688.00 |
| Levy Increase from 2025 | 8.23% |
| Beautification Portion of Total Levy | 22.22% |
| Member Increase Per \$100K Assessed Value | \$9.32 |

MARKETING

Expense Categories

| | |
|--------------------------------|------------------|
| Activations & Events | 22,000.00 |
| Advertising & Promotions | 17,700.00 |
| Payroll: Marketing Coordinator | 57,020.00 |
| TOTAL | 96,720.00 |

Other Income Sources

| | |
|----------------|-----------------|
| 2025 Carryover | - |
| Sponsorships | 5,000.00 |
| Other | - |
| TOTAL | 5,000.00 |

| | |
|---|--------------------|
| LEVY ASK | \$91,720.00 |
| Levy Increase from 2025 | 3.46% |
| Marketing Portion of Total Levy | 34.15% |
| Member Increase Per \$100K Assessed Value | \$6.03 |

PARKING

Expense Categories

| | |
|----------------------------|------------------|
| General Expenses | 1,000.00 |
| Payroll: Community Liaison | 55,380.00 |
| Payroll: Parking Control | 19,500.00 |
| TOTAL | 75,880.00 |

Other Income Sources

| | |
|----------------|------------------|
| 2025 Carryover | - |
| By-Law Subsidy | 60,000.00 |
| Other | - |
| TOTAL | 60,000.00 |

| | |
|---|--------------------|
| LEVY ASK | \$15,880.00 |
| Levy Increase from 2025 | 694.00% |
| Parking Portion of Total Levy | 5.91% |
| Member Increase Per \$100K Assessed Value | \$30.14 |

SUMMARY

| | |
|--------------------|--------------|
| Total Expenses | \$421,588.00 |
| Total Other Income | \$153,000.00 |

| | |
|-------------------------|---------------------|
| Levy Ask | \$268,588.00 |
| Levy Increase from 2025 | 7.69% |

| | |
|---|---------|
| Member Increase Per \$100K Assessed Value | \$37.51 |
|---|---------|

ADMINISTRATION BUDGET DETAIL *(Executive Committee Approved Draft)*

| OCCUPANCY | 2025 | 2026 | Notes |
|-------------------------|------------------|------------------|--|
| Lease (A&L Investments) | 10,848.00 | 12,200.00 | <i>Increase as per approved lease</i> |
| Internet (Cogeco) | 2,711.28 | 2,800.00 | <i>Annual total, fixed</i> |
| Hydro (Hydro One) | 2,972.16 | 3,200.00 | <i>Annual average by variable month, +5% ↑</i> |
| Insurance (Cooperators) | 2,443.06 | 2,600.00 | <i>Annual +5% ↑</i> |
| Phone (Bell Mobility) | 1,776.00 | 1,700.00 | <i>Annual total, fixed</i> |
| TOTAL | 20,750.50 | 22,500.00 | |

| OPERATIONAL EXPENSES | 2025 | 2026 | Notes |
|--------------------------------|------------------|------------------|--|
| General Operational Expenses | 6,000.00 | 6,000.00 | <i>\$500 monthly for office supplies & general operations</i> |
| Bank & Other Financial Charges | 600.00 | 600.00 | <i>\$50 monthly for banking, WSIB, other financial charges</i> |
| Meals & Entertainment | 900.00 | 900.00 | <i>\$75 monthly</i> |
| Professional Development | 6,500.00 | 6,500.00 | <i>OBIAA Conference x3, Professional Events & Education Sessions</i> |
| Membership Support | 2,000.00 | 2,000.00 | <i>AGM, welcome packages, condolence flowers, etc</i> |
| TOTAL | 16,000.00 | 16,000.00 | |

| SUBSCRIPTIONS & MEMBERSHIPS | 2025 | 2026 | Notes |
|-----------------------------|-----------------|-----------------|--|
| OBIAA | 1,343.02 | 1,400.00 | <i>2026 Membership & Mainstreet CRM annual renewal</i> |
| Business Memberships | 824.90 | 900.00 | <i>LDCC & CFIB annual memberships</i> |
| IT & Web | 4,119.98 | 4,200.00 | <i>McFarland IT Services, Webflow, Vianet Domain Hosting</i> |
| Software Subscriptions | 3,000.00 | 3,200.00 | <i>Quickbooks Accounting & Payroll, Canva, Adobe</i> |
| TOTAL | 9,287.90 | 9,700.00 | |

| PAYROLL | 2025 | 2026 | Notes |
|--------------------|------------------|------------------|--|
| Executive Director | 65,000.00 | 70,000.00 | <i>Proposed increase via Board Chair</i> |
| Employer Costs | 5,645.64 | 6,100.00 | <i>Calculated</i> |
| TOTAL | 70,645.64 | 76,100.00 | |

2025 Budget Summary

| | |
|-------------------------|-------------------|
| Expenses | 116,684.04 |
| Other Sources of Income | 12,736.90 |
| Levy Ask | 105,689.00 |

2026 Committee Proposal to Board

| | |
|-------------------------------|-------------------|
| Expenses | 124,300.00 |
| Income: 2025 Carryover | - |
| Income: Associate Memberships | 3,000.00 |
| Income: Opportunity Fund | 20,000.00 |
| Levy Ask | 101,300.00 |
| Levy Ask Increase from 2025 | -4.15% |

BEAUTIFICATION BUDGET DETAIL *(Beautification Committee Approved Draft)*

| FLOWERS & PLANTS | 2025 | 2026 | Notes |
|--------------------------------|------------------|------------------|---|
| Summer - Storefront Planters | 8,541.22 | 8,900.00 | |
| Summer - Large Cement Planters | 4,802.50 | 5,000.00 | |
| Summer - Bumpout Flowerbeds | 4,576.50 | 4,800.00 | |
| Summer - Hanging Baskets | 14,887.50 | 15,400.00 | |
| Fall - Storefront Planters | 6,474.56 | 6,800.00 | |
| Fall - Large Cement Planters | 4,633.00 | 4,900.00 | |
| Winter - Storefront Planters | 8,541.22 | 8,900.00 | |
| Winter - Large Cement Planters | 1,000.00 | 1,000.00 | |
| #1 Kent Materials | 2,000.00 | 1,000.00 | |
| Other / Carryover | 4,543.50 | n/a | |
| Spring - Storefront Planters | | 4,500.00 | <i>New for 2026, to bridge gap between winter cedars & summer</i> |
| TOTAL | 60,000.00 | 61,200.00 | |

| MAINTENANCE | 2025 | 2026 | Notes |
|-------------------------------------|------------------|------------------|---|
| Contract Fees | 41,000.00 | 41,000.00 | |
| Miller Bin | 2,000.00 | 1,700.00 | <i>Annual - \$370 / Encroachment \$130 / Pickups - \$1200</i> |
| Monthly General Expenses & Gas | 4,500.00 | 5,000.00 | |
| Canada Summer Jobs - Employer Costs | | 1,000.00 | |
| TOTAL | 47,500.00 | 48,700.00 | |

| PROJECTS | 2025 | 2026 | Notes |
|----------------|------------------|-----------------|-------|
| Holiday Décor | 5,000.00 | 3,000.00 | |
| Other Projects | 17,208.45 | 6,000.00 | |
| TOTAL | 22,208.45 | 9,000.00 | |

| PAYROLL | 2025 | 2026 | Notes |
|--------------------|-----------------|-----------------|-----------------------------------|
| Casual Maintenance | | 5,616.00 | <i>6 hours per week @ \$18.00</i> |
| Employer Costs | | 172.00 | <i>Calculated</i> |
| TOTAL | 7,500.00 | 5,788.00 | |

2025 Budget Summary

| | |
|-------------------------|------------------|
| Expenses | 137,208.45 |
| Other Sources of Income | 82,058.65 |
| Levy Ask | 55,150.00 |

2026 Committee Proposal to Board

| | |
|-----------------------------|-------------------|
| Expenses | 124,688.00 |
| Income: 2025 Carryover | - |
| Income: CPDF Grant | 65,000.00 |
| Income: Other | - |
| Levy Ask | 59,688.00 |
| Levy Ask Increase from 2025 | 8.23% |

MARKETING BUDGET DETAIL (Marketing Committee Approved Draft)

| ACTIVATIONS & EVENTS | 2025 | 2026 | Notes |
|---------------------------------|------------------|------------------|-------|
| Spring Food Activation | 1,000.00 | 1,000.00 | |
| Easter Activation | 1,000.00 | 1,500.00 | |
| Summer Kickoff | 4,000.00 | 4,000.00 | |
| Fall Food Activation | 1,000.00 | 1,000.00 | |
| Halloween Activation | 500.00 | 500.00 | |
| Holiday Passport | 5,000.00 | 5,000.00 | |
| Holiday Kickoff & Tree Lighting | 4,000.00 | 4,000.00 | |
| Community Event Support | 5,000.00 | 5,000.00 | |
| TOTAL | 21,500.00 | 22,000.00 | |

| ADVERTISING & PROMOTIONS | 2025 | 2026 | Notes |
|-----------------------------------|------------------|------------------|-------|
| Trent Severn Waterway Magazine | 950.00 | 1,000.00 | |
| Exploring Lindsay | 900.00 | 950.00 | |
| Social Media Campaigns | 800.00 | 750.00 | |
| General Advertising Opportunities | 7,500.00 | 7,500.00 | |
| Magazine & Other Special Projects | 12,218.90 | 7,500.00 | |
| TOTAL | 22,368.90 | 17,700.00 | |

| PAYROLL | 2025 | 2026 | Notes |
|-----------------------|------------------|------------------|------------|
| Marketing Coordinator | 50,000.00 | 52,500.00 | 5% ↑ |
| Employer Costs | 4,000.00 | 4,520.00 | Calculated |
| TOTAL | 54,000.00 | 57,020.00 | |

2025 Budget Summary

| | |
|-------------------------|------------------|
| Expenses | 97,868.90 |
| Other Sources of Income | 9,218.90 |
| Levy Ask | 88,650.00 |

2026 Committee Proposal to Board

| | |
|-----------------------------|------------------|
| Expenses | 96,720.00 |
| Income: 2025 Carryover | - |
| Income: Sponsorships | 5,000.00 |
| Income: Other | - |
| Levy Ask | 91,720.00 |
| Levy Ask Increase from 2025 | 3.46% |

PARKING BUDGET DETAIL *(Executive Committee Approved Draft)*

| MISCELLANEOUS EXPENSES | 2025 | 2026 | Notes |
|-----------------------------|-----------------|-----------------|-------|
| Uniforms & General Expenses | 2,000.00 | 1,000.00 | |
| TOTAL | 2,000.00 | 1,000.00 | |

| PAYROLL | 2025 | 2026 | Notes |
|--------------------------|------------------|------------------|----------------------------|
| Community Liaison | 11,700.00 | 50,960.00 | <i>35 hr / week @ \$28</i> |
| Employer Costs | 390.00 | 4,420.00 | <i>Calculated</i> |
| Parking Control Officers | 45,500.00 | 18,200.00 | <i>14 hr / week @ \$25</i> |
| Employer Costs | 3,250.00 | 1,300.00 | <i>Calculated</i> |
| TOTAL | 60,840.00 | 74,880.00 | |

| 2025 Budget Summary | |
|---------------------|--|
|---------------------|--|

| | |
|-------------------------|-----------|
| Expenses | 62,840.00 |
| Other Sources of Income | 60,000.00 |
| Levy Ask | - |

| 2026 Committee Proposal to Board | |
|----------------------------------|--|
|----------------------------------|--|

| | |
|-----------------------------|------------------|
| Expenses | 75,880.00 |
| Income: 2025 Carryover | - |
| Income: By-Law Subsidy | 60,000.00 |
| Income: Other | - |
| Levy Ask | 15,880.00 |
| Levy Ask Increase from 2025 | 694.00% |



AGENDA

for the Meeting of the Board of Directors

Thursday, July 31st, 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

Councillor 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 June 26th, 2025*

3.0 – DEPUTATIONS

None Scheduled

4.0 – CORRESPONDENCE

None Received

5.0 – LIAISON UPDATES

5.1 – Police

5.2 – Council

5.3 – Economic Development

6.0 – REPORTS

6.1 – Treasurer

- *Receive Treasurer's Report – June 2025*

6.2 – Beautification Committee

- *Receive Meeting Minutes of July 17th, 2025*

- *Receive Recommendation:*

“That the Beautification Committee recommend to the Board of Directors that a formal request be made to the City of Kawartha Lakes to install metal tree grates on every tree pit in the downtown reconstruction area, citing benefits such as pedestrian safety, tree health & longevity, ease of maintenance and increased aesthetics for the downtown post-reconstruction.”

6.3 – Parking & Advocacy Committee

- *Receive Meeting Minutes of June 8th, 2025*

6.4 – Marketing Committee

- *Receive Meeting Minutes of July 9th, 2025*

6.5 – Executive Committee

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

7.0 – NEW BUSINESS

7.1 – 2026 Budget: Review & Approve Full Draft

7.2 – Boundary Expansion Update

7.3 – Website RFP

7.4 – Graffiti / Posters & Flyers

7.5 – Special Event Signage

8.0 – NEXT MEETING

TBD

9.0 – ADJOURNMENT



MINUTES

for the Meeting of the Board of Directors

Thursday, June 26th, 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

Mark Doble | 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

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

Melissa McFarland updated. The BIA's application to the Economic Development Support Grant was successful in the amount of \$20K. The grant is intended to support operational costs, and because the BIA has budgeted for the current year's operations via the general levy, that means that \$20K can be freed from the Administration budget for other projects via the Opportunity Fund. She would like to advocate for a new website, and proposes bringing proposal and costs to July meeting if the Board is amenable. She will place the website update on each committee agenda for their input, and bring information forward. The Canada Summer Jobs staff have started, with Meghan Dermedy in the Data Administration role, updating the BIA's membership data, rolling out the CRM, and assisting the Economic Development summer team with their annual Business Count project. The other, Will Fairman, completed his semester's co-op this past week, and begins his summer employment here as Marketing Assistant on July 2nd. Business movement downtown includes Olive & Fig having opened their grab-and-go café on Cambridge Street South, and Shine African & Caribbean Store at 146 Kent.

Moved By: Reese Burns

Seconded By: Jim Garbutt

Resolved: That \$20,000 be moved from the Administration Budget to the Opportunity Fund, upon receipt of the approved funds from the Economic Development Support Grant.

Carried RBM2025-33

Moved By: Sandra Falconer

Seconded By: Sandra Patrick

Resolved: That the following Reports and Minutes be approved:

- Treasurer's Report – May 2025
- Beautification Committee – June 5th, 2025
- Parking & Advocacy Committee – Minutes of June 10th, 2025
- Marketing Committee – Minutes of June 19th, 2025
- Executive Committee – Minutes of June 12th, 2025

Carried RBM2025-34

7.0 – NEW BUSINESS -----

7.1 – Boundary Expansion Update

Melissa McFarland updated. She has begun to draft the report that will be sent to the City of Kawartha Lakes' Clerk, who will then take the project to Council for approval to move forward. Carlie Arbour had advised her that she has confirmed all of the details of the process to move forward from Economic Development's side via the Clerk's Office. She also advised that it would be significantly valuable for the BIA to have engaged directly with both their own membership and the potential new properties and tenants before making any formal requests.

The Board discussed additional content for the report that better presents the work done on costs versus benefits, and expanding the marketing material for both potential new properties, as well as the existing membership, that will clearly show how the expanded services and additional value can benefit all. It was noted that the BIA needs to continue to improve the maintenance and visuals of the public space downtown if we're to advocate for expanded boundaries – for example, the creation of a formalized graffiti response program. This specific item will be placed on the next Advocacy Agenda.

7.2 – Strategic Plan Update

Melissa McFarland advised that Patty Hayes, with All About BIA's was confirmed as the planning consultant following the previous Board Meeting. In order to maximize her time in person, and reduce conducting sessions virtually, the four sessions will be conducted in two sets of two on back to back days this summer. The first two sessions, on Governance & Membership Engagement, as well as Beautification, will take place on Wednesday, July 2nd and Thursday, July 3rd, and the next two sessions will take place at the end of August. Launch Kawartha was secured as the location for all four sessions and the space is being generously provided at no cost. The target for the completion of the plan is the October Annual General Meeting, where Patty will return to present the final product to the membership as the guest speaker for the evening. Discussion was held regarding the idea of engaging the membership somewhere in the process.

Moved By: Sandra Falconer

Seconded By: Jim Garbutt

Resolved: That in addition to the four previously scheduled sessions, that Patty Hayes be requested to conduct a membership /stakeholder session in early September.

Carried RBM2025-35

7.3 – 2026 Budget

Melissa McFarland presented the initial completed draft of the 2026 Operating Year Budget. The Marketing & Beautification budgets were prepared by the respective committees, and the Administration and Executive budgets internally, with the full draft already having been reviewed by the Executive Committee at their June 12th meeting. There were no immediate changes requested by the Board, but it was noted that the Beautification may need to re-review some of their items at their July meeting, and if these changes are made, they will be reflected in the final draft that will be circulated with the July Board Agenda. A full approval will be required at this July meeting so that the budget can be submitted to the CKL Treasurer's office by their expected August deadline.

8.0 – NEXT MEETING -----

Thursday, July 31st, 2025

7:30am

LDBIA Boardroom | 7 York Street South

9.0 – ADJOURNMENT -----

Moved By: Jim Garbutt

Seconded By: Councillor Doble

Resolved: That the June 26th, 2025 meeting of the Board of Directors be adjourned at 8:48am.

Carried RBM2025-36

LINDSAY DOWNTOWN BIA - 2025 FINANCIALS

TREASURER'S REPORT - ENDING JUNE 30th, 2025

| | Feb | March | April | May | June | July | August | September | October | November | December | Jan-26 |
|-----------------------------|------------------|------------------|------------------|------------------|------------------|-----------|----------|-----------|-----------|-----------|----------|-----------|
| Opening Bank Balance | 19,438.57 | 19,562.20 | 42,525.23 | 95,118.01 | 75,999.76 | - | - | - | - | - | - | - |
| Administration | In 119,813.32 | 750.00 | 500.00 | 2,136.41 | 5.00 | - | - | - | - | - | - | - |
| | Out 18,169.12 | 8,999.43 | 9,246.82 | 12,992.64 | 9,775.73 | 9,787.50 | 9,787.50 | 9,787.50 | 12,537.50 | 9,787.50 | 9,787.50 | 9,787.50 |
| Parking | In 15,075.68 | - | 16,017.99 | - | - | 14,660.00 | - | - | 14,660.00 | - | - | 19,662.01 |
| | Out 4,498.39 | 4,864.45 | 4,134.38 | 6,184.77 | 4,071.64 | 6,000.00 | 6,000.00 | 9,000.00 | 6,000.00 | 6,000.00 | 6,000.00 | 6,000.00 |
| Marketing | In 88,650.00 | - | - | 75.00 | 6,150.00 | 2,675.00 | 625.00 | 625.00 | - | - | - | - |
| | Out 5,003.06 | 7,159.18 | 5,140.13 | 7,743.60 | 10,299.09 | 6,784.40 | 6,784.40 | 6,784.40 | 8,884.40 | 6,784.40 | 6,784.40 | 7,034.40 |
| Beautification | In 55,150.00 | - | 65,000.00 | - | - | - | - | - | - | - | - | - |
| | Out 2,647.54 | 5,042.81 | 4,115.05 | 3,459.32 | 13,454.37 | 32,905.00 | 5,285.00 | 5,285.00 | 19,497.56 | 29,900.33 | 3,410.00 | 3,885.00 |
| Opportunity Fund | In - | - | - | - | 29,137.32 | 20,000.00 | - | 11,126.00 | - | - | - | - |
| | Out - | - | - | - | 626.84 | 7,915.36 | 6,115.36 | - | 10,735.00 | - | - | - |
| Account Transfers | In - | 50,097.67 | 114,000.00 | - | - | - | - | - | - | - | - | - |
| | Out 250,000.00 | - | 114,000.00 | - | - | - | - | - | - | - | - | - |
| TOTALS | In 278,689.00 | 50,847.67 | 195,517.99 | - | - | - | - | - | - | - | - | - |
| | Out 280,318.11 | 26,065.87 | 136,636.38 | - | - | - | - | - | - | - | - | - |
| Closing Bank Balance | 19,562.20 | 42,525.23 | 95,118.01 | 75,999.76 | 68,822.72 | - | - | - | - | - | - | - |

| TOTAL BUDGET SNAPSHOT | |
|-----------------------------|------------|
| Total Operating Budget | 501,932.30 |
| Actual Income Received | 417,899.29 |
| Remaining Income Expected | 84,033.01 |
| Expenses to Date | 143,556.72 |
| Remaining Expenses Expected | 291,036.90 |
| Carryover | 67,338.68 |

| ADMINISTRATION SNAPSHOT | |
|-----------------------------|------------|
| Budget | 132,441.63 |
| Actual Income Received | 132,441.63 |
| Remaining Income Expected | - |
| Expenses to Date | 59,183.74 |
| Remaining Expenses Expected | 71,262.50 |
| Carryover | 1,995.39 |

| PARKING SNAPSHOT | |
|-----------------------------|-----------|
| Budget | 66,500.00 |
| Actual Income Received | 17,517.99 |
| Remaining Income Expected | 48,982.01 |
| Expenses to Date | 19,681.99 |
| Remaining Expenses Expected | 45,000.00 |
| Carryover | 1,818.01 |

| MARKETING SNAPSHOT | |
|-----------------------------|------------|
| Budget | 105,518.90 |
| Actual Income Received | 101,593.90 |
| Remaining Income Expected | 3,925.00 |
| Expenses to Date | 35,345.06 |
| Remaining Expenses Expected | 49,840.79 |
| Carryover | 20,333.05 |

| NOTES | |
|-------|--|
| | |

| BEAUTIFICATION SNAPSHOT | |
|-----------------------------|------------|
| Budget | 137,208.45 |
| Actual Income Received | 137,208.45 |
| Remaining Income Expected | - |
| Expenses to Date | 28,719.09 |
| Remaining Expenses Expected | 100,167.89 |
| Carryover | 8,321.47 |

| OPPORTUNITY FUND SNAPSHOT | |
|-----------------------------|-----------|
| Budget | 60,263.32 |
| Actual Income Received | 29,137.32 |
| Remaining Income Expected | 31,126.00 |
| Expenses to Date | 626.84 |
| Remaining Expenses Expected | 24,765.72 |
| Carryover | 34,870.76 |

| ACCOUNT TRANSFERS | |
|-------------------------------|------------|
| Remaining in GIC (Collateral) | 5,000.00 |
| Remaining in GIC (Redeemable) | 200,000.00 |



MINUTES

for the Meeting of the Beautification Committee

Thursday, July 17th, 2025

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

5.4 – Graffiti Issues & Maintenance

Steve Podolsky presented information from the company Goodbye Graffiti, who has recently opened a Peterborough franchise and is familiar with Lindsay. They provided a cost to clean up the four cement planters in the ValuMart lot, which the committee agreed to proceed with, at a cost of \$350. Steve Podolsky and Melissa McFarland will schedule a meeting with their representative for this, as well as other response services they can offer for both private and public vandalism.

5.5 – Tree Replacements

Discussion was held regarding the trees in bumpouts that need to come out. Tesse Smith advised that they can be cut at the base now (plus 6 inches) and the stumps pulled out in spring.

There has been no update from Engineering on noted replacements that are needed throughout the downtown. Tessa Smith advised that there also replacements needed in Fenelon in Omemee, and Public Works and Parks are now dealing with trees post-reconstruction.

Melissa McFarland brought forth the discussion of the mulch mats, and the possibility that they may need to be removed on Kent Street due to liability issues. These mats were only installed on Kent Street, and the side streets have plain tree pits, intended to be filled with loose mulch, which have been difficult to maintain with material and weeding.

Moved By: Sandra Falconer

Seconded By: Melissa Wemyss

Resolved: That the Beautification Committee recommend to the Board of Directors that a formal request be made to the City of Kawartha Lakes to install metal tree grates on every tree pit in the downtown reconstruction area, citing benefits such as pedestrian safety, tree health & longevity, ease of maintenance and increased aesthetics for the downtown post-reconstruction.

Carried BC2025-13

5.6 – General Items & Updates

Discussion was held about the difficulties that have been faced with the summer storefront planters so far this season. While the company chosen from Bancroft have been exceptional to work with, no other local suppliers submitted bids, and there are challenges with working with non-local companies. Because the planters were simple drop-ins (versus being planted directly into the insert as in previous years), theft is up, and replacements are not possible from a supplier so far away. Hill's Florist was able to assist with replacements. These challenges will be discussed further prior to the development of the 2026 RFP.

5.7 - Website Requests

As a request from the Board of Directors, each Committee is being tasked with advising elements of content that they would like to see on a new website being considered for the organization. Discussion was held, and it was advised that the Committee would see value in providing a lot of professional photography highlighting the beautification initiatives.

6.0 – NEXT MEETING -----

Thursday, August 7th, 2025

8:00am

LDBIA Boardroom | 7 York Street South

7.0 – ADJOURNMENT -----

Moved By: Sandra Falconer

Seconded By: Melissa Wemyss

Resolved: That the Beautification Committee Meeting of July 17th, 2025 be adjourned at 10:25am.

Carried BC2025-14



MINUTES

for the Meeting of the Parking & Advocacy Committee

Tuesday, July 8th, 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

LIAISONS

Wayne English | LDBIA Community Liaison

Melissa McFarland | LDBIA Executive Director

Oliver Vigelius / Dave Lembke / Enzo Ingribelli | CKL Public Works

Aaron Sloan | CKL Manager of Municipal Law Enforcement

1.0 – CALL TO ORDER -----

Meeting Called to Order by the Chair: 7:31am

In Attendance: Deputy Mayor Charlie McDonald, Reese Burns, Wes Found, Jim Garbutt, Wayne English

Recording Secretary: Steve Podolsky

Guests: None

Late Arrivals: None

Early Departures: None

Regrets / Absent: Adam Hayward, Melissa McFarland, Oliver Vigelius & Staff, Aaron Sloan

2.0 – ADMINISTRATIVE BUSINESS -----

2.1 - Adoption of Agenda

Moved By: Wes Found

Seconded By: Reese Burns

Resolved: That the agenda be adopted as circulated.

Carried PC2025-21

2.2 - Declarations of Pecuniary Interest

None Declared

3.1 - Adoption of Minutes

Moved By: Wes Found

Seconded By: Jim Garbutt

Resolved: That the minutes of the meeting held on June 10th, 2025, be adopted.

Carried PC2025-22

3.0 – DEPUTATIONS -----

None Scheduled

4.0 – CORRESPONDENCE -----

None Received

5.0 – NEW BUSINESS -----

5.1 – Community Liaison Report

Discussion was held regarding the need for traffic calming measures in the parking lot area around the Shell station and Coach & Horses, and this item will be placed on the next meeting agenda for discussion with Aaron Sloan.

Moved By: Jim Garbutt

Seconded By: Reese Burns

Resolved: That the above report be received.

Carried PC2025-23

5.2 – Updated Items on City Maintenance List

Public Works staff were absent from the meeting but advised via email that they're almost halfway through the submitted list of repairs and maintenance, and will continue to address each issue.

