



AGENDA

For the Meeting of the Board of Directors

Thursday, June 25th, 2026

7:30am

Lindsay Downtown BIA Office, 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

Councillor Charlie McDonald | CKL Council, Ward 7

LIAISONS

Carlie Arbour | CKL Economic Development

Chief Kirk Robertson | Kawartha Lakes Police Service

Melissa McFarland | LDBIA Executive Director

LINDSAY DOWNTOWN BUSINESS IMPROVEMENT AREA

7 YORK STREET SOUTH, LINDSAY | 705-324-7710 | HELLO@LINDSAYDOWNTOWN.CA

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

- *No Meeting Held in May*

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 – May 2026*

6.2 – Beautification Committee

- *No Meeting Minutes to Receive*
Planter Installation Conducted in Lieu of Meeting

6.3 – Parking & Advocacy Committee

- *No Meeting Minutes to Receive*
Spring Walkabout Conducted in Lieu of Meeting

6.4 – Marketing Committee

- *Receive Meeting Minutes of June 10th, 2026*

6.5 – Executive Committee

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

7.0 – NEW BUSINESS

7.1 – 2027 Budget

8.0 – NEXT MEETING

Thursday, July 30th, 2026

7:30am

Lindsay Downtown BIA Office
7 York Street South

9.0 – ADJOURNMENT



MINUTES

For the Meeting of the Marketing Committee

Wednesday, June 10th, 2026

5:30pm

Lindsay Downtown BIA Office, 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

Joel Pringle | Coldwell Banker/Pringle Real Estate Team

Michele Sauve | Gridley's Creative Bath & Body

LIAISONS

Melissa McFarland | LDBIA Executive Director

Sydney Pringle | Marketing Coordinator

LINDSAY DOWNTOWN BUSINESS IMPROVEMENT AREA

7 YORK STREET SOUTH, LINDSAY | 705-324-7710 | HELLO@LINDSAYDOWNTOWN.CA

1.0 – CALL TO ORDER -----

Meeting Called to Order by the Chair: 5:43pm

In Attendance: Sandra Patrick, Alex Bartley, Reese Burns, Joel Pringle, Michele Sauve, Sydney Pringle
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: Alex Bartley **Seconded By:** Michele Sauve

Resolved: That the agenda be adopted as circulated.

Carried MC2026-17

2.2 - Declarations of Pecuniary Interest

None

2.3 – Adoption of Minutes

Moved By: Alex Bartley **Seconded By:** Joel Pringle

Resolved: That the Minutes of the meeting held on May 20th, 2026 be adopted.

Carried MC2026-18

3.0 – DEPUTATIONS -----

None Scheduled

4.0 – CORRESPONDENCE -----

None Received

5.0 – NEW BUSINESS -----

5.1 - Update: 2026 Budget

Melissa McFarland updated. There hasn't been much change since Easter.

5.2 – Planning: 2027 Budget

Melissa McFarland presented the full draft budget, following the Committee's comments last meeting.

Moved By: Joel Pringle **Seconded By:** Alex Bartley

Resolved: That the draft Marketing Budget be approved by the Committee, and presented to the Board of Directors.

Carried MC2026-18

5.3 - Planning: Summer Saturdays

Sydney Pringle presented a planning chart for each of the 10 Saturdays, with the activations planned last meeting filled in. The committee focused on the weekend of July 25th, which completes the summer until August 8th, with the rest of the summer being completed at the July meeting. Information was presented for photo booth services.

5.4 – Planning: Loaded Fries

The activation was planned for July 10th – 26th when the Committee set the schedule for the year back in January. As this is Sydney Pringle's first food activation, the Committee gave her an overview of the typical programming thus far, and discussed tweaks. The activation will revert to a 'passport' with 3 stamps required as a ballot, and a competition element for the participating restaurants. An element of 'celebrity' judges will also be implemented. Sydney Pringle will begin by engaging with the restaurants for participation.

5.5 – Planning: Rivera Park & Old Mill Signage

The committee reviewed the old signage and what should be updated. Generic signage with the new branding will be created and installed. 3 a-frame signage for downtown advertising will be created and partnerships with willing downtown businesses that would hold the sign and place on the sidewalk each day.

5.6 – Coordinator Updates

Sydney Pringle presented metrics from the last few weeks of the socials.

6.0 – NEXT MEETING -----

Wednesday, July 8th, 2026

5:30pm

Lindsay Downtown BIA Office, 7 York Street South

7.0 – ADJOURNMENT -----

Moved By: Alex Bartley

Seconded By: Michele Sauve

Resolved: That the Marketing Committee Meeting of June 10th, 2026 be adjourned at 7:42pm.

Carried MC2026-19

MARKETING BUDGET DETAIL

ACTIVATIONS & EVENTS	2026	2027	Notes & Rationale
Activation: Restaurant / Spring	450.00	500.00	All activations repeated from 2026, with small increases to budget. ↑ to Summer Saturdays budget to add more value to these regular activations.
Activation: Restaurant / Summer	450.00	500.00	
Activation: Restaurant / Fall	450.00	500.00	
Activation: Easter	1,750.00	1,000.00	
Activation: Halloween	2,000.00	2,500.00	
Activation: Summer & Holiday Weekend Saturdays (\$750 x12)	4,000.00	9,000.00	
Activation: Holiday Kickoff & Tree Lighting	1,000.00	1,000.00	
Activation: Holiday Passport	7,000.00	7,500.00	
TOTAL	17,100.00	22,500.00	

ADVERTISING & PROMOTIONS	2026	2027	Notes & Rationale
Trent Severn Waterway Magazine	1,000.00	1,000.00	Goal for Pulse Magazine is 50% of the cost of each edition to be subsidized by member ad sales. (Shown below in 'Other Sources of Income' line)
Exploring Lindsay	950.00	950.00	
Social Media Campaigns, Giveaways & Misc Materials (\$100 x 12)	800.00	1,200.00	
ADS Hotel Advertising	900.00	1,000.00	
General Advertising Opportunities	1,000.00	3,000.00	
Pulse Magazine (Spring & Summer / Fall & Winter / Gift Guide	25,000.00	26,000.00	
TOTAL	29,650.00	33,150.00	

EVENT SUPPORT GRANT PROGRAM	2026	2027	Notes & Rationale
Total Program Cost (2026 funded 5 events from \$1-2K each)	8,000.00	10,000.00	↑ due to program popularity in 2026

GIFT CARD PROGRAM	2026	2027	Notes & Rationale
Monthly Cost (\$900 x 12)	-	12,200.00	Addition to this budget is a result of Board approval of the program in February 2026
Replacement Cards & Miscellaneous	-	3,500.00	
TOTAL	-	15,700.00	

2026 Budget Summary	
Expenses	54,750.00
Other Sources of Income	17,030.00
Levy Ask	37,720.00

2027 Committee Proposal	
Expenses	81,350.00
Other Sources of Income	13,000.00
LEVY ASK	68,350.00
Levy Ask Increase from 2026	81.20%