5.3 – Commercial Recycling Update

The results of the City's Waste Management survey that was distributed to the public and commercial businesses was included. Due to the province's potential delay of the new regulations, the results of which should be available in August, the BIA will hold off in developing a plan to address the issue until more information is available.

5.4 – Access to Water Pumping Station

Issues were brought forward from the BIA’s maintenance team regarding access to the water pump in Victoria Park from Peel Street, due to parking availability, and being instructed not to drive the machinery on the grass. Cones will be used as necessary, and can be addressed later if it continues to be a problem.

5.5 – Graffiti Response Program

Jim Garbutt advised that he is conducting research into programs that may be used in other BIAs, and Melissa McFarland could assist with her contacts. Discussion was held about a possible subsidy that could be provided by the BIA for issues on private property, and enacting by-laws for property standards when appropriate. It has been noted that there’s been an increase in flyers and signs in the downtown that leave tape and residue on lampposts.

5.6 – Website Redesign ‘Wish List’

As a request from the Board of Directors, each Committee is being tasked with advising elements of content that they would like to see on a new website being considered for the organization. Discussion was held, and it was advised that the Committee would see value in providing parking maps, and a list of current advocacy projects.

5.7 – Other Items

Charlie McDonald advised that he is requesting that the City’s 2021 Parking Study come back to Council as soon as possible with various City’s departments feedback and recommendations for needed increases in parking inventory.

Jim Garbutt brought forth a concern about signs that were placed throughout the downtown during the Summer Kickoff event from the event’s sponsor, Realtor Janet DiBello, that gave the impression that buildings or businesses adjacent to the signs may have been for sale. This issue is being brought back to the Marketing Committee to ensure that this type of issue isn’t repeated in the future.

6.0 – NEXT MEETING

Regular Meeting

Tuesday, July 8th, 2025

7:30am

LDBIA Boardroom | 7 York Street South

Strategic Planning Session

Thursday, August 28th, 2025

8:00am

Launch Kawartha | 165 Kent Street West

7.0 – ADJOURNMENT

Moved By: Wes Found

Seconded By: Reese Burns

Resolved: That the July 8th, 2025 meeting of the Parking & Advocacy Committee be adjourned at 8:31am.

Carried PC2025-24

TASK REVIEW

| Issue / Topic | Desired Outcome | Person(s) Responsible | Resolution Target | Complete |
|------------------------|---|--|---|----------|
| Commercial Recycling | Determine next steps for advocacy and recommendations following results of Business Survey | Melissa McFarland via Waste Management | Upon results of province’s update Aug/Sep | |
| Lot M12 | Reconfiguration approved by Public Works and Building & Property, and line painting scheduled. | Aaron Sloan | July Meeting | ✓ |
| 2 Hour Parking Signs | Installed with LDBIA Branding on all lampposts (ordered, just awaiting delivery & installation) | Melissa McFarland via Public Works | ASAP | ✓ |
| Parking Fine Reduction | Approved reduction of parking fines by CKL Council be implemented | Aaron Sloan | ASAP | |



MINUTES

for the Meeting of the Marketing Committee

Wednesday, July 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: 5:40pm

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

2.0 – ADMINISTRATIVE BUSINESS -----

2.1 - Adoption of Agenda

Moved By: Reese Burns **Seconded By:** Alex Bartley
Resolved: That the agenda be adopted as circulated.

Carried MC2025-18

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 June 19th, 2025 meeting be approved.

Carried MC2025-19

3.0 – DEPUTATIONS -----

None Scheduled

4.0 – CORRESPONDENCE -----

None Received

5.0 – NEW BUSINESS -----

5.1 – Budget Review

The updated financials were provided, along with the current status of the Summer Kickoff and Downtown Magazine.

5.2 – Magazine Update

Mary Hackett updated. The magazines were received in office for distribution to local businesses and pick up locations, and 8000 were sent for distribution with the Kawartha Lakes Weekly the week of July 8th. So far, the response has been overwhelmingly positive.

5.3 – Summer Kickoff

The committee discussed the event as a wrap up. It was noted that more music (DJ or more impactful bands) be looked into, as the music from the soloists was quieter than expected. Other food and beverage options can be added, and more elements can be added to the kids area that was provided by Big Brothers Big Sisters. It was brought to the attention of the committee from a complaint made at the Parking & Advocacy meeting, that a member was unhappy with signage displayed throughout the event, that gave an impression that adjacent businesses or buildings may have been for sale.

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

Resolved: That any sponsor signage at future events be both generic in nature, and vetted by the committee before installation.

Carried MC2025-20

5.4 – Outside Event Supports

An application was received from Bonita Clothing & Co for a ‘Cowgirls Shopping Night’ to be held on the evening of August 7th, requesting up to \$1000 towards live music and a DJ.

Moved By: Reese Burns

Seconded By: Alex Bartley

Resolved: That the above funding request be approved for \$1000.

Carried MC2025-21

An application was received from Unwrapped and Homethreads Boutique for a ‘Fall Block Party’ event to be held on September 12th & 13th, requesting up to \$4000.

Moved By: Reese Burns

Seconded By: Michele Sauve

Resolved: That the above funding request be approved for \$2000.

Carried MC2025-22

5.5 – Website Redesign Wish List

As a request from the Board of Directors, each Committee is being tasked with advising elements of content that they would like to see on a new website being considered for the organization. The discussion will continue at the next meeting.

5.6 – Fall Food Event

Mary Hackett brought forth the discussion of the event and its format this year. The concept of flatbreads was brought forward and the committee agreed, as this should be a speciality item that the vast majority of restaurants could manage, no matter their current menu. The event will run September 26 - October 11th but will be contingent on restaurant participation. Mary Hackett will survey the restaurants and have a participation list by the August meeting.

5.6 – Other Advertising & Promotions

Mary Hackett brought forth two proposals from local videographers to capture generic downtown footage for the organization’s marketing purposes. The committee reviewed the proposals but would prefer to use the current marketing staff to capture footage before committing to paying for outside services.

6.0 – NEXT MEETING -----

Regular Meeting

Wednesday, August 13th, 2025

5:30pm

LDBIA Boardroom | 7 York Street South

Strategic Planning Session

Wednesday, August 27th, 2025

5:30pm

Launch Kawartha | 165 Kent Street West

7.0 – ADJOURNMENT -----

Moved By: Michele Sauve

Seconded By: Sandra Patrick

Resolved: That the July 9th, 2025 meeting of the Marketing Committee be adjourned at 7:00pm.

Carried MC2025-23



Operating Year | February 2026 - January 2027

ADMINISTRATION

Expense Categories

| | |
|-----------------------------|-------------------|
| Occupancy | 22,500.00 |
| Operational Expenses | 16,000.00 |
| Subscriptions & Membership | 9,700.00 |
| Payroll: Executive Director | 76,100.00 |
| TOTAL | 124,300.00 |

Other Income Sources

| | |
|-----------------------------|------------------|
| 2025 Carryover | - |
| Associate Membership Target | 3,000.00 |
| Opportunity Fund (HST) | 20,000.00 |
| TOTAL | 23,000.00 |

| | |
|---|---------------------|
| LEVY ASK | \$101,300.00 |
| Levy Increase from 2025 | -4.15% |
| Administration Portion of Total Levy | 37.87% |
| Member Increase Per \$100K Assessed Value | -\$7.99 |

MARKETING

Expense Categories

| | |
|--------------------------------|------------------|
| Activations & Events | 22,000.00 |
| Advertising & Promotions | 17,700.00 |
| Payroll: Marketing Coordinator | 57,020.00 |
| TOTAL | 96,720.00 |

Other Income Sources

| | |
|----------------|-----------------|
| 2025 Carryover | - |
| Sponsorships | 5,000.00 |
| Other | - |
| TOTAL | 5,000.00 |

| | |
|---|--------------------|
| LEVY ASK | \$91,720.00 |
| Levy Increase from 2025 | 3.46% |
| Marketing Portion of Total Levy | 34.29% |
| Member Increase Per \$100K Assessed Value | \$6.03 |

BEAUTIFICATION

Expense Categories

| | |
|-----------------------------|-------------------|
| Flowers & Plants | 38,100.00 |
| Maintenance | 51,700.00 |
| Projects | 28,000.00 |
| Payroll: Casual Maintenance | 5,788.00 |
| TOTAL | 123,588.00 |

Other Income Sources

| | |
|----------------|------------------|
| 2025 Carryover | - |
| CPDF Grant | 65,000.00 |
| Other | - |
| TOTAL | 65,000.00 |

| | |
|---|--------------------|
| LEVY ASK | \$58,588.00 |
| Levy Increase from 2025 | 6.23% |
| Beautification Portion of Total Levy | 21.90% |
| Member Increase Per \$100K Assessed Value | \$6.93 |

PARKING

Expense Categories

| | |
|----------------------------|------------------|
| General Expenses | 1,000.00 |
| Payroll: Community Liaison | 55,380.00 |
| Payroll: Parking Control | 19,500.00 |
| TOTAL | 75,880.00 |

Other Income Sources

| | |
|----------------|------------------|
| 2025 Carryover | - |
| By-Law Subsidy | 60,000.00 |
| Other | - |
| TOTAL | 60,000.00 |

| | |
|---|--------------------|
| LEVY ASK | \$15,880.00 |
| Levy Increase from 2025 | 694.00% |
| Parking Portion of Total Levy | 5.94% |
| Member Increase Per \$100K Assessed Value | \$30.14 |

SUMMARY

| | |
|--------------------|--------------|
| Total Expenses | \$420,488.00 |
| Total Other Income | \$153,000.00 |

| | |
|-------------------------|---------------------|
| Levy Ask | \$267,488.00 |
| Levy Increase from 2025 | 7.25% |

| | |
|---|---------|
| Member Increase Per \$100K Assessed Value | \$35.12 |
|---|---------|

ADMINISTRATION BUDGET DETAIL

| OCCUPANCY | 2025 | 2026 | Notes |
|-------------------------|------------------|------------------|---|
| Lease (A&L Investments) | 10,848.00 | 12,200.00 | Increase as per approved lease |
| Internet (Cogeco) | 2,711.28 | 2,800.00 | Annual total, fixed |
| Hydro (Hydro One) | 2,972.16 | 3,200.00 | Annual average by variable month, +5% ↑ |
| Insurance (Cooperators) | 2,443.06 | 2,600.00 | Annual +5% ↑ |
| Phone (Bell Mobility) | 1,776.00 | 1,700.00 | Annual total, fixed |
| TOTAL | 20,750.50 | 22,500.00 | |

| OPERATIONAL EXPENSES | 2025 | 2026 | Notes |
|--------------------------------|------------------|------------------|---|
| General Operational Expenses | 6,000.00 | 6,000.00 | \$500 monthly for office supplies & general operations |
| Bank & Other Financial Charges | 600.00 | 600.00 | \$50 monthly for banking, WSIB, other financial charges |
| Meals & Entertainment | 900.00 | 900.00 | \$75 monthly |
| Professional Development | 6,500.00 | 6,500.00 | OBIAA Conference x3, Professional Events & Education Sessions |
| Membership Support | 2,000.00 | 2,000.00 | AGM, welcome packages, condolence flowers, etc |
| TOTAL | 16,000.00 | 16,000.00 | |

| SUBSCRIPTIONS & MEMBERSHIPS | 2025 | 2026 | Notes |
|-----------------------------|-----------------|-----------------|---|
| OBIAA | 1,343.02 | 1,400.00 | 2026 Membership & Mainstreet CRM annual renewal |
| Business Memberships | 824.90 | 900.00 | LDCC & CFIB annual memberships |
| IT & Web | 4,119.98 | 4,200.00 | McFarland IT Services, Webflow, Vianet Domain Hosting |
| Software Subscriptions | 3,000.00 | 3,200.00 | Quickbooks Accounting & Payroll, Canva, Adobe |
| TOTAL | 9,287.90 | 9,700.00 | |

| PAYROLL | 2025 | 2026 | Notes |
|--------------------|------------------|------------------|-----------------------------------|
| Executive Director | 65,000.00 | 70,000.00 | Proposed increase via Board Chair |
| Employer Costs | 5,645.64 | 6,100.00 | Calculated |
| TOTAL | 70,645.64 | 76,100.00 | |

2025 Budget Summary

| | |
|-------------------------|-------------------|
| Expenses | 116,684.04 |
| Other Sources of Income | 12,736.90 |
| Levy Ask | 105,689.00 |

2026 Committee Proposal to Board

| | |
|-------------------------------|-------------------|
| Expenses | 124,300.00 |
| Income: 2025 Carryover | - |
| Income: Associate Memberships | 3,000.00 |
| Income: Opportunity Fund | 20,000.00 |
| Levy Ask | 101,300.00 |
| Levy Ask Increase from 2025 | -4.15% |

BEAUTIFICATION BUDGET DETAIL

| FLOWERS & PLANTS | 2025 | 2026 | Notes |
|--------------------------------|------------------|------------------|-------|
| Summer - Storefront Planters | 8,541.22 | 8,900.00 | |
| Summer - Large Cement Planters | 4,802.50 | 1,000.00 | |
| Summer - Bumpout Flowerbeds | 4,576.50 | 1,000.00 | |
| Summer - Hanging Baskets | 14,887.50 | 15,400.00 | |
| Fall - Storefront Planters | 6,474.56 | 6,800.00 | |
| Fall - Large Cement Planters | 4,633.00 | 1,000.00 | |
| Winter - Large Cement Planters | 1,000.00 | 1,000.00 | |
| #1 Kent Materials | 2,000.00 | 1,000.00 | |
| Other / Carryover | 4,543.50 | n/a | |
| Spring - General Plantings | n/a | 2,000.00 | |
| TOTAL | 51,458.78 | 38,100.00 | |

| MAINTENANCE | 2025 | 2026 | Notes |
|-------------------------------------|------------------|------------------|--|
| Contract Fees | 41,000.00 | 44,000.00 | |
| Miller Bin | 2,000.00 | 1,700.00 | Annual - \$370 / Encroachment \$130 / Pickups - \$1200 |
| Miscellaneous Expenses | 4,500.00 | 2,500.00 | |
| Maintenance & Cleanup Costs | n/a | 2,500.00 | |
| Canada Summer Jobs - Employer Costs | n/a | 1,000.00 | |
| TOTAL | 47,500.00 | 51,700.00 | |

| PROJECTS | 2025 | 2026 | Notes |
|----------------|------------------|------------------|-------|
| Holiday Décor | 5,000.00 | 16,000.00 | |
| Other Projects | 17,208.45 | 12,000.00 | |
| TOTAL | 22,208.45 | 28,000.00 | |

| PAYROLL | 2025 | 2026 | Notes |
|--------------------|-----------------|-----------------|----------------------------|
| Casual Maintenance | 7,000.00 | 5,616.00 | 6 hours per week @ \$18.00 |
| Employer Costs | 5,000.00 | 172.00 | Calculated |
| TOTAL | 7,500.00 | 5,788.00 | |

2025 Budget Summary

| | |
|-------------------------|------------------|
| Expenses | 128,667.23 |
| Other Sources of Income | 82,058.65 |
| Levy Ask | 55,150.00 |

2026 Committee Proposal to Board

| | |
|-----------------------------|-------------------|
| Expenses | 123,588.00 |
| Income: 2025 Carryover | - |
| Income: CPDF Grant | 65,000.00 |
| Income: Other | - |
| Levy Ask | 58,588.00 |
| Levy Ask Increase from 2025 | 6.23% |

MARKETING BUDGET DETAIL

| ACTIVATIONS & EVENTS | 2025 | 2026 | Notes |
|---------------------------------|------------------|------------------|-------|
| Spring Food Activation | 1,000.00 | 1,000.00 | |
| Easter Activation | 1,000.00 | 1,500.00 | |
| Summer Kickoff | 4,000.00 | 4,000.00 | |
| Fall Food Activation | 1,000.00 | 1,000.00 | |
| Halloween Activation | 500.00 | 500.00 | |
| Holiday Passport | 5,000.00 | 5,000.00 | |
| Holiday Kickoff & Tree Lighting | 4,000.00 | 4,000.00 | |
| Community Event Support | 5,000.00 | 5,000.00 | |
| TOTAL | 21,500.00 | 22,000.00 | |

| ADVERTISING & PROMOTIONS | 2025 | 2026 | Notes |
|-----------------------------------|------------------|------------------|-------|
| Trent Severn Waterway Magazine | 950.00 | 1,000.00 | |
| Exploring Lindsay | 900.00 | 950.00 | |
| Social Media Campaigns | 800.00 | 750.00 | |
| General Advertising Opportunities | 7,500.00 | 7,500.00 | |
| Magazine & Other Special Projects | 12,218.90 | 7,500.00 | |
| TOTAL | 22,368.90 | 17,700.00 | |

| PAYROLL | 2025 | 2026 | Notes |
|-----------------------|------------------|------------------|------------|
| Marketing Coordinator | 50,000.00 | 52,500.00 | 5% ↑ |
| Employer Costs | 4,000.00 | 4,520.00 | Calculated |
| TOTAL | 54,000.00 | 57,020.00 | |

2025 Budget Summary

| | |
|-------------------------|------------------|
| Expenses | 97,868.90 |
| Other Sources of Income | 9,218.90 |
| Levy Ask | 88,650.00 |

2026 Committee Proposal to Board

| | |
|-----------------------------|------------------|
| Expenses | 96,720.00 |
| Income: 2025 Carryover | - |
| Income: Sponsorships | 5,000.00 |
| Income: Other | - |
| Levy Ask | 91,720.00 |
| Levy Ask Increase from 2025 | 3.46% |

2026 PARKING BUDGET DETAIL

| MISCELLANEOUS EXPENSES | 2025 | 2026 | Notes |
|-----------------------------|-----------------|-----------------|-------|
| Uniforms & General Expenses | 2,000.00 | 1,000.00 | |
| TOTAL | 2,000.00 | 1,000.00 | |

| PAYROLL | 2025 | 2026 | Notes |
|--------------------------|------------------|------------------|---------------------|
| Community Liaison | 11,700.00 | 50,960.00 | 35 hr / week @ \$28 |
| Employer Costs | 390.00 | 4,420.00 | Calculated |
| Parking Control Officers | 45,500.00 | 18,200.00 | 14 hr / week @ \$25 |
| Employer Costs | 3,250.00 | 1,300.00 | Calculated |
| TOTAL | 60,840.00 | 74,880.00 | |

2025 Budget Summary

| | |
|-------------------------|-----------|
| Expenses | 62,840.00 |
| Other Sources of Income | 60,000.00 |
| Levy Ask | - |

2026 Committee Proposal to Board

| | |
|-----------------------------|------------------|
| Expenses | 75,880.00 |
| Income: 2025 Carryover | - |
| Income: By-Law Subsidy | 60,000.00 |
| Income: Other | - |
| Levy Ask | 15,880.00 |
| Levy Ask Increase from 2025 | 694.00% |



LINDSAY DOWNTOWN
STYLE + FLAVOUR + LIFE



REQUEST FOR PROPOSAL

**WEBSITE
REDESIGN**

**LINDSAY DOWNTOWN
BUSINESS IMPROVEMENT ASSOCIATION**

Introduction

The Lindsay Downtown BIA is seeking proposals from qualified web development firms and digital agencies to redesign and redevelop our current website (www.lindsaydowntown.ca). The purpose of this RFP is to identify a partner capable of delivering a modern, user-friendly, accessible, and scalable website that effectively promotes Lindsay's downtown core, supports local businesses, and enhances community engagement.

An essential requirement of this project is that the website must provide certain resources and information publicly accessible, in accordance with our municipal by-laws and the Ontario Municipal Act, under which we are governed. This includes, but is not limited to, transparency of information, public notices, and other procedural resources mandated for open access.

The goal of this project is to create an engaging digital platform that improves user experience, showcases upcoming events and promotions, provides comprehensive directories and resources, and aligns with the BIA's mission to foster a vibrant downtown environment. Through this process, we aim to select a vendor experienced in delivering high-quality, responsive websites that meet our specific needs and support our ongoing community-building efforts.

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, services and culture.

Objectives & Scope of Work

- Design and develop a modern, visually appealing website that effectively promotes Lindsay's downtown and its offerings, using the organization's existing branding
- Ensure the website is user-friendly, accessible, and optimized for all devices and commonly used browsers, including desktops, tablets, and smartphones
- Enhance opportunities for community engagement and ease of use, by integrating features such as event calendars, detailed business directories, interactive maps, contact forms and the presentation of quality images
- Migrate data from existing site to newly developed site
- Facilitate easy management of future website content by the Lindsay Downtown BIA staff, and provide comprehensive training and documentation to empower staff to make data and content updates independently and efficiently
- Improve search engine optimization (SEO) to increase visibility and reach, and provide access to reporting tools
- Support future scalability and integration with existing and emerging digital tools
- Provide options for ongoing support and maintenance



Qualifications

Proposals should demonstrate the vendor's ability to meet the project's technical, functional, and organizational requirements. The successful candidate will possess:

- **Relevant Experience:** Proven experience in designing and developing modern, accessible websites. Experience with projects involving complex data management and business directories is highly desirable
- **Technical Expertise:** Ability to develop and implement scalable, secure, and user-friendly content management systems that enable non-technical staff to manage and update website content independently
- **Business Directory Development:** Demonstrated expertise in developing robust, scalable, and easily manageable business directory databases. The vendor must show a clear understanding of how to create an efficient system that allows for easy data entry, updates, and integration with other website features and external platforms. Developing this directory will be a key factor in the selection process. The vendor should also be prepared to provide ongoing support and training to ensure the BIA staff can manage the directory effectively
- **Design and Accessibility:** Strong portfolio showcasing responsive, accessible design aligned with current standards and best practices
- **Training and Support:** Ability to provide comprehensive training and documentation to enable staff to independently manage content and data post-launch

Proposal Submission Requirements

Interested vendors should submit the following:

- A cover letter expressing interest in the project
- A detailed proposal including approach and methodology, estimated timeline for completion, and a detailed fee structure *(please note that domain hosting will not be required from the vendor)*
- 2-3 examples of comparable work, and references from prior clients willing to act as a reference
- Submissions are to be sent electronically to Melissa McFarland, Executive Director at melissa@lindsaydowntown.ca

Timeline

RFP Issued: August 1st

Deadline for Questions: September 7th

Proposal Due Date: September 10th

Selected Facilitator Notified: September 26th

Target Project Start Date: October 2025

Evaluation Criteria

Proposals will be evaluated based on:

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

Notes

- *Proposals received after the above due date and time will not be considered.*
- *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 these terms and conditions of this Request for Proposal in full and as stated in this document.*
- *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 website redesign for the Lindsay Downtown BIA.
We look forward to your proposal!**





AGENDA

for the Meeting of the Board of Directors

Thursday, September 25th, 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

Councillor 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 July 31st, 2025**

3.0 – DEPUTATIONS

None Scheduled

4.0 – CORRESPONDENCE

4.1 – Donna Goodwin, CKL Economic Development & Jim Henderson, Royal Canadian Legion, Branch 67
Veterans Crosswalk Program in partnership with City of Kawartha Lakes

5.0 – LIAISON UPDATES

5.1 – Police

5.2 – Council

5.3 – Economic Development

6.0 – REPORTS

6.1 – Treasurer

- **Receive Treasurer's Report – August 2025**

6.2 – Beautification Committee

- **Receive Meeting Minutes of September 4th, 2025**

6.3 – Parking & Advocacy Committee

- **Receive Meeting Minutes of August 12th, 2025**
- **Receive Meeting Minutes of September 9th, 2025**

6.4 – Marketing Committee

- **Receive Meeting Minutes of August 13th, 2025**
- **Receive Meeting Minutes of September 10th, 2025**

6.5 – Executive Committee

- **Receive Meeting Minutes of September 18th, 2025**
- **Board Chair Update: Wes Found**
- **Executive Director Update: Melissa McFarland**

7.0 – NEW BUSINESS

7.1 – Strategic Planning Update

7.2 – Website Refresh Update

8.0 – NEXT MEETING

Thursday, October 30th, 2025

7:30am

BIA Boardroom | 7 York Street South

9.0 – ADJOURNMENT



MINUTES

for the Meeting of the Board of Directors

Thursday, July 31st, 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

Mark Doble | 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

1.0 – CALL TO ORDER -----

Meeting Called to Order by the Chair: 7:31am

In Attendance: Wes Found, Steve Podolsky, Sandra Falconer, Sandra Patrick, Reese Burns, Jim Garbutt, Adam Hayward, Councillor Mark Doble, Carlie Arbour, Chief Robertson

Recording Secretary: Melissa McFarland

Guests: None

Late Arrivals: Nicki Dedes (7:45am)

Early Departures: Adam Hayward (8:07am, returned 8:37am)

Regrets / Absent: Deputy Mayor Charlie McDonald

2.0 – ADMINISTRATIVE BUSINESS -----

2.1 - Adoption of Agenda

Moved By: Steve Podolsky

Seconded By: Reese Burns

Resolved: That the agenda be adopted as originally circulated, with the addition of extractions in items 6.3 and 6.4 for further discussion. **Carried RBM2025-37**

2.2 - Declarations of Pecuniary Interest

None Declared

2.3 – Adoption of Minutes

Moved By: Sandra Patrick

Seconded By: Steve Podolsky

Resolved: That the Minutes of the meeting held on June 26th, 2025, be adopted. **Carried RBM2025-38**

3.0 – DEPUTATIONS -----

None Scheduled

4.0 – CORRESPONDENCE -----

None Received

5.0 – LIAISON UPDATES -----

5.1 – Police

Chief Robertson updated. The past few weeks, with many community events and area construction have been requiring heavy presence from his officers. The Community Response Unit has been actively engaging with the unhoused community and other residents requiring support, and they are finding that there have been some positive outcomes due to the officers' persistence. The Kids & Cops program with Big Brothers Big Sisters is running this week. The road closures due to the overlapping requirements of Classics on Kent, Brits in the Park and the Milk Run will require addressing of the event dates in future years due to a lack of available routes for vehicular traffic across town, which is an ongoing concern for access for emergency services.

Sandra Falconer noted that the panhandling on downtown streets appears to have decreased, and the Chief credited the increase with foot patrols by his officers, and also advised that there will be an addition of unarmed auxiliary officers that will be onboarded in the next few months, and this will allow him to increase foot patrols.

5.2 – Council

Deputy Mayor Charlie McDonald sent regrets. Councillor Doble updated. Council only meets once a month in summer, and will return to full meetings in September, when the budget review process will begin.

Sandra Patrick inquired about the Memorial Park gardens which had begun planting and since ceased. Steve Podolsky advised that it can be asked of the Beautification Committee's Parks liaison at the next meeting.

5.3 – Economic Development

Carlie Arbour updated. The Business Count project is concluding their in-person surveys this week and is working their way towards completion with coordination of the LDBIA and area Chambers of Commerce.

6.0 – REPORTS -----

6.1 – Treasurer

No update or discussion outside of the circulated materials.

6.2 – Beautification Committee

Moved By: Sandra Falconer

Seconded By: Reese Burns

Resolved: That the recommendation from the Beautification Committee (*“That the Beautification Committee recommend to the Board of Directors that a formal request be made to the City of Kawartha Lakes to install metal tree grates on every tree pit in the downtown reconstruction area, citing benefits such as pedestrian safety, tree health & longevity, ease of maintenance and increased aesthetics for the downtown post-reconstruction”*) be received and approved, with the request that the BIA have input and design be included in the recommendation. **Carried RBM2025-39**

The requested extraction of item 5.4 (Graffiti Issues & Maintenance) from the July 17th minutes was brought forward for further discussion. Steve Podolsky advised that he and Melissa met with representatives of the Peterborough franchise of Goodbye Graffiti this past week, and will be hiring them for repair of the cement planters in ValuMart lot. The company, whose Ontario franchises work with many BIA's and municipalities have a number of customizable programs to address graffiti and other issues on both public and private properties, and will be providing a variety of proposals for the BIA's consideration. These should be received in time for the August Beautification meeting, and more information will be available following. In the meantime, the BIA's staff will be diligent about removing flyers and signage from public property as it's seen. Jim Garbutt updated on his communications with municipal staff in Pembroke about their response systems for graffiti and signage issues, and recommended a consideration for designated areas for both signage and graffiti art that may reduce each being placed throughout the downtown.

6.3 – Parking / Advocacy Committee

An additional extraction was requested to discuss issues with residents and tenants parking in front of businesses, and moving vehicles regularly enough to avoid ticketing. Melissa McFarland advised that a reminder has been placed in the August newsletter that business staff should be using lots for parking, and that the BIA's Parking Control staff is focusing on areas where this has been specifically identified. Nicki Dedes brought forth an idea of a promotional video that shows where staff can and should not be parking, and this idea can be brought to both the Parking and Marketing committees for further consideration.

6.4 – Marketing Committee

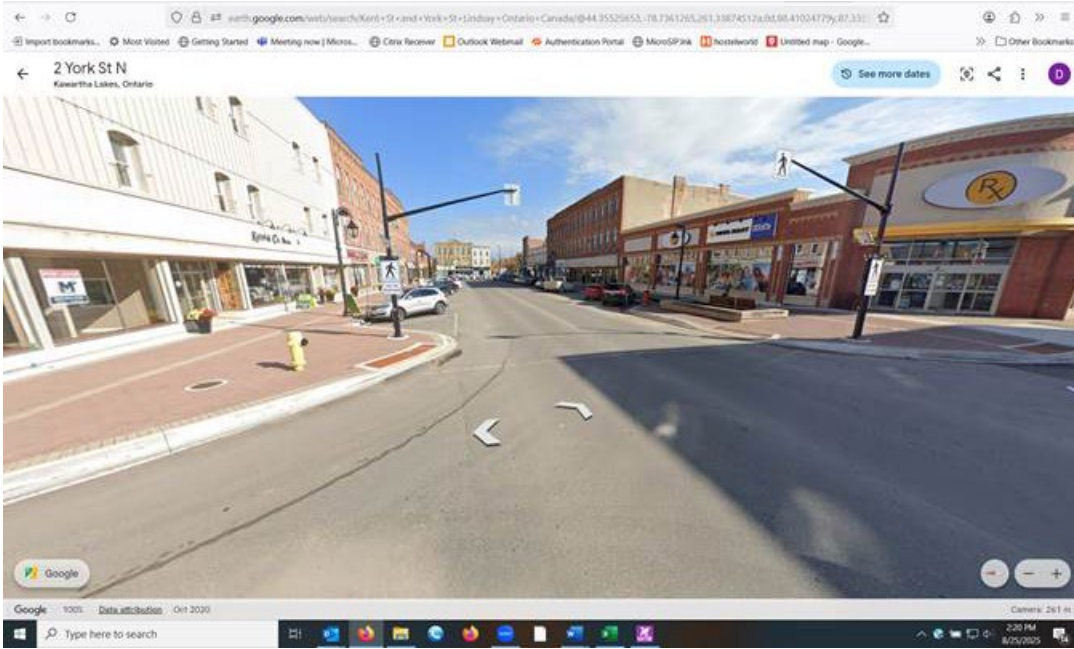
The requested extraction of item 5.3 (Summer Kickoff) from the July 9th minutes was brought forward for further discussion, specifically in regards to event signage that was placed throughout the downtown by the event's sponsor, which gave the impression of adjacent businesses or properties be for sale. The Marketing Committee passed a motion that all signage from sponsors be both generic in nature and vetted prior to the event. A recommendation was made for a policy or best practices manual to be developed in regards to event sponsorship, and this will be developed via the Marketing Committee and brought back to the Board for approval.

6.5 – Executive Committee

Chair Wes Found updated. Earlier in the month, he met with a downtown retailer regarding downtown events, the BIA's role in directly organizing events, and how the BIA can support its members in bringing their own events downtown. The Marketing Committee's Event Grant program is being utilized and still under ongoing development, and he advised this business owner that if there are recommendations on additional supports that the BIA can provide, they should be brought to him and he'd be pleased to have the BIA consider them. He also updated on communications between him and the Ontario Ombudsman's office, regarding a complaint made that the BIA's procedural documents (specifically Minutes) posted on the website use the word 'Association' instead of 'Area' the BIA acronym, which is contradictory to the official name. The Ombudsman's office advised that they have closed the file with Wes Found's assurance that moving forward, the official

Hi Melissa and Emily

The Legion, with DM McDonald is requesting through the City's Coloured Crosswalk program to install a commemorative crosswalk on Kent St.



The design is also attached - which conforms to the Canadian Legion's Brand manual (also attached). Because it is on the Main St in a Heritage Conservation District I wanted to make sure you both knew of the request and the design and location proposed. Happy to chat through this request and any additional requirements (i.e. heritage permit, discussion at the beautification committee etc) that are required.

Cheers

Donna Goodwin (she/her)
Economic Development Officer – Arts & Culture
City of Kawartha Lakes
Cell# 705-928-4864
LL 705-324-9411 x1498



Hi Melissa

The first picture below is of the Veteran's "Lest We Forget" crosswalk that Petawawa put in last year and we were hoping to use the same design.

We have a couple of hurdles to overcome by the end of October before we can use this one.

Otherwise we'll have to consider the Maple leaf design. (Second picture)

Fingers crossed that we can move forward with the first one.

Kind regards

Jim Henderson

Third Vice President

Public Relations Officer

LA Liaison

Royal Canadian Legion

Sir Sam Hughes Br. 067

12 York St. N.,

Lindsay, Ont. K9V 3Z6

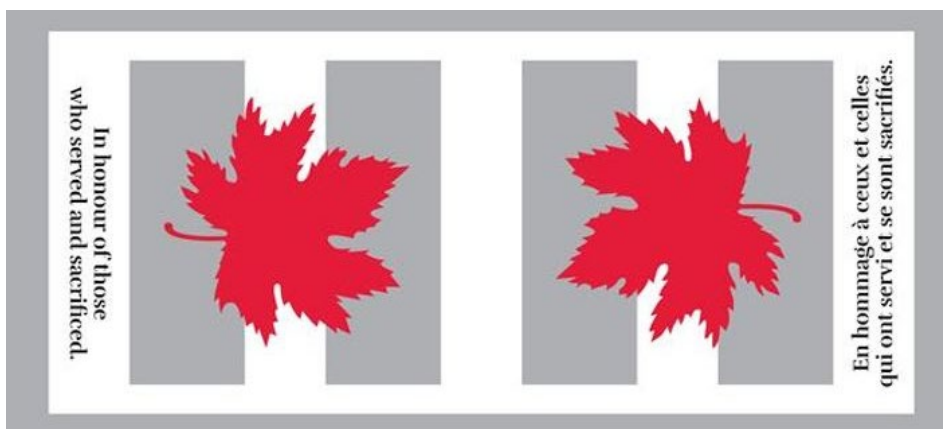
Phone: 705-308-8544 (cell)

email - jamesrhenderson58@gmail.com

1)



2)



LINDSAY DOWNTOWN BIA - 2025 FINANCIALS

TREASURER'S REPORT - ENDING AUGUST 31st, 2025

| | Feb | March | April | May | June | July | August | September | October | November | December | Jan-26 |
|-----------------------------|------------------|-------------------|------------------|-------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|
| Opening Bank Balance | 19,438.57 | 19,562.20 | 42,525.23 | 95,118.01 | 75,999.76 | 68,822.72 | 58,056.87 | <i>49,337.74</i> | | | | |
| Administration | In | 119,813.32 | 847.67 | 500.00 | 2,136.41 | 5.00 | 300.00 | 848.42 | - | - | - | - |
| | Out | 16,406.18 | 11,595.84 | 11,594.33 | 10,379.31 | 9,957.18 | 16,415.34 | 9,058.85 | 8,675.00 | 11,400.00 | 8,675.00 | 9,175.00 |
| Parking | In | 15,075.68 | - | 16,017.99 | - | - | 10,232.77 | - | - | 18,800.00 | - | - |
| | Out | 4,786.01 | 4,786.01 | 4,620.83 | 5,801.03 | 4,039.48 | 4,541.49 | 5,340.34 | 5,100.00 | 7,500.00 | 5,000.00 | 5,000.00 |
| Marketing | In | 88,650.00 | 88,650.00 | - | 75.00 | 4,100.00 | 1,725.00 | 1,475.00 | 6,125.00 | - | 5,000.00 | - |
| | Out | 4,514.33 | 7,274.03 | 6,769.98 | 5,635.83 | 10,856.93 | 12,566.89 | 6,757.17 | 11,200.00 | 18,300.00 | 12,200.00 | 10,200.00 |
| Beautification | In | 55,150.00 | - | 65,000.00 | - | - | - | - | - | - | - | - |
| | Out | 2,645.87 | 5,043.84 | 4,368.28 | 3,210.49 | 13,463.00 | 5,884.10 | 30,353.77 | 17,710.00 | 14,565.00 | 25,860.00 | 3,735.00 |
| Opportunity Fund | In | - | - | - | - | 29,137.32 | 20,000.00 | - | 10,899.00 | - | - | - |
| | Out | 206.83 | - | - | - | 1,289.20 | 5,103.54 | 8,521.35 | 3,775.71 | 11,484.98 | - | - |
| Account Transfers | In | - | 50,000.00 | 114,000.00 | - | - | - | 50,000.00 | - | - | - | - |
| | Out | 250,000.00 | - | 114,000.00 | - | - | - | - | - | - | - | - |
| TOTALS | In | 278,689.00 | 50,847.67 | 195,517.99 | 2,211.41 | 33,242.32 | 32,257.77 | 52,323.42 | <i>17,024.00</i> | <i>18,800.00</i> | <i>5,000.00</i> | <i>-</i> |
| | Out | 278,559.22 | 28,534.54 | 142,533.62 | 23,265.11 | 40,107.80 | 44,133.99 | 60,031.48 | <i>46,460.71</i> | <i>63,249.98</i> | <i>51,735.00</i> | <i>24,000.00</i> |
| Closing Bank Balance | 19,562.20 | 42,525.23 | 95,118.01 | 75,999.76 | 68,822.72 | 58,056.87 | 49,337.74 | - | - | - | - | - |

TOTAL BUDGET SNAPSHOT

| | |
|------------------------------------|-------------------|
| Total Operating Budget | 506,301.39 |
| Actual Income Received | 450,528.15 |
| Remaining Income Expected | 55,773.24 |
| Expenses to Date | 239,781.32 |
| Remaining Expenses Expected | 226,940.13 |
| Unspent | 39,579.94 |

ADMINISTRATION SNAPSHOT

| | |
|------------------------------------|-------------------|
| Budget | 133,687.72 |
| Actual Income Received | 133,687.72 |
| Remaining Income Expected | - |
| Expenses to Date | 77,141.09 |
| Remaining Expenses Expected | 55,365.94 |
| Unspent | 1,180.69 |

PARKING SNAPSHOT

| | |
|------------------------------------|------------------|
| Budget | 61,500.00 |
| Actual Income Received | 27,750.76 |
| Remaining Income Expected | 33,749.24 |
| Expenses to Date | 28,174.80 |
| Remaining Expenses Expected | 32,218.50 |
| Unspent | 1,106.70 |

MARKETING SNAPSHOT

| | |
|------------------------------------|-------------------|
| Budget | 113,868.90 |
| Actual Income Received | 102,743.90 |
| Remaining Income Expected | 11,125.00 |
| Expenses to Date | 54,375.16 |
| Remaining Expenses Expected | 58,690.00 |
| Unspent | 803.74 |

NOTES

BEAUTIFICATION SNAPSHOT

| | |
|------------------------------------|-------------------|
| Budget | 137,208.45 |
| Actual Income Received | 137,208.45 |
| Remaining Income Expected | - |
| Expenses to Date | 64,969.35 |
| Remaining Expenses Expected | 65,405.00 |
| Unspent | 6,834.10 |

OPPORTUNITY FUND SNAPSHOT

| | |
|------------------------------------|------------------|
| Budget | 60,036.32 |
| Actual Income Received | 49,137.32 |
| Remaining Income Expected | 10,899.00 |
| Expenses to Date | 15,120.92 |
| Remaining Expenses Expected | 15,260.69 |
| Unspent | 29,654.71 |

ACCOUNT TRANSFERS

| | |
|--------------------------------------|-------------------|
| Remaining in GIC (Collateral) | 5,000.00 |
| Remaining in GIC (Redeemable) | 150,000.00 |



MINUTES

for the Meeting of the Beautification Committee

Thursday, September 4th, 2025

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

1.0 – CALL TO ORDER -----

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

In Attendance: Steve Podolsky, Sandra Falconer, Melissa Wemyss, Theresa Henry

Recording Secretary: Melissa McFarland

Guests: None

Late Arrivals: None

Early Departures: None

Regrets / Absent: Kevin Brasier, Reese Burns, Tessa Smith

2.0 – ADMINISTRATIVE BUSINESS -----

2.1 - Adoption of Agenda

Moved By: Melissa Wemyss **Seconded By:** Sandra Falconer

Resolved: That the agenda be adopted as circulated.

Carried BC2025-18

2.2 - Declarations of Pecuniary Interest

2.3 – Adoption of Minutes

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

Resolved: That the Minutes of the meeting held on August 7th, 2025 be adopted.

Carried BC2025-19

3.0 – DEPUTATIONS -----

None Scheduled

4.0 – CORRESPONDENCE -----

None Received

5.0 – NEW BUSINESS -----

5.1 – 2025 Budget Update

The Committee reviewed the financials to date. Updates were made to the cost of the fall install of materials in the cement planters, as the re-arranging of the planters in the ValuMart lot now necessitates planting 2 extra. The approximate cost of the holiday décor was updated, and with the \$7K for street banners being set aside in case Legacy C.H.E.S.T. funding is not granted, the committee's budget is pretty well accounted for, for the remainder of the operating year.

5.2 – Fall Installation

The large cement planters are being completed by Johnston's Greenhouse this week, and the storefront planters are being installed early next week via Highway Garden Centre.

5.3 – Christmas 2025

Following the August meeting, Tisha Hicks of Skedaddle was informed of the decision made to go forward with the proposal for decorated lampposts. All of the holiday decorating is being targeted for completion between November 12th and 20th. Skedaddle will also be donating their services to decorate the Christmas tree. Jason Willock from Cooperators insurance potentially has another tree to donate, otherwise Potash Creek Farms will be contacted.

Melissa McFarland and Steve Podolsky met with Corey Norman at Launch Kawartha, after being informed that Launch may have funding that could be applied towards decorating. Their Leap program, with applications being received each spring, would be more appropriate for a smaller, one-time project, but there is no funding at this time for larger projects as was expected.

5.4 – Graffiti Issues & Maintenance

Goodbye Graffiti came in August for completion of the work outlined in the proposal issued to the BIA proposal, and a couple of the other proposals for work on private properties that were passed on to those owners were completed as well. The work was completed quickly and well, and was cost effective, and the committee was pleased with the relationship with this company that has now been developed.

The sea-can in the ValuMart lot has now been removed, and the cement planters rearranged to block the opening at the south end of the lot to prevent it being driven into. Steve Podolsky advised that he removed the rain barrel that was in the lot.

Discussion was held regarding the need for replacement ashtrays in a few places. Steve Podolsky advised that he will contact Public Works to inquire if the banding tool used to install them is something the BIA could obtain, so that we can install replacements ourselves.

5.5 – Tree Replacements

Steve Podolsky and Melissa McFarland are scheduled to make a deputation to Council at their Committee of the Whole meeting on September 9th, regarding the request for tree grates to be installed on every tree pit in the reconstruction area, as well as a full inventory of trees requiring replacement.

5.6 – Welcome Signs

Discussion was held regarding the future of the downtown’s welcome signs around time. The committee’s desired direction is as follows:

| Sign | Location | Condition | Future Plan |
|------|-------------------|---------------------|--|
| A | Queen St & Hwy 36 | Good | Replace event sign panels with generic messaging on visiting downtown. |
| B | 364 Lindsay St S | Damaged | Awaiting news of restitution from construction’s engineering firm. |
| C | 296 Angeline St S | Damaged | Base still standing – topper damaged. Replace with topper from Sign E, with generic messaging instead of event panels. |
| D | 435 Kent Street W | Good | Replace event sign panels with generic messaging on visiting downtown. |
| E | #1 Kent Parkette | Good but Incomplete | Use topper to replace Sign D. Create new sign for this area, with event panels, matching Sign F. |
| F | 210 Kent St W | To Be Created | New sign, with event panels, to be created adjacent to Victoria Park Armoury. |

Discussion was also held about the viability of advertising downtown on the Ontario tourism signs found along provincial highways. Theresa Henry will reach out to a personal contact who may know more about this.

6.0 – NEXT MEETING -----

Thursday, October 2nd, 2025

8:00am

LDIA Boardroom | 7 York Street South

7.0 – ADJOURNMENT -----

Moved By: Sandra Falconer

Seconded By: Melissa Wemyss

Resolved: That the Beautification Committee Meeting of September 4th, 2025 be adjourned at 9:15am.

Carried BC2025-20



MINUTES

for the Meeting of the Marketing Committee

Wednesday, August 13th, 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: 5:40pm

In Attendance: Sandra Patrick, Aleksandra Bartley, Reese Burns, Michele Sauve, Mary Hackett

Recording Secretary: Melissa McFarland

Guests: Aaron McFarland

Late Arrivals: None

Early Departures: None

Regrets / Absent: Katelyn Graham, Sandra Falconer

2.0 – ADMINISTRATIVE BUSINESS -----

2.1 - Adoption of Agenda

Moved By: Reese Burns **Seconded By:** Alex Bartley

Resolved: That the agenda be adopted as circulated.

Carried MC2025-24

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 July 9th, 2025 meeting be approved.

Carried MC2025-25

3.0 – DEPUTATIONS -----

None Scheduled

4.0 – CORRESPONDENCE -----

None Received

5.0 – NEW BUSINESS -----

5.1 – Budget Review

Melissa McFarland presented the committee’s financials year-to-date.

5.2 – Magazine Updates

Mary Hackett updated the progress that has been made for the Fall/Winter edition. The printer used previously, Maracle Press, has gone bankrupt. Additional quotes are being obtained from other companies. The edition will follow the same format as the previous, at 40 pages, and distribution is being targeted for November 1st. A 20 page holiday Gift Guide is being developed, in time for the November 21st Holiday Kickoff. Mary Hackett presented the draft of the rate card that is ready to go the membership for advertising.

5.3 – Outside Event Supports

Discussion was held regarding applications that have been received to date, and the ongoing best practices for support being requested from the BIA for approved events. Staff will request from organizers that they provide a clear schedule of events and specific details of the event to other businesses. The committee has only \$500 remaining in the support budget for 2025.

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

Resolved: That the application received by Van Halterens for live entertainment on September 12th and 13th be approved for \$500.

Carried MC2025-26

5.4 – Fall Flatbread Activation

Mary Hackett updated. 10 restaurants have committed their participation. She outlined the proposed marketing materials for the event that each will be provided, and her plan for being able to host the voting online, as well as by paper ballot at each restaurant. There are 3 categories that can be voted on, and 3 gift certificates will be awarded for \$100 to the winner's choice of downtown restaurant.

5.5 – Halloween

Discussion was held regarding a small activation for Halloween trick or treating downtown. It will be advertised for Saturday, October 25th 10:00am-4:00pm or until supplies last. Businesses will be asked to participate, and those who don't mind having trick or treaters in their business will be provided candy and a bucket. Those businesses will be identified with a door sign. All businesses will be polled for specials that weekend and the information gathered and posted.

5.6 – Sponsorship Policy

Board requested policy be developed for event sponsorship especially in regards to signage and advertising. Melissa will add wording to the sponsorship package that all forms of advertising at events by sponsors must be generic in nature, and vetted by the committee prior to the event. This will be in writing for any future sponsorship arrangements, and will also take effect for this year's Holiday Kickoff.

5.7 – Other Advertising & Promotions

The committee agreed to renew advertising and sign artwork for both the Lindsay Muskies and Lindsay Curling Club.

The committee agreed to brainstorm what they would like to see for holiday entertainment downtown in the weeks leading up to Christmas, and the item will be a main focus of September's meeting.

6.0 – NEXT MEETING -----

Regular Meeting

Wednesday, August 13th, 2025

5:30pm

LDBIA Boardroom | 7 York Street South

Strategic Planning Session

Wednesday, August 27th, 2025

5:30pm

Launch Kawartha | 165 Kent Street West

7.0 – ADJOURNMENT -----

Moved By: Michele Sauve

Seconded By: Sandra Patrick

Resolved: That the August 13th, 2025 meeting of the Marketing Committee be adjourned at 7:05pm.

Carried MC2025-27



MINUTES

for the Meeting of the Marketing Committee

Wednesday, September 10th, 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

5.5 – Halloween

Mary Hackett advised that an email will go out the following week, requesting participation from businesses for the trick or treating on Saturday the 25th. Posters and signs for participants have been designed. Reese Burns can assist in coordinating purchase of the candy for businesses to give away. A DJ has been contacted as our usual is not available, and if there is no response, Melissa McFarland offered to set up the BIA’s speaker and provide music that day. Downtown Dog will be used on the Saturday if someone is found to act as the mascot that day.

5.6 – Holiday Passport & Kickoff

The Holiday Kickoff is scheduled for November 21st, and the committee agreed to have the passport run until December 22nd, with the final draw occurring December 23rd. The gift certificates will be given away in the same increments as past years, with \$250, \$500, \$750, \$1000 and \$1500 being issued each Tuesday. Participating businesses will be confirmed in the coming weeks, and Mary Hackett will coordinate printing with Blewett’s. The committee has a volunteer for Santa for the evening of the Holiday Kickoff and just has to procure a costume, and is looking into options for other Saturdays leading up to Christmas, using the Downtown Dog and another Christmas character, walking the downtown. Melissa McFarland advised that she will be applying for a road closure permit for the area of Cambridge Street north of Kent to the entrance to the fire station, to allow pedestrian space and other event elements on the road.

5.7 – Other Advertising & Promotions

Discussion was held regarding the encouragement of buskers in the downtown, as a way to add atmosphere and will be a topic that can be discussed as an ongoing subject looking into next year.

Reese Burns suggested that the BIA have a float in the Santa Claus Parade on November 23rd, and the subject can be brought to all committees for consideration and wider participation.

6.0 – NEXT MEETING -----

Wednesday, October 8th, 2025

5:30pm

LDBIA Boardroom | 7 York Street South

7.0 – ADJOURNMENT -----

Moved By: Michele Sauve

Seconded By: Sandra Patrick

Resolved: That the September 10th, 2025 meeting of the Marketing Committee be adjourned at 7:05pm.

Carried MC2025-30



MINUTES

for the Meeting of the Parking & Advocacy Committee

Tuesday, August 12th, 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

Councillor Mark Doble | CKL Council - Ward 5

Wes Found | Linborough Property Corp.

Jim Garbutt | A Buy & Sell Shop

Adam Hayward | Nesbitt's Meat Market

Steve Podolsky | A&L Investments

LIAISONS

Wayne English | LDBIA Community Liaison

Melissa McFarland | LDBIA Executive Director

Oliver Vigelius / Dave Lembke / Enzo Ingribelli | CKL Public Works

Aaron Sloan | CKL Manager of Municipal Law Enforcement

1.0 – CALL TO ORDER -----

Meeting Called to Order by the Chair: 7:31am

In Attendance: Deputy Mayor Charlie McDonald, Councillor Doble (*joining the Committee as of this meeting*), Wes Found, Jim Garbutt, Adam Hayward, Aaron Sloan, Enzo Ingribelli

Recording Secretary: Melissa McFarland

Guests: Jason Henley

Late Arrivals: None

Early Departures: None

Regrets / Absent: Reese Burns, Wayne English

2.0 – ADMINISTRATIVE BUSINESS -----

2.1 - Adoption of Agenda

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

Resolved: That the agenda be adopted as circulated.

Carried PC2025-25

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 July 8th, 2025, be adopted.

Carried PC2025-26

3.0 – DEPUTATIONS -----

None Scheduled

4.0 – CORRESPONDENCE -----

4.1 – Received from Amanda Hill, Owner of Sweet Annies

A package of correspondence was received from Amanda Hill, citing concerns with the current parking enforcement structure and time limits, as it impacts retail customers visiting downtown. Also included were other pieces of correspondence from downtown business owners outlining various enforcement concerns, and comments from customers. The Committee discussed the content, and Aaron Sloan explained that the \$45 tickets, often cited as a deterrent to visiting downtown, should finally be remedied and reduced to the Council-approved \$25 price point in the coming days. Committee Chair Charlie McDonald stated that in his opinion, creating additional parking inventory in the downtown continues to be the overarching challenge and that the majority of concerns could simply be addressed with additional spaces. He is meeting with relevant City departments in the coming weeks to learn of their review of the 2021 Parking Study that at the time, stated that the downtown was in need of a minimum of 221 spaces, and certainly this number has increased in the time since. Employee and downtown residential parking will always be a concern, and if parking inventory that is not close enough to the centre core is not attractive for visitors, perhaps there can be incentives to the employees and residents for being willing to park there.

Correspondence in this package also included a recommendation from Lynn Garbutt of A Buy & Sell Shop, requesting review of the current by-law that allows the parking time limits to be circumvented by simply moving a vehicle, which some employees of downtown businesses are taking advantage of, thus utilizing prime street parking for full days, often in front of her own businesses.

Brainstorming was held on how the BIA-led enforcement required for turnover in the downtown could be balanced with a welcoming destination for weekday visitors who come to the downtown to experience the retailers and restaurants, and are having their experience marred by receiving a ticket at the end of their day. While Aaron Sloan assures the Committee that they are generous with their process of taking back tickets for first offenders, it's likely that many in receipt of a ticket do not complain, but may not return, and member businesses are requesting that alternatives be explored for enforcement, or day passes.

Melissa McFarland reminded the Committee that the Strategic Planning session on parking is taking place on Thursday, August 28th with Patty Hayes, and that having that session ahead of the September Committee meeting will be helpful. They are also considering a public session with Patty to directly engage with the membership, and although the session would be about all things downtown

and the BIA, it's inevitable that a large focus would end up being on parking. She believes that knowing these conversations will be happening in the near future, and that the Committee is willing to consider alternatives or enhancements to the current structure of Parking Enforcement will satisfy the above who submitted correspondence.

Moved By: Jim Garbutt

Seconded By: Steve Podolsky

Resolved: That the above correspondence be received.

Carried PC2025-27

5.0 – NEW BUSINESS -----

5.1 – Community Liaison Report

Wayne English sent regrets, and the Committee reviewed his submitted report.

Moved By: Wes Found

Seconded By: Steve Podolsky

Resolved: That the above report be received.

Carried PC2025-28

5.2 – CKL Council & Staff Parking Study Update

Addressed in Item 4.1.

5.3 – Updated Items on City Maintenance List

Enzo Ingribelli and Jason Henley reviewed the updated list that has now been passed on, and they will review and continue to provide updates based from the Community Liaison report.

The Committee discussed the upcoming winter season, and Enzo Ingribelli advised that MSI will continue to fulfill the snow removal contract for 2025/2026, and the RFP is currently being prepared for the 2026/2027 season. Downtown sidewalk bumpouts are still a concern and the 2024/2025 season brought an unusual amount of snow that didn't allow for additional clearing by hand, which was expected to be done along with machine clearing of main roads and sidewalks. Benches, which were not removed this past season, and will no longer be removed each winter were impacted by snow removal and restitution was made by MSI for two damaged benches. Discussion was held on the idea of using flags to visually identify furniture locations this winter to prevent damage.

5.4 – Commercial Recycling Update

Melissa McFarland advised that the update from the province on a possible 5 year delay or lightening of the new requirements for small commercial businesses has not been announced as she'd hoped. If there is no update by the time of the September meeting, the BIA will go ahead and begin to seriously consider alternatives for how they can assist their members will coordinated pickups . Charlie McDonald advised that he has been in contact with Kyle Hussey at Waste Logix, who would be interested in working with the BIA for a private program.

5.5 – Traffic Calming

As an update from the July meeting, Jim Garbutt reviewed his concerns with Lot M2 (located south of Kent Street, north of Russell Street, east of York Street, west of Lindsay Street) and issues with the layout (blind spots, lack of signage where traffic would intersect, etc) and subsequent high speeds that traffic moves throughout the lot. There has been conflicting information regarding property lines between his property, to where it extends to the City's right-of-way running east/west to York Street, and he is concerned about liability. He is requesting a review of the lot, and how better signage, traffic calming devices, or both could be utilized to increase safety in this area.

Melissa McFarland, using the City's GIS system was able to present visuals of the lot and approximate property lines to the Committee. She suggested that visually, the lot appears to have a lot of open, unused space, and suggested that perhaps a complete restructuring of the lot's parking layout could produce a significant increase to parking inventory for this area, as well as slowing traffic down with less open space. The Committee will review this suggestion in more detail at a future meeting, and consult with relevant municipal departments who may be able to provide a recommendation.

5.6 – Other Items

Discussion was held regarding signage and advertising being placed on lampposts downtown. Aaron Sloan assured the BIA that they are empowered to remove at any time, and if given the contact information by the organizers of the events, or owners of the businesses being advertised, MLEO can contact and let them know of the by-laws and consequences, as a warning. The BIA staff (and any other member willing) can continue to remove as seen, which optimistically will be a deterrent if done consistently, and the information of any regular offenders can be passed along to MLEO.

6.0 – NEXT MEETING -----

Strategic Planning Session
Thursday, August 28th, 2025
8:00am
Launch Kawartha | 165 Kent Street West

Regular Meeting
Tuesday, September 9th, 2025
7:30am
LDBIA Boardroom | 7 York Street South

7.0 – ADJOURNMENT -----

Moved By: Wes Found

Seconded By: Jim Garbutt

Resolved: That the August 12th, 2025 meeting of the Parking & Advocacy Committee be adjourned at 8:44am.

Carried PC2025-29

TASK REVIEW -----

| Issue / Topic | Desired Outcome | Person(s) Responsible | Resolution Target | Complete |
|--|---|--|---|----------|
| Commercial Recycling | Determine next steps for advocacy and recommendations following results of Business Survey | Melissa McFarland via Waste Management | Upon results of province's update Aug/Sep | |
| Parking Fine Reduction | Approved reduction of parking fines by CKL Council be implemented | Aaron Sloan | ASAP | |
| 2021 Parking Study – CKL Staff Review | Relevant municipal departments will provide recommendations on how to obtain additional parking inventory for downtown. | Deputy Mayor McDonald as a liaison between CKL Staff & Committee | Progress update at September meeting | |



MINUTES

for the Meeting of the Parking & Advocacy Committee

Tuesday, September 9th, 2025

7:30am

BIA Office Boardroom, 7 York Street South

CHAIR

Charlie McDonald | CKL Deputy Mayor & Ward 7 Councillor

VOTING MEMBERS

Councillor Mark Doble | CKL Council - Ward 5

Wes Found | Linborough Property Corp.

Jim Garbutt | A Buy & Sell Shop

Adam Hayward | Nesbitt's Meat Market

Steve Podolsky | A&L Investments

LIAISONS

Wayne English | LDBIA Community Liaison

Melissa McFarland | LDBIA Executive Director

Staff Representative | 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: Deputy Mayor Charlie McDonald, Wes Found, Adam Hayward, Steve Podolsky, Wayne English

Recording Secretary: Melissa McFarland

Guests: None

Late Arrivals: Jim Garbutt (7:42am)

Early Departures: None

Regrets / Absent: Councillor Doble, Aaron Sloan, Public Works Staff

2.0 – ADMINISTRATIVE BUSINESS -----

2.1 - Adoption of Agenda

Moved By: Wes Found

Seconded By: Steve Podolsky

Resolved: That the agenda be adopted as circulated.

Carried PC2025-34

2.2 - Declarations of Pecuniary Interest

None Declared

3.1 - Adoption of Minutes

Moved By: Steve Podolsky

Seconded By: Adam Hayward

Resolved: That the minutes of the meeting held on August 12th, 2025, be adopted.

Carried PC2025-35

3.0 – DEPUTATIONS -----

None Scheduled

4.0 – CORRESPONDENCE -----

None Received.

5.0 – NEW BUSINESS -----

5.1 – Public Works Updates

Staff Representatives from Public Works were not in attendance.

5.2 – Community Liaison Report

Moved By: Wes Found

Seconded By: Steve Podolsky

Resolved: That the above report be received.

Carried PC2025-36

5.3 – Strategic Planning Session Review

The committee discussed the session held on August 27th, and looks forward to the report that will be forthcoming this fall. Any recommendations made in the report will be reviewed before they're confirmed as an action plan and presented to the membership at the AGM in November.

5.4 – CKL Council & Staff Parking Study Update

Deputy Mayor McDonald updated on meetings and conversations he has had recently with municipal Engineering staff, and attended a meeting of the Land Management Committee. Options are being considered in various ways, categorized as short-, medium-, and long-term for increasing the parking inventory. Plans are in place for the redevelopment of Lot M5 (Peel & Cambridge) and Lot M# (Ridout) to increase inventory, lighting and overall safety. There are areas being considered for the acquisition of the land, including the vacant lot on northwest corner of Kent &



MINUTES

for the Meeting of the Executive Committee

Thursday September 18th, 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: 8:00am

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

Recording Secretary: Melissa McFarland

Guests: None

Late Arrivals: None

Early Departures: None

Regrets / Absent: None

2.0 – ADMINISTRATIVE BUSINESS -----

2.1 - Adoption of Agenda

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

Resolved: That the agenda be adopted as circulated.

Carried EC2025-13

2.2 - Declarations of Pecuniary Interest

None Declared

2.3 - Adoption of Minutes

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

Resolved: That the Minutes of June 12th, 2025 meeting be adopted.

Carried EC2025-14

3.0 – DEPUTATIONS -----

None Scheduled

4.0 - CORRESPONDENCE -----

None Received

5.0 – NEW BUSINESS -----

5.1 – 2025 Financial Review

The committee reviewed the full financial report to date, as well as the more detailed breakdowns of the Marketing, Beautification and Opportunity Fund budgets. Each budget is on track approaching the last few months of the operating year. The Opportunity Fund has the largest unspent surplus, with the website redesign still outstanding. Melissa McFarland requested the consideration of a higher quality printer for the office so that some smaller printing jobs that are currently outsourced could be completed onsite. Research for the best options and cost will be conducted.

5.2 – 2026 Budget Updates

Wes Found and Melissa McFarland are scheduled to present the Board-approved 2026 Budget to the City's Budget Committee on September 29th.

5.3 – Strategic Plan & Fall AGM

The committee discussed their thoughts on the sessions conducted by Patty Hayes through the summer, and look forward to the draft report and the overall plans and recommendations that she will propose. The final plan will be presented at the membership Annual General Meeting, and Melissa McFarland proposed Thursday, November 6th for the meeting date, and will work on the booking.

5.4 – Website Redesign Proposal Review

The committee reviewed the details of the 7 proposals received, and the summary that was drafted by Melissa

McFarland. Priorities were identified as overall cost (which varied greatly), location of the contractor, and approach, especially in regards to platform and integration of membership data and mapping. The committee identified the top 2 proposals, and Melissa McFarland, Wes Found and Sandra Patrick will conduct meetings with each of them for further details and questions, and make a recommendation to the Board following.

6.0 – NEXT MEETING -----

TBD

7.0 – ADJOURNMENT -----

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

Resolved: That the September 18th, 2025 meeting of the Executive Committee be adjourned at 9:28am.

Carried EC2025-15



AGENDA

for the Meeting of the Board of Directors

Thursday, October 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

Councillor 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 September 25th, 2025*

3.0 – DEPUTATIONS

None Scheduled

4.0 – CORRESPONDENCE

None Received

5.0 – LIAISON UPDATES

5.1 – Police

5.2 – Council

5.3 – Economic Development

6.0 – REPORTS

6.1 – Treasurer

- *Receive Treasurer's Report – September 2025*

6.2 – Beautification Committee

- *Receive Meeting Minutes of October 3^d, 2025*

6.3 – Parking & Advocacy Committee

- *Receive Meeting Minutes of October 14th, 2025*

6.4 – Marketing Committee

- *Receive Meeting Minutes of October 8th, 2025*

6.5 – Executive Committee

- *Board Chair Update: Wes Found*

- *Executive Director Update: Melissa McFarland*

7.0 – NEW BUSINESS

7.1 – Strategic Planning Update

7.2 – Website Refresh Update

7.3 – Annual General Meeting

8.0 – NEXT MEETING

Annual General Meeting

Tuesday, November 4th, 2025

6:00pm

Pie Eyed Monk | 8 Cambridge Street North

Regular Meeting

Thursday, November 27th, 2025

7:30am

BIA Boardroom | 7 York Street South

9.0 – ADJOURNMENT



MINUTES

for the Meeting of the Board of Directors

Thursday, September 25th, 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

Mark Doble | 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

that took place earlier in the summer that put our local unit in the eyes of the media, and how this may affect the laws and their enforcement in the future.

5.2 – Council

Deputy Mayor Charlie McDonald updated. Budget deliberations are underway. Media reporting of 7% increases annually is being stated as misleading, as the budget is deliberated on year to year, and not in advance of that. Impacts to the 2026 budget include effects from the March 2025 ice storm damage and salaries and contracts. He and Councillor Doble both stated that their impressions of the Fall Block Party were positive from their perspectives and from their constituents. The Parking Study group has met and there will be some recommendations coming forth for some short-, medium- and long- term solutions for increasing inventory.

5.3 – Economic Development

Carlie Arbour updated. She will forward along the Coloured Crosswalk Policy to Melissa for more information on future projects. She echoed the positive feelings on the Fall Block Party and the way children were able to enjoy and use the space as vendors for community organizations. The City's (as well as the Tourism and Library) new websites is launching within the next week or so. 23rd Farm Fest is running on October 4th and hopefully will draw traffic downtown via the Farmers Market and Kawartha Dairy. Funding programs including Starter Company Plus has a deadline of October 15th, for businesses within their first 3 years. Legacy C.H.E.S.T. Fund and Million Dollar Makeover programs are open, and both close October 31st. Ontario Centre of Innovation has the Retail Modernization Grant, seeing some funding in lieu from the cessation of the Digital Main Street program, with grants up to \$5000.

Jim Garbutt brought forward wanting to look into funding that may be available for businesses wanting to install or upgrade their security system. This item will be placed on the next Parking & Advocacy Committee agenda.

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

Melissa McFarland updated. There has been very little movement among businesses and properties over the summer. Sparq Retail, a licensed cannabis retailer with 4 Peterborough locations will be opening at 30B Kent Street West. The BIA has accepted another co-op student for marketing from LCVI for the fall & winter semester. She and Wes Found will be presenting the approved 2026 Budget to the Council Budget Committee on Monday. She was invited to a special Professional Development Day for some of the more northern BIA's that is being hosted in Orillia at the end of October.

Chair Wes Found updated. He and Melissa McFarland met with representatives from Miller Waste about a potential program for private recycling pickups for interested downtown businesses and properties come January. Miller will be doing some research about what the details and costs of a project such as this may look like and will report back. Launch Kawartha has provided some information on a company that has been interested in expanding into this area, that collects plastics to convert to diesel, as a green initiative. Any information or possible solutions will continue to be communicated as much as possible through the next few months. At the provincial level, some proposed amendments will be going to the House on October 20th. A one page document will be drafted and distributed to businesses by Melissa McFarland.

Moved By: Steve Podolsky

Seconded By:

Resolved: That the following Reports and Minutes be received:

- Treasurer's Report – August 2025
- Beautification Committee – September 4th, 2025

- Parking & Advocacy Committee – Minutes of August 12th, 2025
- Parking & Advocacy Committee – Minutes of September 9th, 2025
- Marketing Committee – Minutes of August 13th, 2025
- Marketing Committee – Minutes of September 10th, 2025
- Executive Committee – Minutes of September 18th, 2025

Carried RBM2025-47

7.0 – NEW BUSINESS -----

7.1 – Strategic Planning Update

The sessions conducted over the summer were completed, and went well. Melissa McFarland has connected with Patty Hayes, who indicated that a first draft of her action plan is underway, and will be able to be shared in the next couple of weeks. Once the Executive is comfortable with the full document, the intention is for a presentation of the plan to be given to the membership with Patty Hayes as the guest speaker at the November Annual General Meeting.

7.2 – Website Refresh Update

Melissa McFarland updated. Seven proposals were received, with a wide range of costs and geography of firms. The Executive Committee shortlisted two of the proposals, both local, and are meeting with each of the representatives to further clarify their proposal and process.

Moved By: Sandra Patrick

Seconded By: Steve Podolsky

Resolved: That the Board directs the Executive Committee to enter into a contract for website creation up to a cost of \$22,000, with funds from the Opportunity Fund.

Carried RBM2025-48

8.0 – NEXT MEETING -----

Thursday, October 30th, 2025

7:30am

BIA Office Boardroom, 7 York Street South

9.0 – ADJOURNMENT -----

Moved By: Deputy Mayor McDonald

Seconded By: Sandra Falconer

Resolved: That the September 25th, 2025 meeting of the Board of Directors be adjourned at 8:31am.

Carried RBM2025-49

LINDSAY DOWNTOWN BIA - 2025 FINANCIALS

TREASURER'S REPORT - ENDING SEPTEMBER 30th, 2025

| | | Feb | March | April | May | June | July | August | September | October | November | December | Jan-26 |
|-----------------------------|-----|-------------------|------------------|-------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|
| Opening Bank Balance | | 19,438.57 | 19,562.20 | 42,525.23 | 95,118.01 | 75,999.76 | 68,822.72 | 58,056.87 | 49,337.74 | | | | |
| Administration | In | 119,813.32 | 847.67 | 500.00 | 2,136.41 | 5.00 | 300.00 | 848.42 | - | - | - | - | - |
| | Out | 16,406.18 | 11,595.84 | 11,594.33 | 10,379.31 | 9,957.18 | 16,208.84 | 9,058.85 | 8,856.60 | 11,700.00 | 9,175.00 | 9,175.00 | 9,175.00 |
| Parking | In | 15,075.68 | - | 16,017.99 | - | - | 12,232.77 | - | - | 16,001.54 | - | - | 15,747.70 |
| | Out | 4,786.01 | 4,786.01 | 4,620.83 | 5,801.03 | 4,039.48 | 4,541.49 | 5,340.34 | 4,431.28 | 7,500.00 | 5,000.00 | 5,000.00 | 4,500.00 |
| Marketing | In | 88,650.00 | 88,650.00 | - | 75.00 | 4,100.00 | 1,725.00 | 1,475.00 | 1,375.00 | 4,000.00 | 4,000.00 | - | - |
| | Out | 4,514.33 | 7,274.03 | 6,769.98 | 5,635.83 | 10,856.93 | 12,566.89 | 6,757.17 | 8,197.52 | 18,300.00 | 12,200.00 | 9,200.00 | 7,200.00 |
| Beautification | In | 55,150.00 | - | 65,000.00 | - | - | - | - | - | - | - | - | - |
| | Out | 2,645.87 | 5,043.84 | 4,368.28 | 3,210.49 | 13,463.00 | 5,884.10 | 30,353.77 | 11,205.54 | 19,560.00 | 23,860.00 | 3,735.00 | 3,535.00 |
| Opportunity Fund | In | - | - | - | - | 29,137.32 | 18,000.00 | - | 10,899.00 | - | 2,000.00 | - | - |
| | Out | 206.83 | - | - | - | 1,289.20 | 5,310.04 | 8,521.35 | 3,775.71 | 7,819.60 | 13,560.00 | - | - |
| Account Transfers | In | - | 50,000.00 | 114,000.00 | - | - | - | 50,000.00 | - | - | - | - | - |
| | Out | 250,000.00 | - | 114,000.00 | - | - | - | - | - | - | - | - | - |
| TOTALS | In | 278,689.00 | 50,847.67 | 195,517.99 | 2,211.41 | 33,242.32 | 32,257.77 | 52,323.42 | 12,274.00 | 20,760.86 | 6,000.00 | - | 15,747.70 |
| | Out | 278,559.22 | 28,534.54 | 142,533.62 | 23,265.11 | 40,107.80 | 44,133.99 | 60,031.48 | 36,466.65 | 64,879.60 | 63,795.00 | 27,110.00 | 24,410.00 |
| Closing Bank Balance | | 19,562.20 | 42,525.23 | 95,118.01 | 75,999.76 | 68,822.72 | 58,056.87 | 49,337.74 | 24,403.79 | - | - | - | - |

TOTAL BUDGET SNAPSHOT

| | |
|------------------------------------|-------------------|
| Total Operating Budget | 505,310.71 |
| Actual Income Received | 450,528.15 |
| Remaining Income Expected | 54,782.56 |
| Expenses to Date | 265,001.74 |
| Remaining Expenses Expected | 204,825.27 |
| Unspent | 36,293.72 |

ADMINISTRATION SNAPSHOT

| | |
|------------------------------------|-------------------|
| Budget | 134,447.04 |
| Actual Income Received | 133,687.72 |
| Remaining Income Expected | 759.32 |
| Expenses to Date | 77,325.84 |
| Remaining Expenses Expected | 55,956.29 |
| Unspent | 1,141.15 |

PARKING SNAPSHOT

| | |
|------------------------------------|------------------|
| Budget | 61,500.00 |
| Actual Income Received | 29,750.76 |
| Remaining Income Expected | 31,749.24 |
| Expenses to Date | 28,265.20 |
| Remaining Expenses Expected | 31,459.38 |
| Unspent | 1,775.42 |

MARKETING SNAPSHOT

| | |
|------------------------------------|-------------------|
| Budget | 112,118.90 |
| Actual Income Received | 102,743.90 |
| Remaining Income Expected | 9,375.00 |
| Expenses to Date | 62,572.68 |
| Remaining Expenses Expected | 46,900.00 |
| Unspent | 2,646.22 |

NOTES

BEAUTIFICATION SNAPSHOT

| | |
|------------------------------------|-------------------|
| Budget | 137,208.45 |
| Actual Income Received | 137,208.45 |
| Remaining Income Expected | - |
| Expenses to Date | 76,174.89 |
| Remaining Expenses Expected | 50,690.00 |
| Unspent | 10,343.56 |

OPPORTUNITY FUND SNAPSHOT

| | |
|------------------------------------|------------------|
| Budget | 60,036.32 |
| Actual Income Received | 47,137.32 |
| Remaining Income Expected | 12,899.00 |
| Expenses to Date | 20,663.13 |
| Remaining Expenses Expected | 19,819.60 |
| Unspent | 20,387.37 |

ACCOUNT TRANSFERS

| | |
|--------------------------------------|-------------------|
| Remaining in GIC (Collateral) | 5,000.00 |
| Remaining in GIC (Redeemable) | 150,000.00 |



MINUTES

for the Meeting of the Beautification Committee

Friday, October 3rd, 2025

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

1.0 – CALL TO ORDER -----

Meeting Called to Order by the Chair: 8:07am

In Attendance: Steve Podolsky, Sandra Falconer, Reese Burns, Melissa Wemyss, Theresa Henry, Tessa Smith

Recording Secretary: Melissa McFarland

Guests: None

Late Arrivals: None

Early Departures: None

Regrets / Absent: None

2.0 – ADMINISTRATIVE BUSINESS -----

2.1 - Adoption of Agenda

Moved By: Melissa Wemyss **Seconded By:** Sandra Falconer

Resolved: That the agenda be adopted as circulated.

Carried BC2025-21

2.2 - Declarations of Pecuniary Interest

2.3 – Adoption of Minutes

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

Resolved: That the Minutes of the meeting held on September 4th, 2025 be adopted.

Carried BC2025-22

3.0 – DEPUTATIONS -----

None Scheduled

4.0 – CORRESPONDENCE -----

None Received

5.0 – NEW BUSINESS -----

5.1 – 2025 Budget Update & 2026 Planning

Melissa McFarland reviewed changes since the last meeting. Any overages for individual items have been moved to the projects budget. Additional costs for hanging basket removal will be factored in for future RFPs. The committee reviewed of challenges faced in 2025 in dealing with new suppliers, and e ways the committee could conduct business themselves with wholesalers versus using third party companies with the same results, but higher costs.

5.2 – Fall Review

Discussion was held regarding watering challenges over the summer, and issues with maintenance transitioning into fall. The committee agreed that there would be major benefit to coordinating better at this end, and developing a new, more formalized work plan, and having meetings with maintenance staff at the beginning of each season to review schedules and expectations. Tessa Smith recommended some products that will assist in watering absorption for the bumpout flowerbeds.

5.3 – Winter & Christmas Planning

Melissa McFarland has advised all necessary parties of the window of time between November 12th and 21st that can be used for all winter and holiday installations. Highway Garden Centre will be installing wintery greenery storefront planters. Tree removal is being coordinated for Cooperators, and once installed downtown, will be decorated by Skedaddle, who will also be installing greenery and lights on lampposts. The lit snowflakes will be brought down to the BIA office for Public Works to install on a date to be communicated by them. Reese Burns requested that new panels to frame the bottom of the Christmas tree be considered.

5.4– General Items & Updates

Melissa McFarland and Steve Podolsky were advised that the requested garbage can for bus depot area on Victoria Avenue now needs to go to Public Works and/or Transit, versus Parks, and that request has been sent.

Steve Podolsky advised that several ashtray canisters are in need of replacement. Melissa McFarland ordered a sample of a different design from the same supplier, with a covered top and side slot, that may help with moisture causing issues with the latch. The committee agreed that the new design was good, and replacements will be ordered.

Steve Podolsky updated on the requested restitution for the Welcome Sign damaged on Lindsay Street South, and that there was confusion about re-installation versus a direct payout, which he is still continuing to push for.

6.0 – NEXT MEETING -----

Thursday, November 6th, 2025

8:00am

LDBIA Boardroom | 7 York Street South

7.0 – ADJOURNMENT -----

Moved By: Reese Burns

Seconded By: Theresa Henry

Resolved: That the Beautification Committee Meeting of October 3rd, 2025 be adjourned at 9:03am.

Carried BC2025-23



MINUTES

for the Meeting of the Parking & Advocacy Committee

Tuesday, October 14th, 2025

7:30am

BIA Office Boardroom, 7 York Street South

CHAIR

Charlie McDonald | CKL Deputy Mayor & Ward 7 Councillor

VOTING MEMBERS

Councillor Mark Doble | CKL Council - Ward 5

Wes Found | Linborough Property Corp.

Jim Garbutt | A Buy & Sell Shop

Adam Hayward | Nesbitt's Meat Market

Steve Podolsky | A&L Investments

LIAISONS

Wayne English | LDBIA Community Liaison

Melissa McFarland | LDBIA Executive Director

Staff Representative | CKL Public Works

Aaron Sloan | CKL Manager of Municipal Law Enforcement

5.3 – CKL Council & Staff Parking Study Update

Deputy Mayor Charie McDonald advised that municipal staff in various departments are in the process of reviewing the Parking Study and making recommendations on potential sites for additional parking inventory. He had the opportunity to attend a Land Management Committee meeting, and will continue to update the committee throughout the process as to any updates.

5.4 – Commercial Recycling Update & Advocacy Plans

Melissa McFarland updated. She and Wes Found met with representatives from Miller Waste regarding development of a program for private pickups in the downtown, coordinated by the BIA. Miller staff have been using the past few Thursdays to gauge the number of stops and subsequent weight of collection in the BIA’s geographical area for both plastic and cardboard and will be reporting back with a pricing structure. It is currently up for debate what role the BIA will take in the coordination of this program, whether just as a liaison for information between Miller and individual businesses and properties, or the administrator for participation and payments. Deputy Mayor McDonald advised that he believes that the BIA will have enough additional workload with the inevitable cleanup once the changes take effect. Melissa McFarland will continue to update when Miller Waste provides more information.

6.0 – NEXT MEETING -----

Tuesday, November 11th, 2025
7:30am
LDBIA Boardroom | 7 York Street South

7.0 – ADJOURNMENT -----

Moved By: Wes Found

Seconded By: Jim Garbutt

Resolved: That the October 14th, 2025 meeting of the Parking & Advocacy Committee be adjourned at 8:45am.

Carried PC2025-37

TASK REVIEW -----

| Issue / Topic | Desired Outcome | Person(s) Responsible | Resolution Target | Complete |
|----------------------|--|--|-------------------|----------|
| PW Maintenance List | Completion of circulated tasks | Public Works Staff | Ongoing | |
| Lot M3 (CIBC) | Updated designation for patrol & ticketing | Wayne English to update PCO’s once approved by Council | October 2025 | |
| Commercial Recycling | Coordination of private pickup program for LDBIA members | Melissa McFarland | December 2025 | |



MINUTES

for the Meeting of the Marketing Committee

Wednesday, October 8th, 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

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: 5:38pm

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

2.0 – ADMINISTRATIVE BUSINESS -----

2.1 - Adoption of Agenda

Moved By: Michele Sauve **Seconded By:** Alex Bartley

Resolved: That the agenda be adopted as circulated.

Carried MC2025-31

2.2 - Declarations of Pecuniary Interest

None Declared

2.3 – Adoption of Minutes

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

Resolved: That the Minutes of the September 10th, 2025 meeting be approved.

Carried MC2025-32

3.0 – DEPUTATIONS -----

None Scheduled

4.0 – CORRESPONDENCE -----

None Received

5.0 – NEW BUSINESS -----

5.1 – Budget Review

Melissa McFarland presented the committee’s financials year-to-date. Updates have been made to the flatbread promotion, and projected expenses for the Halloween event will likely exceed the initial estimate, so she will make adjustments from the projects section which has an overage.

5.2 – Magazine Updates – Fall/Winter & Holiday Gift Guide

Mary Hackett updated. The Fall & Winter edition has been sent to the printer, and 9000 will be delivered to K9V postal codes the week of October 27th, and the remaining 1000 delivered to the office by PP Print for distribution. The Holiday Gift Guide is in production, and concerns with timing and deadlines have arisen, as many businesses have stated that they will not have their desired holiday products available for photography prior to the deadline that will have the Gift Guide ready for distribution at the Holiday Kickoff. PP Print has been able to extend their file submission deadline a few days, as we are able to provide print-ready files with no further editing, and Mary will work with the retailers to encourage them to be creative with their featured products to get everything in on time.

5.3 – Fall Flatbread Activation Updates

Mary Hackett updated. The activation is going well, and she will collect the ballots and draw the winners following the event. The participating restaurants have been enthusiastic, and there has been good social media engagement so far. She will review any feedback received from the restaurants following the event, as well as the success of having the ballots submitted both in paper form and via the QR code.

5.4 – Halloween Updates

Mary Hackett updated. The treat bags were purchased and labeled with Trick or Treat stickers, and candy is being sourced from Burns Bulk Food. They will be filled and delivered to participating businesses prior to the Saturday event. At this time there is approximately 50 businesses participating. A DJ was not able to be hired, and Alex Bartley offered to ask her co-op student and a friend to work as the Downtown Dog (with the other in a Halloween costume) and also run the music the day. The BIA can provide the music and speaker to be set up on the south bumpout between Cambridge & William. Big Brothers Big Sisters will also be providing a pumpkin painting activity this day.

5.5 – Holiday Passport & Kickoff

The event is set for Friday, November 21st, and Melissa McFarland advised that a road closure application was submitted and approved to close the portion of Cambridge Street north of Kent, to the end of the building at 180 Kent Street West to provide more room for event elements and event attendees. Lindsay & District Chamber of Commerce will be asked if interested in providing the hot chocolate booth, and Big Brothers Big Sisters to run a family activity. Mary Hackett is in contact with charitable agencies and performers to attend, and the DJ is confirmed. She and Melissa McFarland will be having a meeting with event sponsor Janet DiBello. The Holiday Passport is in progress, and participating businesses are being confirmed. The committee discussed the double stamp promotion started last year, and agreed to run it on the first weekend only.

5.6 – Other Advertising & Promotions

None

6.0 – NEXT MEETING -----

Wednesday, November 12th, 2025
5:30pm
LDBIA Boardroom | 7 York Street South

7.0 – ADJOURNMENT -----

Moved By: Michele Sauve

Seconded By: Sandra Patrick

Resolved: That the October 8th, 2025 meeting of the Marketing Committee be adjourned at 6:46pm.

Carried MC2025-33



AGENDA

for the Meeting of the Board of Directors

Thursday, October 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

Councillor 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 October 30th, 2025**

3.0 – DEPUTATIONS

None Scheduled

4.0 – CORRESPONDENCE

None Received

5.0 – LIAISON UPDATES

5.1 – Police

5.2 – Council

5.3 – Economic Development

6.0 – REPORTS

6.1 – Treasurer

- **Receive Treasurer’s Report – October 2025**

6.2 – Beautification Committee

- **Receive Meeting Minutes of November 6th, 2025**

6.3 – Parking & Advocacy Committee

- **Receive Meeting Minutes of November 11th, 2025**

6.4 – Marketing Committee

- **Receive Meeting Minutes of November 12th, 2025**

6.5 – Executive Committee

- **Receive Meeting Minutes of November 13th, 2025**
 - **Chair Update: Wes Found**
 - **Executive Director Update: Melissa McFarland**

7.0 – NEW BUSINESS

7.1 – Executive Committee Elections

7.2 – Strategic Plan Review

8.0 – NEXT MEETING

Thursday, January 29th, 2026

7:30am

BIA Boardroom | 7 York Street South

9.0 – ADJOURNMENT



This is our last meeting of 2025!

Thank you for a wonderful year, and hope everyone has a wonderful holiday season with their loved ones.

See you in 2026!



MINUTES

for the Meeting of the Board of Directors

Thursday, October 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

Mark Doble | 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

communities, and then to the assets within those communities (parking, tourism destinations, etc) and then navigation for pedestrians once there. The direction will see standardizing of signage for each community, but also having each have its own personality under the umbrella of Kawartha Lakes' visuals. They're also addressing signage for service group and clubs. An inventory has been completed, and the consultant will be keen on conducting public engagement surveys and open houses, and meetings with stakeholders. Dates on these will be communicated to the BIA. The timeline that is anticipated at this time - conscious of 2026 being an election year, and this being a large project - is for strategy and consultations taking place from now until mid-2026, when visuals and implementation recommendations can be presented to Council for them to approve direction and budget. It's likely that staged install will begin in early 2027. The question of the BIA having downtown-specific signage was asked, and it was advised that the BIA has been identified as a key stakeholder. Signage pertaining to parking was also discussed, with the Board agreeing that these should be a minimum requirement and addressed as soon as possible.

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

Melissa McFarland updated. Recent business movements include the closure of Olive & Sprig on Cambridge Street South, the Bong & Dong at 9 Kent, and Royale Town & Country Realty at 46 Kent Street West. Foresight Healing Massage has opened upstairs at 1 William South. ValuMart has sold the franchise to an existing employee, who takes over at the end of November. Appleseed Quiltworks will be moving out of the downtown, and the space will be up for lease. Discussion was held on businesses that have identified their desire to sell in the future, and Carlie Arbour advised that a workshop titled "Owners Wanted" is in planning for those looking to buy or sell businesses, and this information will be circulated when available.

Melissa McFarland attended a small summit of BIA's in Orillia, led by Patty Hayes, and participated in a lot of valuable conversations around municipal relationships and programming; BIA approaches towards the responsibility of large-scale events in their downtowns; and Executive Director roles and responsibilities. She has also submitted grant applications to the municipality for the Community Partnership & Development Fund towards our annual Beautification costs, as well as the Legacy C.H.E.S.T. Fund for the historical banner project.

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

Resolved: That the following Reports and Minutes be received:

- Treasurer's Report – September 2025
- Beautification Committee – October 3rd, 2025
- Parking & Advocacy Committee – Minutes of October 14th, 2025
- Marketing Committee – Minutes of October 8th, 2025

Carried RBM2025-52

7.0 – NEW BUSINESS -----

7.1 – Strategic Planning Update

Wes Found updated. He and Melissa McFarland met with consultant Patty Hayes the previous week, and she presented the general direction her action plan is taking. They are making notes on the submission, and the Executive Committee will be meeting for a full review of the first draft to ensure the elements and recommendations align with the BIA's overall vision and operations. Recommendations that are specific to each committee will be reviewed with them at their November meetings, and the Board will review the full draft at an upcoming meeting. With these adjustments to the timeline, Patty Hayes will be changing the content of her presentation at Tuesday's AGM from a presentation of the action plan to the membership to a more generic guest speaker presentation.

7.2 – Website Refresh Update

Wes Found and Melissa McFarland updated. The website, being developed by Colour + Code, is on track, with a complete overhaul of the BIA’s membership and property data, which will replace the OBIAA CRM and provide much more comprehensive ways to organize, present and analyze the data, as well as feed the website with the public info required for the crucial business database and mapping features. The refresh involves several touchpoint meetings over the next few weeks, with full deployment expected by the end of the calendar year.

7.3 – Annual General Meeting

Melissa McFarland updated. The meeting scheduled for Tuesday, November 4th has been communicated to the membership twice via email, as well as a hand-delivered notice. The item will also be in the newspaper being delivered today, and is posted on the website. One more notice is scheduled via email on Monday with the agenda and supporting documents, as well as an inclusion in the November newsletter.

8.0 – NEXT MEETING -----

Thursday, November 27th, 2025

7:30am

BIA Office Boardroom, 7 York Street South

9.0 – ADJOURNMENT -----

Moved By: Nicki Dedes

Seconded By: Councillor Doble

Resolved: That the October 30th, 2025 meeting of the Board of Directors be adjourned at 8:44am.

Carried RBM2025-53

LINDSAY DOWNTOWN BIA - 2025 FINANCIALS

TREASURER'S REPORT - ENDING OCTOBER 31st, 2025

| | | Feb | March | April | May | June | July | August | September | October | November | December | Jan-26 |
|-----------------------------|-----|-------------------|------------------|-------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|
| Opening Bank Balance | | 19,438.57 | 19,562.20 | 42,525.23 | 95,118.01 | 75,999.76 | 68,822.72 | 58,056.87 | 49,337.74 | 24,403.79 | <i>39,380.73</i> | - | - |
| Administration | In | 119,813.32 | 847.67 | 500.00 | 2,136.41 | 5.00 | 300.00 | 848.42 | - | - | - | - | - |
| | Out | 18,140.40 | 9,336.88 | 11,292.42 | 10,379.31 | 10,048.63 | 16,117.39 | 9,058.85 | 9,095.33 | 10,804.12 | 10,900.00 | 9,200.00 | 9,200.00 |
| Parking | In | 15,075.68 | - | 16,017.99 | - | - | 12,232.77 | - | - | 16,001.54 | - | - | 15,747.70 |
| | Out | 4,786.01 | 4,786.01 | 4,620.83 | 5,801.03 | 4,039.48 | 4,541.49 | 5,340.34 | 4,431.28 | 5,456.88 | 5,000.00 | 5,000.00 | 4,500.00 |
| Marketing | In | 88,650.00 | 88,650.00 | - | 75.00 | 4,100.00 | 1,725.00 | 1,975.00 | 1,375.00 | 850.00 | 9,000.00 | - | - |
| | Out | 5,309.33 | 6,479.03 | 6,769.98 | 5,635.83 | 12,056.93 | 11,366.89 | 6,757.17 | 7,958.79 | 21,782.31 | 7,800.00 | 7,700.00 | 7,700.00 |
| Beautification | In | 55,150.00 | - | 65,000.00 | - | - | - | - | - | - | - | - | - |
| | Out | 2,739.43 | 4,950.28 | 4,455.09 | 3,123.68 | 13,994.00 | 30,002.82 | 8,478.77 | 11,205.54 | 10,246.40 | 27,810.00 | 5,950.00 | 3,685.00 |
| Opportunity Fund | In | - | - | - | - | 29,137.32 | 18,000.00 | - | 10,899.00 | - | - | 2,000.00 | - |
| | Out | 206.83 | - | - | - | 1,289.20 | 5,310.04 | 8,521.35 | 3,775.71 | 3,399.58 | 20,009.95 | - | - |
| Account Transfers | In | - | 50,000.00 | 114,000.00 | - | - | - | 50,000.00 | - | 50,000.00 | - | - | - |
| | Out | 250,000.00 | - | 114,000.00 | - | - | - | - | - | - | - | - | - |
| TOTALS | In | 278,689.00 | 50,847.67 | 195,517.99 | 2,211.41 | 33,242.32 | 32,257.77 | 52,823.42 | 12,274.00 | 68,310.86 | <i>9,000.00</i> | <i>2,000.00</i> | <i>15,747.70</i> |
| | Out | 281,182.00 | 25,387.02 | 142,318.52 | 23,178.30 | 41,930.25 | 66,961.26 | 38,156.48 | 36,466.65 | 51,689.29 | <i>71,519.95</i> | <i>27,850.00</i> | <i>25,085.00</i> |
| Closing Bank Balance | | 19,562.20 | 42,525.23 | 95,118.01 | 75,999.76 | 68,822.72 | 58,056.87 | 49,337.74 | 24,403.79 | 39,380.73 | - | - | - |

TOTAL BUDGET SNAPSHOT

| | |
|------------------------------------|-------------------|
| Total Operating Budget | 508,360.71 |
| Actual Income Received | 481,613.01 |
| Remaining Income Expected | 26,747.70 |
| Expenses to Date | 343,269.77 |
| Remaining Expenses Expected | 124,454.95 |
| Unspent | 40,635.99 |

ADMINISTRATION SNAPSHOT

| | |
|------------------------------------|-------------------|
| Budget | 135,147.04 |
| Actual Income Received | 135,147.04 |
| Remaining Income Expected | - |
| Expenses to Date | 104,273.33 |
| Remaining Expenses Expected | 29,300.00 |
| Unspent | 1,573.71 |

PARKING SNAPSHOT

| | |
|------------------------------------|------------------|
| Budget | 61,500.00 |
| Actual Income Received | 45,752.30 |
| Remaining Income Expected | 15,747.70 |
| Expenses to Date | 43,181.46 |
| Remaining Expenses Expected | 14,500.00 |
| Unspent | 3,818.54 |

MARKETING SNAPSHOT

| | |
|------------------------------------|-------------------|
| Budget | 114,468.90 |
| Actual Income Received | 105,468.90 |
| Remaining Income Expected | 9,000.00 |
| Expenses to Date | 84,116.26 |
| Remaining Expenses Expected | 23,200.00 |
| Unspent | 7,152.64 |

NOTES

BEAUTIFICATION SNAPSHOT

| | |
|------------------------------------|-------------------|
| Budget | 137,208.45 |
| Actual Income Received | 137,208.45 |
| Remaining Income Expected | - |
| Expenses to Date | 89,196.01 |
| Remaining Expenses Expected | 37,445.00 |

OPPORTUNITY FUND SNAPSHOT

| | |
|------------------------------------|------------------|
| Budget | 60,036.32 |
| Actual Income Received | 58,036.32 |
| Remaining Income Expected | 2,000.00 |
| Expenses to Date | 22,502.71 |
| Remaining Expenses Expected | 20,009.95 |

ACCOUNT TRANSFERS

| | |
|--------------------------------------|-------------------|
| Remaining in GIC (Collateral) | 5,000.00 |
| Remaining in GIC (Redeemable) | 100,000.00 |



Unspent 10,567.44

Unspent 17,523.66





MINUTES

for the Meeting of the Beautification Committee

Thursday, November 6th, 2025

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

1.0 – CALL TO ORDER -----

Meeting Called to Order by the Chair: 8:13am

In Attendance: Steve Podolsky, Sandra Falconer, Melissa Wemyss, Theresa Henry

Recording Secretary: Melissa McFarland

Guests: None

Late Arrivals: None

Early Departures: None

Regrets / Absent: Kevin Brasier, Reese Burns, Tessa Smith

2.0 – ADMINISTRATIVE BUSINESS -----

2.1 - Adoption of Agenda

Moved By: Melissa Wemyss **Seconded By:** Sandra Falconer

Resolved: That the agenda be adopted as circulated.

Carried BC2025-24

2.2 - Declarations of Pecuniary Interest

2.3 – Adoption of Minutes

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

Resolved: That the Minutes of the meeting held on October 3rd, 2025 be adopted.

Carried BC2025-25

3.0 – DEPUTATIONS -----

None Scheduled

4.0 – CORRESPONDENCE -----

None Received

5.0 – NEW BUSINESS -----

5.1 – 2025 Budget Update

Melissa McFarland presented year to date financials. She made some adjustments within each categories to accurately reflect the remainder of the year and the projected final over/under for each area. Replacement ashtrays were purchased. With no additional or unexpected expenditures, the committee will finish approximately \$10K under budget, but it was advised that \$8K of that was being earmarked for street banners in 2026, in the event that the Legacy C.H.E.S.T. Fund application was unsuccessful. The committee discussed purchasing additional holiday décor, but ultimately decided to hold the funds for a potentially larger project in 2026.

5.2 – Winter & Holiday Installs

The schedule is in place for the next two weeks. Public Works has contracted Black & McDonald to install the lamppost snowflakes, which will have to brought down by Tuesday for them to pick up from the boardroom for installation on the 12th. The Christmas Tree is being donated by Jason Willock at Cooperators Insurance, from his office property, and the removal and install is being coordinated by Tessa Smith, using Kris Hogan for felling, and Everson Excavating for transportation and erection on the 13th. Skedaddle will be arrival upon completion for lights and décor, and to install the garland and lights on lampposts on the 15th. The tree will need to have the decorative panels installed by the committee once it's finished, and snowmen will be brought down from upstairs and installed in the bumpouts on the 18th. Highway Garden Centre will be coordinating the delivery of the winter storefront planters and installing them on the 20th.

5.3 – 2026 RFP

Melissa McFarland presented her edited draft of the RFP for beautification items in 2026 for review. At the committee's previous request, winter storefront planters were removed, and Tessa Smith confirmed that Parks will handle the planting of the bumpouts and large cement planters for spring and summer. This left only hanging baskets, storefront planters for summer and fall, and fall decorative planters for circulation. Final edits will be made, and the RFP circulated by November 17th, with a deadline of January 5th, in time for the January Beautification meeting for review.

6.0 – NEXT MEETING -----

Thursday, December 4th, 2025

8:00am

LDBIA Boardroom | 7 York Street South

7.0 – ADJOURNMENT -----

Moved By: Sandra Falconer

Seconded By: Theresa Henry

Resolved: That the Beautification Committee Meeting of November 6th, 2025 be adjourned at 9:03am.

Carried BC2025-26



MINUTES

for the Meeting of the Parking & Advocacy Committee

Tuesday, October 14th, 2025

7:30am

BIA Office Boardroom, 7 York Street South

CHAIR

Charlie McDonald | CKL Deputy Mayor & Ward 7 Councillor

VOTING MEMBERS

Councillor Mark Doble | CKL Council - Ward 5

Wes Found | Linborough Property Corp.

Jim Garbutt | A Buy & Sell Shop

Adam Hayward | Nesbitt's Meat Market

Steve Podolsky | A&L Investments

LIAISONS

Wayne English | LDBIA Community Liaison

Melissa McFarland | LDBIA Executive Director

Staff Representative | CKL Public Works

Aaron Sloan | CKL Manager of Municipal Law Enforcement

1.0 – CALL TO ORDER -----

Meeting Called to Order by the Chair: 7:30am

In Attendance: Deputy Mayor Charlie McDonald, Adam Hayward, Councillor Doble, Steve Podolsky, Wayne English, Aaron Sloan

Recording Secretary: Melissa McFarland

Guests: None

Late Arrivals: Jim Garbutt (7:34am)

Early Departures: None

Regrets / Absent: Wes Found, Public Works Staff

2.0 – ADMINISTRATIVE BUSINESS -----

2.1 - Adoption of Agenda

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

Resolved: That the agenda be adopted as circulated.

Carried PC2025-38

2.2 - Declarations of Pecuniary Interest

None Declared

3.1 - Adoption of Minutes

Moved By: Steve Podolsky **Seconded By:** Councillor Doble

Resolved: That the minutes of the meeting held on September 9th, 2025, be adopted.

Carried PC2025-39

3.0 – DEPUTATIONS -----

None Scheduled

4.0 – CORRESPONDENCE -----

None Received.

5.0 – NEW BUSINESS -----

5.1 – Public Works Updates

Staff Representatives from Public Works were not in attendance.

5.2 – Community Liaison Report

Wayne English requested clarification from Aaron Sloan on the designation of some of the spaces in the M3 lot, now that the agreement between the municipality and CIBC has been finalized. Following the Annual General Meeting the previous week, discussion was held regarding the request from a member for “free” parking in December, as used to be the model when the downtown still had meters. In this case, “free” likely means un-enforced, which the committee agreed is not a solution that benefits the businesses overall, although the parking control officers are advised to use a “lighter approach” on ticketing.

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

Resolved: That the above report be received.

Carried PC2025-40

5.3 – Strategic Action Plan – 1st Draft Review

Melissa McFarland presented the initial draft of the Strategic Action Plan that pertains directly to parking, and Patty Hayes’ recommendations for the BIA’s approach. Much of what was presented pertains to communication to both the membership and the public, and advocacy for increased inventory, which is already in the works. No changes were recommended from the committee, and one of the recommended actions – drafting a position statement on the BIA’s approach to parking enforcement – can be put into immediate implementation. Melissa McFarland will put together a draft for review for the December meeting.

5.4 – Commercial Recycling Update & Advocacy Plans

Melissa McFarland updated. The anticipated meeting with Miller Waste to review their proposal for downtown recycling pickup will be occurring on November 14th. She will immediately circulate this information to the membership once received.

6.0 – NEXT MEETING -----

Tuesday, December 9th, 2025
7:30am
LDBIA Boardroom | 7 York Street South

7.0 – ADJOURNMENT -----

Moved By: Steve Podolsky

Seconded By: Jim Garbutt

Resolved: That the November 11th, 2025 meeting of the Parking & Advocacy Committee be adjourned at 8:45am.

Carried PC2025-41

TASK REVIEW -----

| Issue / Topic | Desired Outcome | Person(s) Responsible | Resolution Target | Complete |
|-----------------------------------|--|---|--------------------------|-----------------|
| PW Maintenance List | Completion of circulated tasks | Public Works Staff | Ongoing | |
| Commercial Recycling | Coordination of private pickup program for LDBIA members | Melissa McFarland | December 2025 | |
| Parking Position Statement | Approved version posted on website and circulated to interested parties as required. | Melissa McFarland to draft and present to committee | December Meeting | |



MINUTES

for the Meeting of the Marketing Committee

Wednesday, November 12th, 2025

5:30pm

Gridley's Creative Bath & Body, 73 Kent Street West

CHAIR

Sandra Patrick | Down to Earth

VOTING MEMBERS

Alexsandra Barley | Cathy Allan Ladieswear

Reese Burns | Burns Bulk Food

Nicki Dedes | Olympia Restaurant

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: 5:32pm

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

Recording Secretary: Melissa McFarland

Guests: Chris Houle, Joel Pringle

Late Arrivals: Reese Burns (5:46pm)

Early Departures: None

Regrets / Absent: Aleksandra Bartley, Nicki Dedes

2.0 – ADMINISTRATIVE BUSINESS -----

2.1 - Adoption of Agenda

Moved By: Michele Sauve **Seconded By:** Alex Bartley

Resolved: That the agenda be adopted as circulated.

Carried MC2025-31

2.2 - Declarations of Pecuniary Interest

None Declared

2.3 – Adoption of Minutes

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

Resolved: That the Minutes of the September 10th, 2025 meeting be approved.

Carried MC2025-32

3.0 – DEPUTATIONS -----

None Scheduled

4.0 – CORRESPONDENCE -----

None Received

5.0 – NEW BUSINESS -----

5.1 – Budget Review

Melissa McFarland presented the committee’s financials year-to-date. Adjustments were made to the overall budget as a result of the Halloween event costs, and while enough budget has been assigned to the Gift Certificate Reimbursement column to cover all gift certificates that are circulated, plus the ones assigned to the Holiday Passport, there is no chance that all of them will be redeemed by the end of January when the budget is complete, so there is a cushion if there is unexpected expenses with the holiday initiatives. Otherwise, the budget is exactly on track.

5.2 – Halloween Review

The committee and staff reviewed the event. Overall, and especially for a first time, it was extremely well received. Much of the unexpected cost came from the procurement of enough candy to supply the 60 participating businesses, and the estimated 300-350 kids. Many of the businesses ran out by late morning, and some chose to purchase their own to supplement. The committee agreed that with more time in planning the following year, and a higher quality will ensure that each child receives only one piece, the supply will be much easier to manage. The entertainment and mascots were well received. All were in agreement to repeat the event with some small tweaks, in 2026.

5.3 – Holiday Passport & Kickoff Updates

Mary Hackett updated. All planning is on track. Passports are being received this week, and countertop holders are being provided to every participant. The schedule of entertainment and guests for the tree lighting is being created, and the Chamber of Commerce confirmed their participation in providing hot chocolate. Katelyn Graham confirmed that Big Brothers Big Sisters will be ready for the kids’ craft. Aaron McFarland will be playing Santa, and candy canes are being provided. Reese Burns offered to provide the chair for Santa. Janet DiBello will be providing the photos.

5.4 – Other Advertising & Promotions

None.

5.5 – Strategic Action Plan Review

Melissa McFarland presented the first draft from Patty Hayes. The committee reviewed the goals and objectives for both the Events & Activation section, and the separate Marketing section. As discussed, the plan supports the BIA pulling away from the execution of major events outside of one or two signature events, and working towards creating more consistent small-scale activations to create vibrancy on the street year round. Upon full approval from the Board of Directors, the committee will continue to review the ideas and recommendations contained in the plan on an ongoing basis to address the short- and long- term goals on an ongoing basis.

6.0 – NEXT MEETING -----

Wednesday, December 10th, 2025
5:30pm
LDBIA Boardroom | 7 York Street South

7.0 – ADJOURNMENT -----

Moved By: Michele Sauve

Seconded By: Sandra Patrick

Resolved: That the November 12th, 2025 meeting of the Marketing Committee be adjourned at 7:10pm. **Carried MC2025-33**



MINUTES

for the Meeting of the Executive Committee

Thursday, November 13th, 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: 7:43am

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: Sandra Patrick **Seconded By:** Steve Podolsky

Resolved: That the agenda be adopted as circulated.

Carried EC2025-13

2.2 - Declarations of Pecuniary Interest

None Declared

2.3 - Adoption of Minutes

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

Resolved: That the Minutes of September 18th, 2025 meeting be adopted.

Carried EC2025-14

3.0 – DEPUTATIONS -----

None Scheduled

4.0 - CORRESPONDENCE -----

None Received

5.0 – NEW BUSINESS -----

5.1 – 2025 Financial Review

The committee reviewed the full financial report to date, as well as the more detailed breakdowns of the Marketing, Beautification and Opportunity Fund budgets. Each budget is on track approaching the last few months of the operating year. The Beautification's \$10K expected overage has mostly been attributed to the holdback of \$8K that will be necessary if the application to Legacy C.H.E.S.T. Fund is not successful for street banners in 2026. Approximately \$20K of the Opportunity Fund remains unspent after the Canada Summer Jobs, Strategic Plan and Website expenditures have been confirmed. Melissa McFarland made a request for upgraded computer technology. A replacement of her office system will allow a step down process, using her former system for the student workspace, and that computer being transferred to the Parking workstation, and that laptop retired. She presented a quote from McFarland IT Solutions that is heavily discounted, and a comparable quote that was considerably higher.

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

Resolved: That a new computer system be procured for the Executive Director office at a maximum cost of \$4209.00.

Carried EC2025-15

5.2 – Associate Membership Inquiries

Melissa McFarland advised that she has received a request from the owner of Mackey's Funeral Home and Celebrations to allow Celebrations to participate in the Associate Membership program. The business was outside of the previous Associate Membership boundary, but upon review of its location, being only one building north of the current boundary on Lindsay Street North, and a popular facility for downtown businesses' events, it was agreed that they would be welcome to join. Mackey's Funeral Home will also be renewing their Associate Membership, which was not processed following the death of the previous owner.

She also informed the committee of the inquiry she received from the owner of the Business Hub at 1 Russell Street West, who is interested in BIA services, but more from a Beautification standpoint, which is not a typical service of Associate Membership benefit. The property has the same large cement planters as the ValuMart lot, and the owner, Ramona Kozak, expressed interest in an arrangement with the BIA so they would be cohesive. As the planters themselves are located quite far off of Lindsay Street on Russell, the Committee agreed that the BIA should not take responsibility for them, but would be happy to work on a type of cost sharing program for materials. The Business Hub, will be given this information for an Associate Membership, with this benefit added, but clearly communicated that the membership is for the Business Hub only and not necessarily the 9 business tenants.

5.3 – Canada Summer Jobs Grant

Melissa McFarland advised that this year’s application for Canada Summer Jobs is due earlier than usual, on December 11th. The committee agreed that the application will be submitted with a request for a Marketing Assistant, and new this year – someone for Beautification, to provide basic maintenance, repairs and gardening/weeding over the summer.

5.4 – Strategic Plan Draft Review

The initial draft provided by Patty Hayes was reviewed. Melissa McFarland and Wes Found gave their comments to her, mainly to change or clarify some of language, as well as the format of the document, to ensure that the details were accurate and was a clear representation of the organization’s priorities and structure. The Marketing & Parking/Advocacy Committees have reviewed their sections, with no major changes or comments. Melissa McFarland will take the final document and include it on the Board of Directors meeting agenda, clearly identifying any motions that may need to be made by the Board in order to move forward with direct recommendations.

6.0 – NEXT MEETING -----

TBD

7.0 – ADJOURNMENT -----

Moved By: Sandra Patrick

Seconded By: Steve Podolsky

Resolved: That the November 13th, 2025 meeting of the Executive Committee be adjourned at 9:05am. **Carried EC2025-16**

INTRODUCTION

Downtown Lindsay—anchored along Kent Street and the historic core of the community—serves as both the commercial heartbeat and cultural gateway of the City of Kawartha Lakes. This vibrant district has evolved through eras of railway-driven growth, catastrophic fires, and architectural preservation and Streetscape construction/renewal, now proudly designated as a Heritage Conservation District. Characterized by its eclectic mix of preserved Victorian facades, independent shops, eateries, theaters, and public spaces, Downtown Lindsay continues to be a lively gathering place where local commerce, community life, and historical character come together. The Lindsay Downtown BIA plays a central role in this ongoing evolution—fostering community connection through public space activations, creative programming, and initiatives that bring vibrancy, inclusion, and a sense of place to the downtown experience. This Action Plan is a tool to help guide that work—setting priorities, aligning efforts, and identifying new opportunities to support a thriving, welcoming, and resilient downtown for the years ahead.

EXECUTIVE SUMMARY

Over the past several years, Downtown Lindsay has undergone a significant transformation, with major infrastructure investments reshaping the streetscape and public realm. Now, with a clean slate and strong foundation in place, the Lindsay Downtown BIA is poised to build on that momentum—not just in physical form, but through purposeful strategies that connect people, businesses, and experiences.

This Action Plan outlines a focused, near-term roadmap to help guide the BIA's next phase of growth. This plan is a working playbook—a practical, action-oriented plan designed to evolve, adapt, and be used. Grounded in feedback from community consultation sessions, Board engagement, and on-the-ground site visits, the plan is organized around five key portfolios; Governance & Operations; Events & Activations; Marketing & Communications; Beautification & Public Realm and Member and Stakeholder Relations. Each section contains clearly defined goals, accompanied by strategies that reflect Lindsay's unique context, character, and capacity. Some ideas build on existing successes. Others are bold shifts intended to help the BIA; tell their story more confidently, diversify and modernize its outreach, activate overlooked spaces and vertical potential, embrace a four-season approach to beautification and evaluate performance with data, storytelling and measurable impact.

The plan also identifies key opportunities for operational improvement—including the need to separate Parking and Advocacy into distinct efforts, rethink the mandate around the Pulse magazine, modernize public realm technology, and continue evolving the BIA's internal branding and messaging (including a new tagline).

Most importantly, the plan encourages the BIA to step into a more proactive role—not just reacting to issues or requests but curating and championing what Downtown Lindsay can become. This is the moment to go from maintaining the momentum to magnifying the impact.

PILLARS OF THE LINDSAY DOWNTOWN BIA

The Lindsay BIA is built on several foundational pillars that guide its efforts to maintain a vibrant and thriving downtown. Community engagement ensures residents and businesses are involved and supported. Economic development initiatives help welcoming areas for gatherings, and partnerships enable resource sharing and stronger programming.



Community engagement drives local support and participation



Economic development focuses on attracting and retaining businesses



Heritage preservation maintains the district's historic charm



Public space activation enhances downtown vibrancy and accessibility



Collaborative partnerships strengthen resources and outreach

PARKING

- Downtown Lindsay’s parking program operates under a unique hybrid model shaped by practicality, community need, and the BIA’s proactive spirit. For over a decade, the BIA has played an active role in managing on-the-ground enforcement of parking regulations—an unusual arrangement among Ontario BIAs. Originally, this responsibility was assumed in an effort to improve a system that had long caused frustration for both business owners and customers. And for a time, it worked.
- Today, free parking is available downtown with a two-hour limit on-street and a four-hour limit in municipal lots. Longer-term parking options are handled through the City via paid permits. The BIA manages weekday enforcement from 9:30 a.m. to 4:30 p.m., focusing particularly on ensuring turnover and discouraging long-term parking by downtown employees or residents. However, tickets and complaints are administered by the City’s By-law Department, creating a split between frontline enforcement and back-end administration. Despite the BIA’s intention to offer a community-friendly solution, this structure sometimes places the BIA in the unenviable position of "playing the bad guy"—issuing tickets while lacking authority to cancel or resolve disputes.
- In recent years, growing concerns have resurfaced. A number of business owners have voiced frustration over loyal, out-of-town customers receiving tickets, and questions have emerged around the fairness and flexibility of the system. The increase (and later partial reversal) of ticket fines reignited public attention, and a renewed call for modernization and responsiveness began to surface. As part of this evolving dialogue, the BIA has expressed interest in creative, customer-first solutions—such as the potential introduction of a "courtesy pass" program distributed by trusted retailers.
- Meanwhile, the City of Kawartha Lakes commissioned a Parking Study in 2021, which has largely sat dormant despite multiple recommendations that align with known challenges. Efforts are underway, led in part by the BIA’s Parking Committee Chair and Deputy Mayor, to revisit and act on that report’s findings, particularly around expanding inventory and improving turnover.
- Although the BIA does not directly control parking infrastructure or own the study, it remains an essential stakeholder. With no robust public transit system and limited walkability for many residents, parking remains a vital factor in the health of Downtown Lindsay. As such, this Action Plan includes both operational strategies and broader advocacy goals to ensure the program supports the long-term vitality of the core—without compromising the BIA’s ability to act as a partner and champion for local businesses.

| Goal 1: Improve Visitor Experience through Flexible Parking Solutions | |
|--|----------------|
| <p>Create a dedicated "Parking in Downtown Lindsay" website page. Move the existing content currently housed in the <i>News & Events</i> section to a standalone, clearly labeled page. This page could include:</p> <ul style="list-style-type: none"> • A full BIA parking map • Time-limit information for streets and lots, and how/where to buy permits • Info for apartment dwellers, employees, and visitors • FAQ-style guidance on common questions • Connect to local tourism and municipal pages • Create a feedback form on the website so people could submit suggestions/comments in a specific place. | Q2 2026 |
| <p>Add QR codes to BIA-branded "2-Hour Free Parking" signs</p> <ul style="list-style-type: none"> • These signs already exist in key locations downtown. A QR code leading directly to the new parking webpage ensures easy mobile access and makes the signs interactive. | Q2 2026 |
| <p>Design and distribute a Parking Postcard or Rack Card: “Here’s how to park happy in Downtown Lindsay!”</p> <ul style="list-style-type: none"> • A simple map of downtown parking options, key rules and time limits, on Street and off Site Parking Options • A QR code linking to the new “Parking in Downtown Lindsay” website <p>Distribution opportunities:</p> <ul style="list-style-type: none"> • Retailers and restaurants can offer it to out-of-town visitors. • Enforcement officers can carry and hand them out in situations where a warning or conversation is more appropriate than a ticket. • A digital version can be embedded in the LDBIA magazine or newsletter to further extend its reach. | Q2 2026 |

| Goal 2: Evolve the Existing Parking Program to Reflect New Realities | Timeline |
|--|--------------------------------|
| <p>Downtown stakeholders have discussed the parking situation extensively — the core issues, ongoing complaints, and known limitations are already well understood. Rather than initiating a fresh review, the BIA should focus on creating a clear, evidence-based position that outlines the existing challenges, highlights potential improvements, and provides structured advocacy points for future requests to Council and City staff. This goal is about moving from dialogue to direction by transforming conversations into action by documenting, consolidating, and advocating effectively.</p> | |
| <p>Develop a Structured and ongoing “Parking Issues & Opportunities” brief that outlines:</p> <ul style="list-style-type: none"> • The current structure (2-hour street, 4-hour lots, permits, enforcement). • A clear list of challenges faced by businesses, residents, and visitors. • A corresponding list of benefits/pros of the current system. • Opportunities for improvement (i.e. what <i>could</i> be changed and why). | <p>ASAP</p> |
| <p>Reduce the Frequency of Parking Committee Meetings - shift to quarterly meetings to create space between sessions, allowing issues to accumulate and preventing circular discussion.</p> <p>Use these meetings to:</p> <ul style="list-style-type: none"> • Review actual enforcement or complaint data. • Review requests for signage, accessibility, or downtown delivery concerns. • Plan public messaging and response strategies. • Seek and research best practices • Plan for Council Presentations and requests. • Research technology solutions • Explore Revenue Generation | <p>Starting in 2026</p> |
| <p>Explore Courtesy Passes</p> <ul style="list-style-type: none"> • What are the advantages and disadvantages and how could such a program work? | <p>Q1 2026</p> |
| <p>Parking Position Statement</p> <p>The BIA should consider creating a permanent, clearly written Parking Position Statement that could live on the BIA website and be Board approved. It should:</p> <ul style="list-style-type: none"> • Explain the <i>history and evolution</i> of the current parking system (including why the BIA took over enforcement) • Acknowledge the challenges and differing viewpoints of parking in the Downtown. • Clarify the BIA’s goals for Parking as identified in this Action Plan • Outline what the BIA can and cannot control (e.g., enforcement fines, inventory, etc.) • Reflects empathy for visitors while emphasizing shared responsibility <p>Use Cases:</p> <p>Shared in response to complaints instead of issuing ad-hoc explanations each time Linked from the "Parking in Downtown Lindsay" webpage Embedded in newsletters, especially after changes or seasonal upticks in parking concerns Quoted by Board members, staff, and ambassadors when questions or criticism arises.</p> | <p>ASAP</p> |

| Goal 3: Reignite & Encourage Action on the 2021 Parking Study Recommendations | Timeline |
|---|----------|
| <p>Create a Parking Observations Log System</p> <ul style="list-style-type: none"> • Formalize how Parking Control Officers / Community Liaison capture recurring issues and usage patterns (e.g., high-turnover spots, blocked loading zones, abuse of free spaces, overstays). Standardize this into a weekly or monthly report template. | |
| <p>Turn Raw Observations into Trends and Patterns</p> <ul style="list-style-type: none"> • Use the data to identify consistent problem areas and show where enforcement is working — or not. Over time, this becomes a valuable source of evidence to support the case for adjustments. <p>Cross-reference Observations with 2021 Study Recommendations</p> | |

| | |
|--|--|
| <ul style="list-style-type: none"> Align real-world patterns with the recommendations in the 2021 study. Highlight where implementation could address known problems, such as turnover, confusion, or delivery access. | |
| <p>Prepare and Deliver a Strategic Request Presentation to Council</p> <ul style="list-style-type: none"> Depending on the progress made by municipal staff in their efforts to address downtown parking capacity and increases to inventory, the BIA can formally request that Council revisit and act on other select recommendations from the 2021 Parking Study — specifically those: <ul style="list-style-type: none"> - Backed by current BIA data and aligned with business needs - Within the City's capacity to implement | |

| Goal 4: Sustain and Strengthen the BIA's Role In The Parking Enforcement Program | Timeline |
|--|-----------------------------------|
| <p>Refocus the Purpose of BIA Enforcement</p> <ul style="list-style-type: none"> Shift the public narrative and internal mindset around enforcement by reframing it as: <ul style="list-style-type: none"> - Support for equitable turnover, maintenance of a fair system - Business-friendly regulation <p>Use communication tools (newsletters, posters, postcards, digital content) to help business owners and customers understand that enforcement is a tool for maintaining access, not punishment.</p> | ASAP |
| <p>Leverage Existing City Contributions to Expand BIA Autonomy - while the City of Kawartha Lakes currently covers the cost of bylaw enforcement officers and funnels that funding through the BIA (as an administrative in-and-out), this model presents an opportunity to negotiate additional autonomy in other parking-related areas where the BIA holds local insight and flexibility. The BIA could propose to the municipality that, in lieu of depending on the City for small-scale improvements (e.g., new signs, updated messaging, or temporary adjustments), the City allocate an annual parking-related improvement fund directly to the BIA. This would enable the BIA to:</p> <ul style="list-style-type: none"> Install or update signage quickly Invest in small capital improvements like curb markers, wayfinding decals, or branded postcards Pilot and promote new concepts (e.g., express parking, delivery zones, or courtesy pass signage) <p>This shift does not require major new spending — just a reframing of existing city support into an operational budget line the BIA can use more proactively and responsively to meet its own parking needs and messaging goals. It may take an MOU to achieve this.</p> | Prepare in 2026 for 2027 Proposal |

| Goal 5: Advocate for Increased Parking Inventory Downtown | Timeline |
|---|----------|
| <p>Undertake an inventory refresh of all available spaces in the downtown core, including municipal lots, on-street parking, and known private parking areas (e.g. churches, service clubs, event venues). Identify peak usage times and possible underutilized opportunities.</p> | |
| <p>In conjunction and support with the current Municipal Staff efforts to expand inventory, the BIA can explore public-private partnerships with organizations or businesses that have off-peak or unused parking capacity. These partnerships could include:</p> <ul style="list-style-type: none"> Agreements with churches or service clubs to allow public use during weekday business hours. Seasonal partnerships (e.g. more use during tourism season, less during winter). Enter into discussions with private land holders for parking solutions. Even short-term agreements should be considered. The BIA could take potential partners for meetings with City staff. | |
| <p>Seek solutions for loading zones.</p> <ul style="list-style-type: none"> Work with by law enforcement to identify challenges and potential solutions. Identify needs of businesses – maybe a loading zone in each block for example. Advocate for changes to alleys and back entrances to accommodate loading zones when possible. | |

EVENTS & ACTIVATIONS

- The Lindsay Downtown BIA currently invests significant resources — both financially and in staff time (estimated at 65%) into organizing four core annual events. While these events are well-known, the return on investment has come into question. This is not unique to Lindsay; many BIAs face the same issue and are now shifting from being primary event organizers to hosts and facilitators of outside events and curators of ongoing street activations that better reflect the downtown’s character and available resources. Lindsay Downtown is looking to follow suit.

| Goal 1: Diversify Downtown Events to Attract a Broader Audience | Timeline |
|--|----------|
| <p>Develop and Adopt an Events Policy Statement to be distributed and live on the BIA website where members of the public, BIA and media can be directed. <i>See draft statement provided below.</i></p> | |
| <p>Re-launch the Call for External Event Hosts</p> | |
| <p>Clarify the Value of the BIA Outside of Events</p> <ul style="list-style-type: none"> Use newsletters, social media, and AGM presentations to highlight the <i>other</i> work the BIA is doing; advocacy, streetscape improvements, parking initiatives, member marketing, beautification, etc. Include simple visuals like "Where Our Time Goes Now." | |
| <p>Strengthen the Event Grant Application to Increase Clarity, Confidence, and Impact.</p> <ul style="list-style-type: none"> Replace vague terms like “potential” and “possible” with more definitive, confident phrasing. <p>Add a one-page preamble to the application outlining:</p> <ul style="list-style-type: none"> The BIA’s role and mandate. The value of hosting events in Downtown Lindsay (e.g., number of businesses, foot traffic patterns, annual visitor estimates, employment numbers, and success stories from past events). <p>Evaluation Criteria: Be explicit about what the BIA is looking for in an event:</p> <ul style="list-style-type: none"> Alignment with downtown vibrancy goals. Potential for business engagement. Accessibility and inclusivity. History or capacity of the organizer. Estimated audience size. <p>Optional Add-ons:</p> <ul style="list-style-type: none"> A checklist for applicants. A sample itinerary or layout plan for first-time organizers. An FAQ or tip sheet for running successful downtown events. | |
| <p>Publish a Programming Calendar (Events + Activations)</p> <ul style="list-style-type: none"> Create a public-facing calendar that includes <i>both</i> hosted events and smaller activations (like window hunts, mini art installations, street buskers). This shows that downtown is still "alive" even without major BIA-led events. | |

| Goal 2: Align Activations with the BIA’s Brand Identity | Timeline |
|---|----------|
| <p>Develop a Downtown Activation Filter</p> <ul style="list-style-type: none"> Create a simple internal “Brand & Fit” checklist that BIA staff can use to assess whether an activation aligns with the downtown’s identity. This might include: Supports small business foot traffic; Matches the tone and style of the BIA’s branding; Is welcoming and accessible to all age groups; celebrates local talent, culture, or heritage. | |
| <p>Create a Signature Series That Embodies the Brand <i>see example</i></p> | |

| | |
|--|--|
| <p>Strengthen Partnerships That Fit the Brand</p> <ul style="list-style-type: none"> Identify and prioritize partnerships with organizations whose values align with Downtown Lindsay. Encourage them to co-host activations, use shared signage templates, and contribute to brand storytelling. Organizations such as artist groups, gardening clubs, crocheters, etc., | |
| <p>Use BIA-Owned Visual Assets Consistently</p> <ul style="list-style-type: none"> All activations — whether BIA-run or third-party — should be required to use consistent banners, sandwich boards, and other visual elements developed by the BIA (e.g., standard tent signage, event fencing, and logo templates). This subtle but strategic move enhances continuity and builds Brand recognition. | |
| <p>Activate Underused Downtown Features</p> <ul style="list-style-type: none"> Create an asset map of underused but high-potential public realm features (e.g., alleyways, small parkettes, wide sidewalks) and develop a plan for branded micro-activations in those locations. These can be quiet but meaningful — such as poetry corners, pop up galleries, or sidewalk games. | |

| Goal 3: Build Capacity Through Partnerships and Delegation | Timeline |
|---|----------|
| <p>Strengthen Relationships with Local Arts and Cultural Organizations</p> <ul style="list-style-type: none"> Actively connect with local artists, theatre groups, musicians, youth arts programs, cultural associations, and schools to build a network of creative collaborators. Create a rolling database of groups open to participating in downtown activations. Invite them to propose activations or installations that fit within the BIA's programming guidelines. Provide in-kind support; marketing, space, street cart, power etc | |
| <p>Support Larger-Scale Installations or “Traveling Shows”</p> <ul style="list-style-type: none"> As an alternative to traditional activations, invite or sponsor temporary installations that add cultural vibrancy or interest: Art exhibitions, immersive theatre, interactive tech installations, or pop-up museums. Ticketed or sponsored formats allow cost recovery. Could align with specific themes or seasonal promotions | |

| Goal 4: Activate the Downtown More Frequently and at Multiple Levels | Timeline |
|--|----------|
| <p>Implement Level 1: Activations - “Moments of Delight”</p> <ul style="list-style-type: none"> (Low Effort, High Charm) Based on the suggestions from our sessions together. | |
| <p>Implement Level 2: Street Scene Moments</p> <ul style="list-style-type: none"> (Minimal Effort, High Value) | |

| Goal 5: Evaluate, Evolve, and Make Room for New Ideas | Timeline |
|---|----------|
| <p>Build in Space for Pilot Projects and Testing</p> <ul style="list-style-type: none"> Encourage a “test and learn” approach by allocating modest resources (financial or staff time) to pilot new ideas, even if imperfect. | |
| <p>Introduce a Post-Event Review Framework</p> <ul style="list-style-type: none"> Create a simple, repeatable process for event/initiative debriefs to include Member feedback Participation data | |

| | |
|---|--|
| <ul style="list-style-type: none"> • Internal reflections • Anecdotal wins to guide decisions about scaling up, modifying, or retiring activities. | |
| Regularly Survey and Engage Membership <ul style="list-style-type: none"> • Design annual or semi-annual pulse surveys that invite honest input from members on what’s working, what’s not, and what’s missing | |
| Host an Annual Idea Forum or Downtown Brainstorm <ul style="list-style-type: none"> • Once a year, host an “idea café,” inviting stakeholders to co-create ideas for the downtown. Rotate the theme (beautification, events, marketing) and ensure all ideas are documented—even if not immediately actionable. | |
| Track Industry Inspiration <ul style="list-style-type: none"> • Assign a Board or staff member to keep an “inspiration log” of ideas from other BIAs, festivals, or downtowns. Share quarterly “inspo roundups” at Board meetings to spark creative thinking and provide a benchmark for innovation. | |

**Draft Events & Activations Policy Statement
-For the LDBIA to adapt and adopt**

“For years, the Lindsay Downtown BIA has taken a hands-on role in organizing major events to bring people downtown. While these events have drawn crowds and created memorable moments, they’ve also consumed an outsized share of our resources — nearly 65% of two full-time staff positions, along with thousands of dollars annually. It has been joyful work, but also exhausting and unsustainable.

Over time, we noticed something else: when we weren’t organizing events, many members wondered what the BIA did. Events had become the face of the organization, even though our work extends far beyond that — from advocating on parking and policy, to beautifying the streetscape, marketing the downtown as a whole, supporting member businesses, and activating our public realm more frequently and creatively.

As we look ahead, we are transitioning to a new model — one where the BIA becomes a host and supporter rather than a sole organizer of major events. We will be inviting outside organizations to bring their ideas, audiences, and capacity to downtown Lindsay through a simple event grant application process. This approach allows our staff to reallocate time and energy toward year-round, bite-sized activations, creative placemaking, and member-focused support services that offer broader benefits to the district.

This change doesn’t mean events are going away — it means they’re evolving. We will still support community events that align with our vision. We will still celebrate key moments. But we are also working hard to define and communicate the other vital roles your BIA plays, and to ensure you see value in every season — not just on event days.

We thank you for your ongoing support as we make this thoughtful transition.

— Lindsay Downtown BIA

“Street Scenes: A Downtown Lindsay Signature Series”

Little Moments – Big Memories

•Purpose: *To subtly but consistently bring vibrancy to the downtown through small-scale, brand-aligned activations that require modest resources but deliver high impact in terms of perception and repeat foot traffic.*



| Season | Idea | Description |
|---------|---------------------|---|
| Winter | Frost Walks | A guided walk highlighting historical architecture + hot chocolate stops. |
| Spring | Sidewalk Start Ups | One Saturday a month, allow rotating home-based or new entrepreneurs to pop-up in the public realm. |
| Summer | Street Serenades | Musicians busking (pre-vetted) outside storefronts on Saturdays. |
| Fall | Harvest on the Move | A mini “rolling harvest cart” that pops up on different corners with free apples, samples or flower giveaways. |
| Anytime | The Bench Project | Install temporary “conversation starter” signage on key benches. E.g., “Sit Here If You Love Pie” or “Sit here if you order extra pickles.” |

MARKETING

| Goal 1: Strengthen Brand Identity and Recognition | Timeline |
|--|----------|
| <p>Develop a Refreshed Visual Style Guide</p> <ul style="list-style-type: none"> • Create and share a compact, internal-use guide to ensure visual consistency across all print, digital, and environmental marketing. Include logo usage, fonts, colour codes, tone of voice, and sample layouts. Use this to brief staff, contractors, and partners. • Upload to BIA website for media requests | |
| <p>Design and Deploy a Cohesive Suite of Marketing Templates</p> <ul style="list-style-type: none"> • Develop Canva or InDesign templates for posters, social graphics, business features, newsletters, and ads to ensure brand alignment and efficiency. • Offer shared links to event partners when helpful. | |
| <p>Create and approve a Mission & Vision Statement</p> | |
| <p>Implement the “Brag Better’ philosophy to help members understand what the BIA does (particularly beyond big events.) This will increase the BIAs visibility with their stakeholders and show ROI.</p> <ul style="list-style-type: none"> • Turn internal wins into external narratives • Make invisible work visible | |
| <p>Conduct a signage and wayfinding review to improve street-level visibility of the BIA.</p> <ul style="list-style-type: none"> • Implement easy wayfinding where-ever possible. | |
| <p>Develop a Distinctive Tagline for Downtown Lindsay</p> <ul style="list-style-type: none"> • Craft and adopt a short, memorable tagline that reflects the identity, charm, and personality of Downtown Lindsay. The tagline should reinforce the BIA’s brand voice while highlighting its unique local character, community spirit, and evolving role. This tool can unify marketing materials, event promotions, digital content, and wayfinding elements under a consistent message. | |



| Goal 2: Shift from Reactive Communications to Story-Led Marketing | Timeline |
|--|----------|
| <p>Increase Visibility of Downtown Offerings Through Regular, Multi-Channel Promotion or shared Google Calendar</p> <ul style="list-style-type: none"> • Build a rolling, month-by-month content calendar with themes, business tie-ins, national days, local traditions, and pre-planned social media campaigns. Build-in flexibility for flexing content. | |
| <p>Celebrate Lindsay-specific quirks and localisms through storytelling-based content series.</p> <ul style="list-style-type: none"> • These could be used to create a collective Marketing Campaign on socials and in other content • “Did You Know?” campaign to highlight historic or hidden gems in the downtown. • Launch a “Behind the Scenes at the BIA” series across social and email | |

| Goal 3: Leverage Marketing to Drive Revenue and Engagement | Timeline |
|--|----------|
| <p>Develop a branded Lindsay Downtown merchandise line to sell online and in stores.</p> | |
| <p>Partner with a local artist or photographer for limited-edition prints or postcards.</p> | |
| <p>Create and host a series of activations that are ticketed efforts intended to bring in revenue for the BIA for re-investment in marketing efforts.</p> | |

| Goal 4: Communicate with Intention — Build Trust, Tell Your Story, and Embrace Smart Digital Practices | Timeline |
|---|----------|
| <p>Create a social media policy that will:</p> <ul style="list-style-type: none"> • Guide consistent, professional communication and clarify roles, responsibilities, and response protocols for online engagement • Clarify for staff who are posting, direction from the Board on types of content to post on social economic issues: ie: Black Lives Matter, LGBTQIA+ content etc., | |
| <p>Develop and implement a social media strategy.</p> <ul style="list-style-type: none"> • It will reinforce the BIA’s visual identity and tone across all platforms, with clear themes and seasonal content plans. | |
| <p>Consider the implementation of a Downtown Gift Card Program</p> | |

| Goal 5: Build Trust, Evaluate, and Innovate | Timeline |
|---|----------|
| <p>Monitor and Measure Success Regularly</p> <ul style="list-style-type: none"> • Regularly collect and review social insights, event attendance, member feedback, and anecdotal wins to refine messaging and prioritize what’s working. | |
| <p>Tell the Story of Your Work</p> <ul style="list-style-type: none"> • Make storytelling a habit. Brag more. Use newsletters, social posts, and posters to show what’s happening behind the scenes—before-and-afters, collaborations, and positive outcomes. | |
| <p>Create a Pilot Program Pipeline</p> <ul style="list-style-type: none"> • Introduce a structure for testing new marketing ideas (e.g., seasonal hashtags, mini campaigns, or themed days). Evaluate them and scale up the successful ones. | |
| <p>Launch a “One New Idea” Annual Mini Grant</p> <ul style="list-style-type: none"> • Put out a small call (\$200–\$500) for one BIA business or team member to test a wild or small-scale marketing idea (e.g., projection art, interactive signage, etc.). If it works, evolve it into a BIA-supported program. This builds a culture of innovation and empowers BIA members. | |
| <p>Track Unsolicited Mentions and Earned Media</p> <ul style="list-style-type: none"> • Set up Google Alerts and monitor platforms like Facebook groups to track: When Lindsay is mentioned and when events are shared organically. This will give the LDBIA a better pulse on the reach of the LDBIA beyond your typical ways. | |
| <p>LDBIA Magazine</p> <ul style="list-style-type: none"> • Dedicate a section of your internal or external newsletter to share what the BIA is testing, tracking, or improving to keep BIA members and stakeholders informed. Include a “Message from the Chairperson” message that includes information about LDBIA activities. | |

PULSE MAGAZINE FEEDBACK:

-  In the spring of 2025, the LDBIA launched the first edition, a full-colour, seasonal publication designed to spotlight downtown businesses and strengthen the identity of the downtown district. The magazine featured business profiles, personal stories, advertisements—It marked a significant investment in storytelling and destination marketing by the BIA.
-  The project was well-intentioned, ambitious, and professionally designed, serving as a first major attempt to package the personality of Downtown Lindsay into a tangible, shareable format. Encouraged by the positive community response, the BIA began exploring a winter edition. While not initially planned, the enthusiasm for *Pulse* prompted the team to consider a second issue. However, uptake for advertising and article submissions from members has been more limited this time around, revealing a few ongoing challenges.

What Worked Well:

- **Professional Layout & Design:** The visual quality of *Pulse* is excellent and positions Downtown Lindsay as a polished, attractive destination.
- **Community-Focused Content:** The first issue included interesting content and storytelling that readers connected with.
- **Digital + Print Distribution:** The dual format increases accessibility and reach.

Challenges to Address:

- **Member Engagement Fatigue:** Businesses may not understand the value of participating or feel they have time to contribute – the Lindsay BIA may have exhausted their most obviously willing contributors.
- **Lack of Clear ROI:** Without measurable benefits, members may see *Pulse* as a “nice to have,” not a business driver.
- **Sustainability Questions:** The cost and effort to produce *Pulse* may require long-term commitment from stakeholders

Recommendations:

- **Reframe the Ask:** Instead of requesting full articles, consider shorter “member spotlights” or Q&A submissions to reduce workload and increase buy-in.
- **Track and Share Reach Data:** Use QR codes, social media stats, and distribution numbers to demonstrate impact to potential advertisers to help prove the ROI.
- **Promote the Magazine’s Role in Community Branding:** Reinforce that *Pulse* is not just advertising—it’s place marketing, advocacy, and storytelling wrapped in one.
- Include a **coupon pull-out section** sponsored by local business

MISSION STATEMENTS, VISION STATEMENTS, AND TAGLINES

- A **mission statement** defines the purpose of the BIA — what it exists to do on a day-to-day basis. It answers: **“Why are we here?”** It guides decision-making, sets priorities, and keeps the organization focused on its core responsibilities.

Why a BIA needs a mission statement:

- Helps clarify the BIA’s role to members, stakeholders, and the municipality
- Reinforces transparency and accountability
- Acts as a compass for programs, budgeting, and board decisions
- Supports funding applications or partnerships by articulating intent

Examples:

- *“To strengthen Downtown Lindsay by advocating for members, activating public space, and delivering creative place-based marketing and engagement—so that businesses thrive, streets feel alive, and community pride grows.”*
- *“To be a catalyst for vibrancy by supporting member success, activating the downtown with both micro and macro experiences, and consistently telling the story of Downtown Lindsay as a distinctive, walkable destination.”*
- *“We exist to unite, promote, and evolve Downtown Lindsay: championing advocacy, fostering strategic partnerships, and driving place-making and marketing initiatives that reflect our heritage, support local businesses, and invite people to linger.”*

- A **vision statement** describes the BIA’s **aspirational future** — what success looks like when its mission is fulfilled. It answers: **“Where are we going?”** It’s a motivational tool, not a checklist — it inspires and aligns the organization around shared goals.

Why a BIA needs a vision statement:

- Sets a long-term direction that stakeholders can rally around
- Supports strategic planning and community engagement

Examples:

- *“To see Downtown Lindsay thrive as a vibrant, welcoming hub where locals and visitors connect with unique shops, rich culture, and everyday experiences that reflect the heart of the community.”*
- *Imagine a future where Downtown Lindsay is the heart of the region: a vibrant place of discovery, independent business success, cultural spark, and authentic local experiences, year-round.”*
- *To be the Downtown BIA that other small cities admire: one that has transformed Lindsay’s core into a living place of connection, commerce, art, and memory—where history and modern energy meet in meaningful balance.”*

Tagline Ideas

“Downtown Lindsay – Always in Season”
“Live Local. Love Downtown”

“Lindsay Downtown – Local Life at its Best”
“Meet Me in Downtown Lindsay”

“Downtown Lindsay – Where Stories Live”
“The Best of Lindsay Starts Downtown”

BEAUTIFICATION

- Given that Downtown Lindsay has recently completed a major infrastructure renewal and now has a clean, consistent, and modernized streetscape, the Beautification Strategy needs to evolve by infusing personality, character, and a sense of local identity into the public realm.

| Goal 1: Add Character and Local Personality to the Pristine Streetscape | Timeline |
|---|----------|
| <p>Activate Vertical Space with Ambitious Public Art</p> <ul style="list-style-type: none"> • Capitalize on underutilized walls, alleys, and tall facades by commissioning bold, high-impact public art that brings energy, creativity, and storytelling into the vertical plane • Reflect local culture, humour, and identity — creating Instagrammable moments, conversation starters, and visual icons for Downtown Lindsay. • Begin with a “Vertical Wishlist” of wall candidates and engage artists through open calls, student partnerships, or curated commissions. • Encourage seasonal or rotating installations to build anticipation and repeat visits. | |
| <p>Expand seating across overlooked corners, parkettes, and pedestrian zones</p> <ul style="list-style-type: none"> • There is a lot of room in the public realm. • With small trees there is also a lot of reason to create shade. | |
| <p>Curate a “Street Stage” Mini-Zone</p> <ul style="list-style-type: none"> • Create a small, flexible performance or display area (maybe an alley) with pop-up risers, overhead string lighting, or a dedicated art pole where community artists, musicians, or theatre groups can present short vignettes, productions and mini concerts. | |

| Goal 2: Embrace a 4-Season Approach to Beautifying the Public Realm | Timeline |
|---|----------|
| <p>Create a Seasonal Layering Plan</p> <ul style="list-style-type: none"> • Develop a visual plan that outlines opportunities for each season—e.g., planter swaps, street décor, lighting, and sensory elements like sound or scent - like cedar boughs at Christmas Time. • Integrate texture and colour in each season to maintain visual interest and variety across the year. – like red hearts at Valentines Day. | |
| <p>Use Lighting as a Year-Round Beautification Tool</p> <ul style="list-style-type: none"> • Build on existing lighting infrastructure with programmable projections that allow for seasonal storytelling. | |
| <p>Introduce 'Surprise and Delight' Elements in Cold Months</p> <ul style="list-style-type: none"> • Incorporate frost free zones with benches and firepit features during winter events or peak weekends. | |

| Goal 3: Amplify Local Voices Through Beautification and Art | Timeline |
|---|----------|
| <p>StoryBench Series</p> <ul style="list-style-type: none"> • Select a few benches and create vinyl “story wraps” or mounted tiles that reflect personal stories or micro-history (e.g., a long-time resident’s favourite memory at that corner). | |
| <p>QR-Activated Beautification</p> <ul style="list-style-type: none"> • Add scannable codes to tree guards, planters, benches or other street assets that lead to mini stories, short audio clips, or historic images from that spot. | |

| | |
|--|--|
| <p>Beautification Through Inclusion:</p> <ul style="list-style-type: none"> Partner with Indigenous artists and organizations to reflect cultural touchpoints and land acknowledgments in the design language of downtown. | |
| <p>Celebrate the Committee:</p> <ul style="list-style-type: none"> Create a public-facing campaign that tells the story of the Beautification Committee—who they are, what they do, and how others can join or contribute. | |

| Goal 4: Empower Members to Co-Lead Sustainable Beautification | Timeline |
|---|----------|
| <p>Launch a “Street Stewardship” Program</p> <ul style="list-style-type: none"> Create a simple opt-in program where businesses “adopt” the sidewalk in front of their store. The BIA provides starter kits (e.g., branded watering cans, planter liners, sweep kits, etc.), and participants receive digital/social recognition for their efforts. This increases engagement and distributes the beautification workload | |
| <p>Create a “Green-Thumb” Member Award</p> <ul style="list-style-type: none"> Use social media and the BIA newsletter to spotlight businesses that show leadership in sustainable, creative storefront displays or outstanding beautification efforts. This can evolve into a friendly, seasonal competition or recognition program. | |
| <p>Coordinate a BIA-Wide Waste Audit</p> <ul style="list-style-type: none"> Partner with the municipality to review how downtown manages waste and recycling in shared spaces. Use this data to introduce better bins, signage, or composting pilots—and show members you’re leading by example. | |
| <p>Develop a Downtown Beautification Sustainability Policy</p> <ul style="list-style-type: none"> Create a working document that outlines principles of sustainability specific to Lindsay’s downtown beautification programs. Considering the use and purchasing of local suppliers, reused or repurposed materials, and eco-friendly products as a priority. | |

FUNDING & RESOURCING: EVOLVING BEYOND THE LEVY

The traditional BIA funding model, built almost exclusively on a municipally collected levy, has remained largely unchanged for decades. While this core funding is essential, it also comes with clear limitations—finite member tolerance, municipal scrutiny, and minimal growth without boundary expansion. Quite simply: there are only so many times a BIA can go back to the membership for more money.

↘ A Need for Change

To be truly sustainable and responsive, the Downtown Lindsay BIA—like many others—must begin shifting its mindset from budgeted-only operations to opportunity-based initiatives. That means thinking creatively about revenue generation without compromising the core mission, exhausting volunteers, or burdening members.

This doesn't mean "acting like a business," nor does it require launching large-scale commercial ventures. Instead, it means building smarter, scalable funding solutions that add value to the community and enable the BIA to say yes to good ideas more often.

↘ A Philosophical Shift

BIAs are not fundraisers—but they must be resourceful. Revenue generation should never become the primary focus, nor should it overburden staff or volunteers. But if approached with strategy and intent, it can:

- Empower the BIA to respond to new opportunities
- Build resilience in uncertain funding climates
- Create stronger connections with the public, members, and partners
- This isn't about replacing the levy—it's about reimagining how the BIA fuels its own future.

↘ Ideas & Approaches for Sustainable Revenue:

Crowdfunding & Community Buy-In

Well-branded campaigns for tangible public realm improvements (murals, seating, light displays) can be highly successful.

- Kickstarter-style campaigns with tiered rewards
- "Sponsor a bench/post/art" models
- Public/private fundraising partnerships

Event Monetization

Charging modest fees for certain event components is not only acceptable—it can often enhance perceived value.

- Admission to specialty zones (e.g., VIP tasting areas, escape rooms, after-hours ticketed music events)
- Pre-registration for workshops, or contests
- Branded Merch with BIA tagline

Grant Stacking & Partnerships

- Pursue layering of available municipal, provincial, and federal grants. Consider:
- CPIG or façade improvement matches
- Ontario ReConnect, Experience Ontario, RTO tourism grants
- Private-sector sponsorships and support aligned with specific goals (beautification, activations, tech enhancements)

LDBIA MEMBER SURVEY: LISTENING TO OUR MEMBERS

↘ As part of the Lindsay Downtown BIA Action Plan, BIA members were asked to share their insights, ideas, and perspectives through an online survey. With approximately 20 responses received, this survey offered a valuable snapshot of current sentiments — both about what's working and where there are opportunities to improve.

↘ Responses were received from a diverse mix of business owners, and property owners. The SWOB (Strengths, Weaknesses, Opportunities, Barriers) analysis provided the foundation for understanding broader trends, while the open-ended questions explored specific areas such as beautification, events, parking, and advocacy.

↘ What follows is a summary of the key themes identified in these responses, organized by topic. Select direct quotes are included where space allows.

Question #1: What are the strengths of downtown - what are the things that you believe are working or are worth preserving?

Summary of Responses:

Downtown Lindsay is widely regarded by members as a charming, well-maintained destination with strong historical character and a growing variety of businesses. Respondents consistently praised the walkability, cleanliness, and seasonal beautification efforts, noting the visible impact of both municipal infrastructure improvements and BIA-led initiatives.

The heritage architecture, wide sidewalks, and small-town feel were mentioned as key draws for locals and visitors alike. The downtown’s diverse retail offerings, particularly boutique shops and essential services within walking distance, were seen as assets that promote local spending and cross-promotion between businesses.

Marketing and digital visibility were also recognized, with several comments citing successful online promotion efforts and community events that help keep downtown top of mind. There is a sense of pride among members in what has been achieved—and optimism about building on that success.

| Categorical Breakdown of Comments / Themes | # of Mentions |
|---|---------------|
| Business Mix, Variety of Businesses | 8 |
| Beautification, Cleanliness & Streetscape | 7 |
| History & Character | 6 |
| Marketing, Promotions, Events & Online Presence | 2 |
| Free Parking | 1 |
| Support & Collaboration Among Businesses | 1 |

Question #2: What are the weaknesses of the downtown?

Summary of Responses:

While Downtown Lindsay continues to benefit from its charm, heritage character, and strong visual appeal, respondents identified several challenges that they feel must be addressed to achieve the success they envision for the district.

The most frequently mentioned concerns related to street-level social issues, including visible homelessness, panhandling, and perceptions of safety. Members noted that these issues can influence customer comfort and willingness to visit or linger downtown.

Parking was another dominant theme—specifically the balance between available spaces, enforcement practices, and overall visitor experience. Some respondents also expressed that limited evening and weekend hours restrict opportunities for after-work and weekend visitors to explore downtown businesses and restaurants.

A few participants noted internal challenges, such as a lack of unified communication among members and a need for more cohesive leadership. Others, particularly those on the outer edges of the BIA boundary, felt somewhat disconnected from initiatives and would like stronger inclusion in planning and promotions.

Overall, the feedback highlights a need for continued advocacy, and creative strategies that support both the vibrancy of the downtown experience and the capacity of the BIA to respond to evolving community needs.

| Categorical Breakdown of Comments / Themes | # of Mentions |
|--|---------------|
| Social Issues (Homelessness, Safety) | 6 |
| Parking Availability & Enforcement | 6 |
| Operating Hours / Limited Activity | 4 |
| Event Effectiveness / BIA Role | 2 |
| Peripheral Member Inclusion | 1 |
| Perceived Lack of Unity / Leadership | 3 |

Question #3: When you think about the future of downtown, where do you see the greatest opportunities?

Summary of Responses:

Survey respondents identified a wide range of opportunities for Downtown Lindsay, many of which centered around activating the core through more frequent and consistent events, fostering a diverse and dynamic business mix, and enhancing the overall experience and appeal for both residents and visitors. Recurring festivals, patio culture, and strategic use of riverside spaces were common themes, as were calls to support young entrepreneurs and cultural vibrancy.

The need for better promotion, including video and photo content, also emerged, alongside specific suggestions like bringing back beloved community traditions and expanding tourism. These comments reflect optimism and excitement about the downtown’s potential — but also a desire to see intentional, inclusive, and strategic programming that drives foot traffic and community connection.

| Categorical Breakdown of Comments / Themes | # of Mentions |
|---|---------------|
| Event Programming & Activations | 9 |
| Attracting & Retaining Independent Businesses | 4 |
| Tourism, Culture & Youth Entrepreneurship | 3 |
| Streetscape (Patios, Riverfront Use) | 3 |
| Promotion & Content Creation (Photo, Video) | 1 |
| Safety, Public Realm Improvements | 1 |

Question #4: What are the biggest barriers that are holding back progress in downtown?

Summary of Responses:

While Lindsay’s BIA is seen by many as an effective and engaged organization, some respondents highlighted specific challenges they feel could impact downtown momentum. Several noted concerns related to safety and homelessness, especially in terms of public perception and how it may influence the visitor experience.

Others pointed to recurring issues like parking, vacant storefronts, and the need for more consistent support during events. A few comments reflected a desire for increased openness to new ideas and greater collaboration with members. While not universally shared, these perspectives offer an opportunity for ongoing dialogue and continuous improvement, ensuring that the BIA remains responsive and inclusive as it continues to lead positive change downtown.

| Categorical Breakdown of Comments / Themes | # of Mentions |
|---|---------------|
| Social Issues (Homelessness, Safety, Substance Use) | 6 |
| BIA Leadership / Collaboration / Change Resistance | 5 |
| Parking Availability & Perception | 4 |
| Broader Economic Conditions | 1 |
| Lack of Event Support / Coordination | 1 |
| Vacancies / Streetscape Gaps | 1 |
| Political / Policy Factors | 1 |

Question #5: The Lindsay Downtown BIA is exploring ongoing improvements to the downtown parking experience. What types of changes would you support that can sufficiently balance availability and turnover for visitor, employee and resident parking?

Summary of Responses:

Downtown parking continues to be a hot-button issue, with members acknowledging a need for increased inventory, Better employee parking options, and more customer-friendly solutions. While opinions differ on how best to balance the needs of shoppers, staff, and residents, several key themes emerged:

- Extended Time Limits & Flexibility
- Employee Parking Solutions
- Customer-Friendly Policies
- Better Signage & Education
- Mixed Views on Paid Parking
- Need for More Parking Infrastructure

Direct Comments – Select Quotes

“We need more parking — 2 hours is not enough for lunch and shopping.”

“Build a parking garage. Extend times for staff and customers.”

“Retailers should give out day passes. Customers hate getting tickets.”

“Our customers are willing to pay — they just don’t want to move their vehicle halfway through shopping.”

“Education is key. Promote where to park and how long.”

“Permit parking out back. One shared pass per business would help.”

Question #6: The Lindsay Downtown BIA’s Beautification Committee is responsible for the installation and maintenance of flowers & plantings, street furniture, banners & signage, and holiday décor. What do you think would make the downtown even more visually appealing, or make for a better downtown experience for our visitors?

Summary of Responses:

- **Strong Satisfaction with Current Efforts:** Most respondents expressed appreciation for the work done by the Beautification Committee, with several stating explicitly that they believe the downtown is already visually appealing.
- **Desire for Functional Enhancements**
A few responses pointed to structural or experiential additions like public bathrooms, signage for side street businesses, or even converting larger underused lots (e.g., Valu-Mart) into public-use spaces or stages.
- **Interest in Expanding Seasonal & Cultural Touches**
While many noted things were going well, there were small suggestions to go further—such as extending seasonal lighting beyond the holidays and incorporating national pride elements like Canadian flags.

Direct Comments – Select Quotes

“Upset about trees causing lack of visibility to our particular store front – not thought out well.”

“Increased holiday décor”

Question #7: The BIA often advocates on behalf of the downtown to various stakeholders, including the municipality and other community partners. Are there any issues you feel the BIA should be speaking up about more strongly?

Summary of Responses:

- The majority of responses suggest strong support for the BIA to continue advocating for core downtown issues like parking, safety, and support for small businesses. Many want to see the BIA’s voice amplified when working with the municipality and other agencies to push for strategic improvements and action.
- Parking solutions and enforcement clarity
- Addressing homelessness and public safety
- Vacant storefronts / downtown revitalization
- Support for small businesses and entrepreneurs

Direct Comments – Select Quotes

“Advocate for more affordable or available parking for downtown employees and customers.”

“Help make downtown a place where people feel safe again.”

Question #8: The Lindsay Downtown BIA historically coordinates and hosts a couple of large-scale public events each year. Through the development of this Action Plan, it's become clear that a large portion of their budget and staff & committee time is dedicated to a few short bursts of activity, rather than consistent energy throughout the year that could better benefit the entire membership. We're exploring ways to support the coordination of larger public events by downtown businesses or outside organizations, while they focus on spreading out the vibrancy with smaller, lighter, and more frequent activations (music on Saturdays, public art, family activities, as well as projects like their existing Loaded Fries and Flatbread events, Easter Scavenger Hunt, and Halloween Trick or Treating) that take less time to organize and are budget friendly so they can re-deploy some finances and time to other marketing efforts. What kinds of small-scale activations or experiences do you think would bring life to the downtown more regularly, while still being manageable for the Lindsay Downtown BIA?

Summary of Responses:

- Respondents want to see small-scale activations that are seasonal, music-based, or food-driven, with less emphasis on child-focused giveaways. There's a preference for events that enhance vibrancy without disrupting retail operations.
- Seasonal events
- Block parties & music
- Mixed feelings on kids' events
- Food-driven events

Direct Comments – Select Quotes

"I believe we need to do 4 large scale seasonal events each year... but sometimes they focus on kids' events. For example this year they want us to host trick or treating... I did not see any benefit."

"A block party in spring and fall. The holiday kick-off. Maybe a music event in the summer."

"Really like the food driven events."

Question #9: The BIA elections will be held in fall 2026. Would you like to know more about sitting on the BIA Board of Directors? If so, please provide your contact information, or contact Melissa at melissa@lindsaydowntown.ca if you would still like this survey to remain anonymous.

Summary of Responses:

- Yes / Interested – 1
- No / Not Interested – 3
- Neutral or Indirectly Negative (due to past experiences) - 2

Question #10: If there's one idea, or suggestion you'd like the BIA to consider — please indicate that below. We love hearing from you.

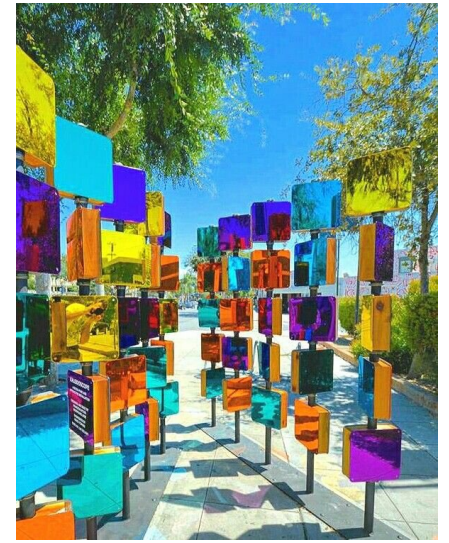
Summary of Responses:

- Several respondents offered thoughtful final suggestions for improving the downtown experience. Ideas included better use of street pole infrastructure for flags and banners, especially to honour veterans; improved wayfinding such as a downtown map of BIA members and associate members; and enhanced public communication, including showcasing the work of BIA Board and committee members more visibly. A few comments also touched on larger operational or decision-making concerns, pointing to the importance of continued transparency, accountability, and community engagement.

BRAGGING RIGHTS & BRIGHT IDEAS: TELLING OUR STORY & TELLING IT WELL

- ↘ The BIA does more than people realize — but they won't know unless we show them! Moving from big, splashy events to smaller activations and placemaking projects means we need to shine a light on the everyday wins. Because if we don't tell the story, someone else will — or no one will at all.
- ↘ **Ideas to Brag Smarter:**
- Start a “What's Up Downtown?” monthly update — quick wins, new projects, street changes, upcoming mini activations.
 - Behind-the-Scenes Posts — what goes into hanging baskets, picking banners, dealing with graffiti, or organizing music downtown.
 - “Did You Know?” Social Media Series — explain what the BIA actually does in fun, digestible ways.
 - Short Reels — show a street cleanup, a mural install, a meeting with a town planner, or a new business opening.
 - Share the Impact — visuals that show how levy dollars are used.
 - Give Members the Mic — feature local businesses who benefit from BIA initiatives.
 - Before & After Photos-Use Instagram-style posts to show the impact of beautification or repairs — a power-washing job, banner switch-outs, or flowerbed refresh.
 - The BIA Did That! Start using a consistent tagline/stamp (“The BIA Did That!”) on signage, social media, newsletters, etc., when something exists because of BIA advocacy or action.

VERTICAL PUBLIC ART INSPIRATION



WINDOW WANDER FEATURE WALL

Transform one underused wall or alley into a collage of antique or salvaged windows—each with painted scenes of Downtown Lindsay, memories, or jokes tied to Lindsay life. This could be crowd-sourced, interactive and refreshed frequently. They could even be separate windows placed throughout the community with a QR-based audio tour.



VALENTINES DAY – “SHOW YOUR LOVE FOR DOWNTOWN LINDSAY”



LIGHTING PROJECTIONS & INSTALLATIONS



CYCLING INFRASTRUCTURE INSPIRATION

The LDBIA could consider cycling infrastructure as public art. Whimsey and colour can go hand in hand with function. Bike racks could reflect the businesses – glasses in front of the optician. A book outside the book store. This is an example of investing in the public realm that begins to show the essence and personality of the Community of Lindsay.



TECHNOLOGY IN DOWNTOWN LINDSAY

Bridging the Digital Gap in a Modernized Downtown

Downtown Lindsay’s refreshed streetscape is undeniably polished, thanks to a major infrastructure investment that delivered clean sidewalks, new planters, and updated street furniture. However, during my visit, it was clear that while the physical environment has been modernized, technological amenities are still a bit lacking. As cities evolve to support a more connected, mobile, and sustainable lifestyle, Downtown Lindsay risks falling behind without basic infrastructure like public Wi-Fi, water bottle filling stations, or charging access for e-bikes, scooters, and mobile devices. Even simple touches—such as pet-friendly hydration stations—signal a progressive and people-centered approach to public space.

The Lindsay Downtown BIA may wish to consider a phased strategy to address this gap. Whether through partnerships, pilot projects, or municipal advocacy, investing in connectivity and digital infrastructure will not only serve current residents and businesses but also support tourism, environmental goals, and future downtown lifestyle expectations.



Cellphone Charging



EV Charging

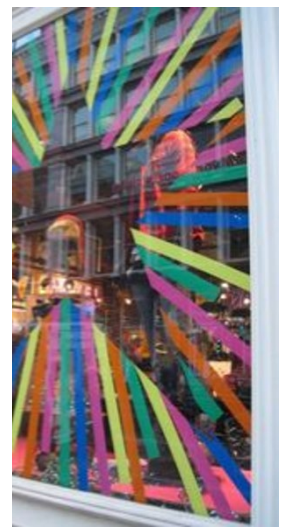


Water Bottle Filling Station

INSPIRATION GALLERY: MARKETING

WINDOW ART WALK

A collaboration with local artists to paint temporary murals or seasonal art directly on business windows. Businesses can vote on their favorites, fostering friendly competition.



BLANK SPACES CAMPAIGN

Invite locals to creatively “fill in the blank” on downtown windows, chalkboards, and/or digital spaces.

Phrases like “Downtown Lindsay feels like ___” or “My favourite corner is ___” are displayed around town or on social media for user-generated content. This could evolve into a public art exhibit, poetry slam, sidewalk mural contest or the LDBIA’s newest mural A campaign such as this would build engagement, encourage participation, and put a spotlight on individual perspectives – it’s a way of letting people be heard.



BRANDED BENCHES

Sit here if your dog chooses the route.....

Sit here if the best season is patio.....

Sit here if... you judge a bakery by its butter tarts.

Sit here if... you believe parking karma is real.

INTERACTIVE STORE WINDOWS

Storefronts that complete the phrase “If you like ____, come inside.”

They could be branded and consistent all through town.

Be creative, cheeky and have fun with a campaign like this.



INSPIRATION GALLERY: EVENTS & ACTIVATIONS

LINDSAY DOWNTOWN STREET CART



A branded street cart could be a highly visible and versatile asset for the Downtown Lindsay BIA, reinforcing its identity while serving a variety of practical, promotional, and placemaking functions. It could be deployed at events to distribute information, branded merchandise, or visitor guides — or used for everyday activations to host giveaways, community engagement, or micro pop-up experiences. During peak visitor times, the cart could function as a mobile welcome centre, providing a friendly and approachable point of contact. Member businesses could also participate by using the cart to showcase product samples — like a bakery offering samples. Positioned as a sidewalk “fun stop,” the cart could be rotated through different downtown locations, animating underused spaces and supporting a vibrant streetscape.

LARGE SCALE TEMPORARY INSTALLATIONS

The BIA would have to pay to bring in these exhibits but could look at a cost-recovery model. This would attract new visitors to downtown.



MEDIUM SCALE TEMPORARY INSTALLATIONS

Scarecrow Invasion in Meaford



Elora's Monster Month



SESSION ACTIVATIONS SUGGESTIONS

The following ideas were suggested by BIA members and stakeholders during our strategy sessions. They reflect simple, local ways to bring life to the streets throughout the year without relying on large events.

- Oversized Games
- Gamifying Downtown
- Downtown Geocache
- Scavenger Hunts
- Re-invigorate the LEX Parade
- Zombie Walk
- DJ or Live Music
- Fashion Walk
- Bathtub Races
- Outdoor Movies
- Haunted Tours
- Trolley Tours
- Re-invigorate the LEX Parade
- Christmas Carollers
- Art Battles
- Pet Parade

ACTIVATIONS INSPIRATION – LDBIA KIDS CLUB @ LINDSAY FARMERS MARKET

Although the Lindsay Farmers' Market is not technically located within the Downtown BIA boundary, it draws hundreds of residents and visitors every week—many of whom are potential customers for downtown businesses. Rather than relying on the passive benefit of proximity, the Downtown Lindsay BIA could activate this audience directly by sponsoring a Kids Club program. This light-touch initiative would include simple but appealing rewards—like market tokens, tastings, recipes, and free activities—while also driving traffic into BIA member businesses through partnerships offering things like a bonus scoop of ice cream, free kids' drinks, or even small services like a haircut or activity package. By offering incentives that can be redeemed outside of Market day, this approach builds brand affinity, increases cross-promotion, and creates meaningful engagement that benefits the whole downtown. It's an effective, family-friendly way to transform Market attendance into ongoing downtown loyalty.

Programming Ideas & Inspiration

- Receive Tokens to spend at Market stalls
- Your free pick of a plant that grows a fruit or vegetable
- Free weekly tasting of a new fruit or vegetable
- Recipes to try each week
- Kids Club members get a free scoop of ice cream
- Kids Club members get a free drink at a BIA participating restaurant
- Free Mother's Day activity

- Free Father's Day activity
- Colouring Pages of local produce
- Kids Club members get 1 free hair cut Downtown
- Kids Club members get 1 free package of fun worksheets
- Free Fall Farm Tour
- Farmers' Market Downtown Scavenger Hunt
- Create your own Farmers' Market Video for a chance to win a prize to spend \$ at Market stalls

ACTIVATIONS INSPIRATION – TICKETED EVENTS

Host a Food Crawl or Appy Hour to give exposure to restaurants and generate revenue for the BIA



Host a Downtown Brunch Trail. A daytime, spring themed event (perfect for Mother’s Day or spring) featuring mini breakfast bites and morning cocktails or coffee.



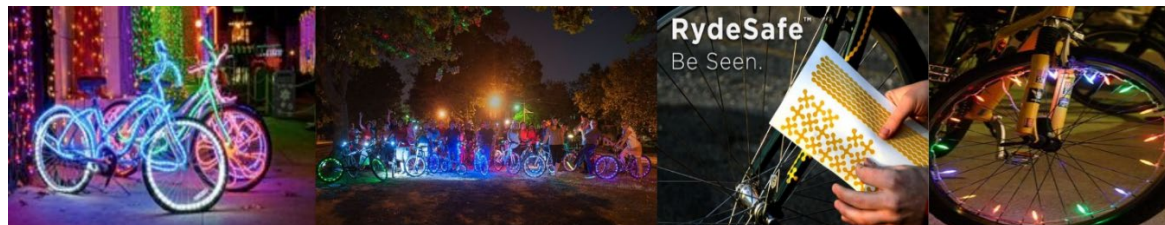
Fall for Fashion Runway Night: Help organize a ticketed evening event; downtown boutiques showcase seasonal looks on Kent Street runway.



Host a Thrift & Vintage Pop-Up Market focused on curated vintage, upcycled or antique Market. Could include DIY or repair booths.



Host a Community Glow Ride. The LDBIA could sell bike enhancements and mark the pavement with glowing decals.



Coordinate a community murder mystery; ‘who done it’ or Community escape room.





AGENDA

2025 Annual General Meeting

Tuesday, November 4th, 2025

6:00pm

Pie Eyed Monk, 8 Cambridge Street North

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

Councillor 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

STAFF

Melissa McFarland | Executive Director

Mary Hackett | Marketing Coordinator

Wayne English | Community Liaison

1.0 – CALL TO ORDER

2.0 – OPENING REMARKS FROM LDBIA CHAIR – WES FOUND

3.0 – ADMINISTRATIVE BUSINESS

3.1 – Adoption of Agenda | Annual General Meeting 2025

3.2 – Declarations of Pecuniary Interest

3.3 – Adoption of Minutes | Meeting of November 7th, 2024

4.0 – NEW BUSINESS

4.1 - Update from Beautification Committee – Sandra Falconer

4.2 – Update from Marketing Committee – Sandra Patrick & Mary Hackett

4.3 – Update from Parking & Advocacy Committee – Deputy Mayor Charlie McDonald

4.4 – Budget Presentation – Melissa McFarland

4.5 – The BIA’s Look at 2026 & Beyond – Wes Found

5.0 – GUEST SPEAKER

Patty Hayes | All About BIAs

A seasoned BIA expert with over 30 years of frontline experience helping BIAs build strategy, partnerships, and practical solutions. Patty will discuss the LDBIA’s approach to Strategic & Action Planning this past year, and the strengths and potential opportunities of Lindsay’s Downtown as we look to the future.

6.0 – OPEN DISCUSSION

7.0 – ADJOURNMENT

MEMBER SOCIAL TO FOLLOW

Connect with the BIA Board, Committee Members & Staff; fellow downtown business owners & their staff; and enjoy complimentary refreshments and a cash bar, ahead of the busy holiday season!

Thank you for your attendance at the Lindsay Downtown BIA’s Annual General Meeting. This meeting is a wonderful opportunity for us to connect with you; for you to connect with each other; and share our mutual vision for a vibrant downtown community!



LINDSAY DOWNTOWN

MINUTES

2024 Annual General Meeting

Thursday, November 7th, 2024

6:00pm

Pie Eyed Monk, 8 Cambridge Street North

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> | CKL Council, Ward 5

Charlie McDonald | CKL Council, Ward 7

LIAISONS

Carlie Arbour | CKL Economic Development

Chief Kirk Robertson | Kawartha Lakes Police Service

LINDSAY DOWNTOWN BUSINESS IMPROVEMENT ASSOCIATION

7 York Street South, K9V 6G7 | 705-324-7710 | hello@lindsaydowntown.ca

1.0 – CALL TO ORDER -----

Meeting Called to Order by the Chair: 6:20pm

In Attendance: *See attached*

Recording Secretary: Melissa McFarland

2.0 – OPENING REMARKS -----

Wes Found, Chair, Lindsay Downtown BIA

3.0 – ADMINISTRATIVE BUSINESS -----

3.1 - Adoption of Agenda

Moved By: Steve Podolsky

Seconded By: Sandra Patrick

Resolved: That the agenda be adopted as circulated.

Carried AGM2024-03

3.2 – Declarations of Pecuniary Interest

None Declared

4.0 – NEW BUSINESS -----

4.1 – Update from Beautification Committee

Presented by Committee Vice-Chair, Sandra Falconer

Committee accomplishments over the past year were highlighted, and members that have taken the time to assist in the beautification of downtown in various ways were acknowledged, and that future engagement is always needed and welcomed. It was noted the importance of the positive relationships that the BIA has been able to cultivate with municipal staff, and how helpful key staff have been. The BIA intends to begin a project for new historical-themed lamppost banners in the coming year.

4.2 – Update from Marketing Committee

Presented by Committee Chair, Sandra Patrick & Staff Marketing Coordinator, Mary Hackett

The role of the full-time Marketing Coordinator was reviewed, and it was noted how much the BIA's marketing initiatives have improved with staff in this role. A new website for the organization is being considered, and member input into what they would like to see for this, as well as other promotions and campaigns is always welcomed. The main focus of the committee is to drive regular traffic to the downtown, both in terms of local residents as well as visitors.

4.3 – Update from Parking & Advocacy Committee

Presented by Committee Chair, Deputy Mayor Charlie McDonald

A brief overview of the downtown's history with parking enforcement over the past decade was given, and how far the BIA has come in this regard. A big thank you was given to the BIA's Parking Control staff, whose friendly presence on the downtown streets is an asset, as well as ensuring regular turnover to ensure the best parking availability possible for visitors. The BIA's successful application for grant funding towards the CCTV system was finally brought to life with installation happening in early fall and the system now in use. A brief update on the municipality's homelessness situation was given, and what services are being in put in place to address noted issues before winter.

4.4 – 2025 Budget Presentation

Presented by Staff Executive Director, Melissa McFarland

It was noted that a copy of the audited 2024 financials were included in the attendees agenda packages. A review of the Board approved budget was given for the operating year of February 2025-October 2026, with anticipated income sources balancing against the anticipated budgets for Administration, Beautification, Marketing & Parking Control.

4.5 – Policy Document Adoption – Constitution

Moved By: Steve Podolsky

Seconded By: Sandra Falconer

Resolved: That the draft of the Lindsay Downtown BIA's Constitution be approved as circulated.

Carried AGM2024-04

4.6 – Policy Document Adoption – Procedural By-Law

Moved By: Steve Podolsky

Seconded By: Adam Hayward

Resolved: That the draft of the Lindsay Downtown BIA's Procedural By-Law be approved as circulated.

Carried AGM2024-05

4.7 – The BIA's Look at 2025 and Beyond

Presented by Board Chair Wes Found

The 'big picture' priorities of the BIA, and how the downtown can be looking forward to focus on the economics of downtown, and driving traffic by tackling challenges, such as 2nd and 3rd floor residential vacancies, in order to make the area more economically successful. He is also looking to the membership to identify ways that the BIA can support them in their business practices, with resources like workshops and information sessions being explored, but looking for input to topics that may not be addressed by more traditional business resources and organizations. The organization plans to work on Strategic Planning and Boundary Expansion projects this coming year.

5.0 – GUEST SPEAKER -----

Mayor Doug Elmslie, City of Kawartha Lakes

On the partnerships between Lindsay's Downtown and the City of Kawartha Lakes, and the municipal projects and priorities that strengthen the economics of our entire community.

6.0 – OPEN DISCUSSION -----

Attendees discussed downtown parking, with input from various businesses regarding current time limits and their impact on customers, which vary widely by business type. Concerns were raised about parking availability and permit costs for staff. Deputy Mayor Charlie McDonald, Chair of the Parking & Advocacy Committee, noted that increasing the overall parking inventory would address most issues. He has requested that municipal staff review and recommend measures aligned with the 2021 Parking Study, with a proposal for expanding downtown parking expected by Q2 2025.

7.0 – ADJOURNMENT -----

Moved By: Steve Podolsky

Seconded By: Jim Garbutt

Resolved: That the Annual General Meeting of the Lindsay Downtown BIA held on Thursday, November 7th, 2024 be adjourned at 8:02pm.

Carried AGM2024-02

ATTENDANCE

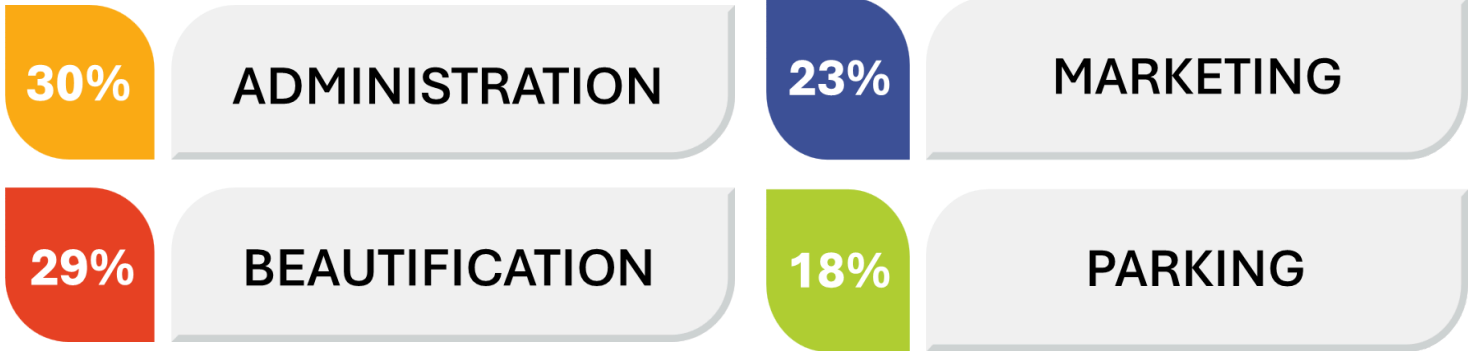
| NAME | AFFILIATED BUSINESS |
|--------------------|--------------------------------|
| Melissa McFarland | Lindsay Downtown BIA |
| Mary Hackett | Lindsay Downtown BIA |
| John Van Halteren | Van Halteren's |
| Sue Van Halteren | Van Halteren's |
| Chris Houle | Iceman Video Games |
| Gary Butler | Iceman Video Games |
| Steve Podolsky | A&L Investments |
| Wesley Found | Linborough Property Corp |
| Angela Field | Tradewind Toys |
| Theresa Henry | Lingerie Loft |
| Liz Grimes | Cathy Allan Ladieswear |
| Ron Wittenberg | Cathy Allan Ladieswear |
| Alex Bartley | Cathy Allan Ladieswear |
| Jen Arnold | The Sweet Kitchen |
| Julie Robson | The Sweet Kitchen |
| Sandra Patrick | Down to Earth |
| Charlie McDonald | City of Kawartha Lakes |
| Rebecca Mustard | City of Kawartha Lakes |
| Melissa Wemyss | Wards Lawyers PC |
| Victoria Jessup | Kindred Coffee Bar |
| Raven Watson | Bloom with Raven |
| Ann Scarlett | Kent Florist |
| Beth Rescorl | Kent Florist |
| Liz Grimes | Cathy Allan Ladieswear |
| Reese Burns | Burns Bulk Food |
| Erastus Burley | Pie Eyed Monk |
| Nicki Dedes | Olympia Restaurant |
| Sandra Falconer | Appleseed Quiltworks |
| Tom Callaghan | Appleseed Quiltworks |
| Jim Garbutt | A Buy & Sell Shop |
| Michele Sauve | Gridley's Creative Bath & Body |
| Carlie Arbour | City of Kawartha Lakes |
| Mayor Doug Elmslie | City of Kawartha Lakes |
| Emma Scully | Bonita Clothing & Co |
| Joel Pringle | Coldwell Banker |
| Dara Pringle | Coldwell Banker |
| John Gennaro | Johnson Jewellers |
| Adam Hayward | Nesbitt's Meat Market |
| Ainsley Herlihey | Income Tax Plus |
| Esther Isherwood | Income Tax Plus |



OPERATING BUDGET 2026

Operating Year: February 2026 through January 2027

TOTAL PROPOSED OPERATING BUDGET: \$420,488



REVENUE SOURCES

PROPERTY TAX LEVY REQUEST \$267,488

Overall increase of 7.25% requested from Corporate Services, above 2025

Cost to property owners: \$506 per \$100K assessed value (up from \$471)

HST RETURN \$20,000

Projected, based on 2025's estimated expenditures, used as an 'Opportunity Fund' for special projects or unforeseen costs throughout the year.

CPDF 50/50 FUNDING \$65,000

Requested to CKL's Community Services department

No increase from 2024

PARKING CONTROL SUBSIDY \$60,000

Requested to CKL's By-Law Enforcement department

No increase from 2024 - funding by quarterly reimbursement only

EVENT SPONSORSHIPS \$5,000

Target amount, used as a supplement toward Marketing budget, from interested downtown businesses

ASSOCIATE MEMBERSHIP FEES \$3,000

Target amount, based on increased interest due to boundary expansion project

Associate Memberships to be offered to businesses & properties interested in services

EXPENSE CATEGORIES



ADMINISTRATION | \$124,300

Expense Categories

| | |
|-----------------------------|---------------------|
| Occupancy | \$22,500.00 |
| Operational Expenses | \$16,000.00 |
| Subscriptions & Membership | \$9,700.00 |
| Payroll: Executive Director | \$76,100.00 |
| TOTAL | \$124,300.00 |

Income Sources

| | |
|---|---------------------|
| Property Tax Levy | \$101,300.00 |
| Opportunity Fund (HST Return & Associate Memberships) | \$23,000.00 |
| TOTAL | \$124,300.00 |

SUMMARY

The Administration budget was reduced by 4.15%, with efficiencies able to be established in several areas of general operations and day to day expenses.
Reduction to Levy (per \$100K CVA): \$7.99



MARKETING | \$96,720

Expense Categories

| | |
|--------------------------------|--------------------|
| Activations & Events | \$22,000.00 |
| Advertising & Promotions | \$17,700.00 |
| Payroll: Marketing Coordinator | \$57,020.00 |
| TOTAL | \$96,720.00 |

Income Sources

| | |
|-------------------|--------------------|
| Property Tax Levy | \$91,720.00 |
| Sponsorships | \$5,000.00 |
| TOTAL | \$96,720.00 |

SUMMARY

The Marketing budget was increased by 3.46%, as the committee looks to enhance their support of membership & outside-organization-led events, and continue to produce bi-annual editions of the Pulse magazine.
Increase to Levy (per \$100K CVA): \$6.03



BEAUTIFICATION | \$123,588

Expense Categories

| | |
|-----------------------------|---------------------|
| Flowers & Plants | \$38,100.00 |
| Maintenance | \$51,700.00 |
| Projects | \$28,000.00 |
| Payroll: Casual Maintenance | \$5,788.00 |
| TOTAL | \$123,588.00 |

Income Sources

| | |
|-------------------|---------------------|
| Property Tax Levy | \$58,588.00 |
| CPDF Grant | \$65,000.00 |
| TOTAL | \$123,588.00 |

SUMMARY

The Beautification budget was increased by 6.23%, due to the sharply rising costs of required materials to maintain our spring, summer and fall flower programs, as well as general costs for maintenance and hardware. Improvements to the holiday decor, beginning this year, will continue into 2026.
Increase to Levy (per \$100K CVA): \$6.93



PARKING | \$75,880

Expense Categories

| | |
|----------------------------|--------------------|
| General Expenses | \$1,000.00 |
| Payroll: Community Liaison | \$55,380.00 |
| Payroll: Parking Control | \$19,500.00 |
| TOTAL | \$75,880.00 |

Income Sources

| | |
|---------------------|--------------------|
| Property Tax Levy | \$15,880.00 |
| By-Law Wage Subsidy | \$60,000.00 |
| TOTAL | \$75,880.00 |

SUMMARY

The Parking Budget has the largest proposed increase (694%) but the smallest portion of the overall budget (5.94%), so its impact isn't felt nearly as much as it might seem initially. This large increase is due to the lack of carryover funds from 2025 into 2026 from the CKL By-Law subsidy, so the impact on the levy increase is necessary to support payroll this coming year.
Increase to Levy (per \$100K CVA): \$30.14

2025 UPDATE:

The newly created Opportunity Fund this year was able to support additional projects such as costs associated with Canada Summer Jobs, a full refresh of the BIA's website and CRM and other costs that were not in the original budget submitted last fall. Thank you to CKL's Economic Development department for their contribution of \$20,000 via their Local Economic Development Support grant, to support the operating costs of our organization, freeing up funding for other projects.



LINDSAY DOWNTOWN

MINUTES

2025 Annual General Meeting

Tuesday, November 4th, 2025

6:00pm

Pie Eyed Monk, 8 Cambridge Street North

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

Councillor 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

STAFF

Melissa McFarland | Executive Director

Mary Hackett | Marketing Coordinator

Wayne English | Community Liaison

1.0 – CALL TO ORDER -----

Meeting Called to Order by the Chair: 6:32pm

In Attendance: *See attached*

Recording Secretary: Melissa McFarland

2.0 – OPENING REMARKS -----

Wes Found, Chair - Lindsay Downtown BIA

3.0 – ADMINISTRATIVE BUSINESS -----

3.1 - Adoption of Agenda

Moved By: Steve Podolsky

Seconded By: Reese Burns

Resolved: That the agenda be adopted as circulated.

Carried AGM2025-01

3.2 – Declarations of Pecuniary Interest

None Declared

3.1 - Adoption of Minutes

Moved By: Steve Podolsky

Seconded By: Joel Pringle

Resolved: That the Minutes of the Annual General Meeting of November 7th, 2024, be adopted.

Carried AGM2025-02

4.0 – NEW BUSINESS -----

4.1 – Update from Beautification Committee

Presented by Committee Vice-Chair, Sandra Falconer

Committee responsibilities and accomplishments over the past year were highlighted, and members that have taken the time to assist in the beautification of downtown in various ways were acknowledged. She reviewed the annual activities, and the improvements being made to the holiday décor this year. Discussion was held regarding the maintenance team, thanking Scott Wood and Brian English for their dedication in the maintenance of the downtown as well as volunteers. It was noted the importance of the positive relationships that the BIA has been able to cultivate with municipal staff, and how helpful key staff have been. The BIA intends to embark on a project for installing historical street banners, and have applied for Legacy CHEST Funding. She thanked the committee members, and noted that engagement and input is always needed and welcomed.

4.2 – Update from Marketing Committee

Presented by Committee Chair, Sandra Patrick & Staff Marketing Coordinator, Mary Hackett

The presentation reflected the activities of the committee, and how consideration is always made to best serve the needs of the entire membership. The activities of Mary Hackett, Marketing Coordinator was reviewed, and the consistent online presence she has been able to maintain; the work going into the monthly newsletter; regular activations in the downtown such as the Easter Scavenger Hunt, the food promotions such as Loaded Fries and Flatbread in the spring and fall, as well as events such the Summer Kickoff, Holiday Kickoff and Holiday Passport. Sandra reviewed the grant program available to members and outside organizations to host events in the downtown. The Pulse magazine editions, new this year, saw circulation targeted to new residents of Lindsay, and membership engagement for content is welcomed. 2026 planning is underway, and the new website will be live by the beginning of the year. All activities are possible and the committee is constantly reviewing what works and what doesn't, and making adjustments for the future.

4.3 – Update from Parking & Advocacy Committee

Presented by Committee Chair, Deputy Mayor Charlie McDonald

Deputy Mayor McDonald reviewed the BIA's approach to parking in the downtown, and the steps that are finally beginning to be taken in efforts to increase the overall parking inventory downtown. He stated that all debates on parking time limits and ticketing are moot until the inventory issue is addressed via recommendations made in the 2022 Parking Study that had not

really been addressed by the municipality until now, under the advocacy of himself and Councillor Mark Doble. Advocacy initiatives over the past year that the BIA has done their best to address include safety and security in the downtown and the usage of the CCTV system. The cessation of commercial recycling in January is a challenge still being addressed by the BIA and updates will be provided soon. He also advised that new faces and ideas are welcomed on the committees.

4.4 – 2026 Budget Presentation

Presented by Staff Executive Director, Melissa McFarland

Following an explanation of the BIA’s financial structure and a, a review of the Board approved budget was given for the operating year of February 2026 – January 2027 with anticipated income sources balancing against the anticipated budgets for Administration, Beautification, Marketing & Parking Control. It was noted that a copy of the audited 2025 financials were included in the attendees agenda packages.

4.5 – The BIA’s Look at 2025 and Beyond

Presented by Board Chair Wes Found

Wes discussed BIA’s approach to strategic planning, and the discussions that have occurred around increasing vibrancy downtown on a regular basis. He discussed the BIA’s new website and CRM, which will allow the BIA to know and understand their membership data on a much higher level. He also did a brief review of the initiatives the BIA is involved in, including a boundary expansion and residential development.

5.0 – GUEST SPEAKER -----

Patty Hayes | All About BIA’s

A seasoned BIA expert with 30 years of frontline experience helping build strategy, partnerships and practical solutions. Patty discussed the LDBIA’s approach to Strategic and Action Planning this past year, and the strengths and potential opportunities of Lindsay’s Downtown as they look to the future.

6.0 – OPEN DISCUSSION -----

Covered in guest speaker Q&A.

7.0 – ADJOURNMENT -----

Moved By: Jim Garbutt

Seconded By: Sandra Patrick

Resolved: That the Annual General Meeting of the Lindsay Downtown BIA held on Tuesday, November 4th, 2025, be adjourned at 8:40pm.

Carried AGM2025-03

MEETING ATTENDANCE -----

| NAME | AFFILIATED BUSINESS | NAME | AFFILIATED BUSINESS |
|-------------------|-----------------------------|--------------------|------------------------|
| Melissa McFarland | Lindsay Downtown BIA | Liz Grimes | Cathy Allan / Lizzy’s |
| Mary Hackett | Lindsay Downtown BIA | Ron Wittenberg | Cathy Allan / Lizzy’s |
| Steve Podolsky | A&L Investments | Alexsandra Bartley | Cathy Allan / Lizzy’s |
| Chris Houle | Iceman Video Games | Kate Westcott | Kate Co Home |
| Patty Hayes | All About BIAs | Tod Ward | Colour + Code |
| Wes Found | Linborough Property Corp. | Dara Bergeron | Kindred Coffee Bar |
| Sandra Patrick | Down to Earth | Bethany Rescorl | Kent Florist |
| Angela Field | Tradewind Toys | Ann Scarlett | Kent Florist |
| Wayne English | Lindsay Downtown BIA | Rebecca Mustard | City of Kawartha Lakes |
| Melissa Wemyss | Wards Lawyers PC | Carlie Arbour | City of Kawartha Lakes |
| Charlie McDonald | City of Kawartha Lakes | Sandra Falconer | Appleseed Quiltworks |
| Scott Wood | Lindsay Downtown BIA | Tom Callaghan | Appleseed Quiltworks |
| Mark Doble | City of Kawartha Lakes | Berta Tesic | Zoom Physiotherapy |
| Alison Steinsky | Mackey Funeral Home | Dean Tesic | Zoom Physiotherapy |
| Taya Sharman | Mackey’s Celebrations | Gary Butler | Iceman Video Games |
| Joel Pringle | Coldwell Banker RMR | Nicki Dedes | Olympia Restaurant |
| Julie Robson | The Sweet Kitchen | Theresa Henry | The Lingerie Loft |
| Reese Burns | Burns Bulk Food | Kevin Brasier | The Lingerie Loft |
| Jen Arnold | The Sweet Kitchen | Jim Garbutt | A Buy & Sell Shop |
| John Van Halteren | Van Halteren’s Music Centre | Michele Sauve | Gridley’s |