



AGENDA

For the Meeting of the Board of Directors

Thursday, July 30th, 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

- *Meeting of June 25th, 2026*

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 2026*

6.2 – Beautification Committee

- *Receive Meeting Minutes of June 30th, 2026*

6.3 – Parking Committee

- *Receive Meeting Minutes of July 14th, 2026*

6.4 – Marketing Committee

- *Receive Meeting Minutes of July 8th, 2026*

6.5 – Executive Committee

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

7.0 – NEW BUSINESS

7.1 – 2027 Budget Approval

7.2 – 2026 Elections

8.0 – NEXT MEETING

Thursday, August 27th, 2026

7:30am

Lindsay Downtown BIA Office

7 York Street South

9.0 – ADJOURNMENT



MINUTES

For the Meeting of the Board of Directors

Thursday, June 30th, 2026

7:30am

Lindsay Downtown BIA Office, 7 York Street South

EXECUTIVE

Chair – Wes Found | Linborough Property Corp.

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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 -----

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

In Attendance: Wes Found, Steve Podolsky, Sandra Falconer, Sandra Patrick, Nicki Dedes, Jim Garbutt, Councillor Doble, Councillor McDonald, Carlie Arbour, Chief Robertson

Recording Secretary: Melissa McFarland

Guests: None

Late Arrivals: None

Early Departures: None

Regrets / Absent: Adam Hayward

2.0 – ADMINISTRATIVE BUSINESS -----

2.1 - Adoption of Agenda

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

Resolved: That the agenda be adopted with the addition of Item 7.2 – ‘Graffiti Response & Prevention’ under New Business.

Carried RBM2026-20

2.2 - Declarations of Pecuniary Interest

None Declared

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

Chief Robertson updated. Calls for service are starting to increase with the summer weather, but generally business as usual. There have been positive reports on the overall behaviour of regulars downtown, especially with the increase in foot patrols. Discussion was held regarding the banks having locked up their ATMs during off hours, and the inconvenience balanced with the safety aspects of having them available. Chief advised that all known individuals who frequent the downtown appearing to be in need, have been offered supports. He also gave an overview of his understanding of the new bail reform legislation.

Jim Garbutt requested clarification on the April Board Minutes about the wording regarding wording of the known individual being relocated to ‘another’ community, versus the more accurate ‘jurisdiction from which he had outstanding charges’. Melissa McFarland advised that she will amend the Minutes.

5.2 – Council

Councillor McDonald updated. Election season is underway. An increase in encampments have been noted, and municipal outreach teams that visit them regularly to offer resources.

5.3 – Economic Development

Carlie Arbour updated. She recommended that everyone sign up to receive the Economic Development newsletter that always contains funding announcements and information. June 30th has KLSBEC’s workshop on Selling Your Business and succession planning. Emily Turner is working through an Indigenous Reconciliation Strategy and feedback is being sought on Jump In. Updates on the Signage Strategy – it’s intended to move forward to Council in July, with a comprehensive implementation strategies and costs, for approval for the next phase. Million Dollar Makeover will be opening again for a fall intake for projects occurring in 2027.

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

Wes Found updated. He advised that as an OBIAA Board Member, he's required to attend two in person meetings per year and he recently attended one in Southhampton. He shared thoughts about Southhampton's approach to an expanded boundary outside of the downtown, to all commercial properties – without too much concern about equal levels of service. He updated on his thoughts about OBIAA's operational and financial structure and how he can add value. He is investigating a plan for creating a comprehensive program for OBIAA's database of resources and best practices, using AI to cultivate the information as a tool for their members to use.

Melissa McFarland updated. The new website is live, and some edits to layout and the presentation of information have been ongoing. Once satisfied, the membership will be requested to each look at their own profile to ensure accuracy. The Associate Membership program renews July 1st, and 9 of the 12 current members have already renewed, and the other 3 just haven't not yet confirmed. Packages are about to be distributed to another 24 businesses in the identified area in hopes there is interest. Canada Summer Jobs is underway, with the BIA partnering with the Kawartha Gallery for the youth position to spend the summer planning and executing the Downtown Winter Market via the Activate Kawartha Committee. The new Beautification position starts next week, and a comprehensive workplan is underway. Membership updates include the opening of KB on Kent at the beginning of the month, to very positive feedback, and the pop-up store Mill Street Antiques. This business will be open until mid-July, then closing for the preparation of a new tenant for fall, who is Cardinal Tours, moving from Cambridge Street Mall. Work appears to be occurring at two of the vacancies on William Street North, and a 'leased' sign in a third window, which is encouraging news for this block. Planning for Classics on Kent on July 19th is going well with Wards Lawyers at the lead. The BIA is working with the team from Economic Development conducting the annual summer Business Count project, and Sydney Pringle is assisting with some of the downtown businesses which is a great way to additionally have her out in the downtown interacting with members.

Moved By: Steve Podolsky

Seconded By: Sandra Patrick

Resolved: That the following Reports and Minutes be received:

- Treasurer's Report – May 2026
- Marketing Committee – Minutes of June 10th, 2026

Carried RBM2026-21

7.0 – NEW BUSINESS -----

7.1 – 2027 Budget

The Board of Directors reviewed the draft presented by Melissa McFarland, with previous input given from the Marketing, Beautification and Executive Committees. She has not yet been advised of a due date for submission to the City's Treasury department but was informed that there will not be a delay due to the municipal elections, and therefore expects a late August due date, as per previous years.

7.2 – Graffiti Response & Prevention

The item was added by request by Jim Garbutt. He expressed concerns with a noted increase in graffiti tags around the downtown and wants the BIA to explore a task force for addressing both the prevention and response. Discussion was held regarding what mechanisms (expansion of the by-laws, research into other communities' best practices, removal tools for the BIA to own) could be explored to address the concerns – and if there is enough interest to move forward with the formal creation. In the meantime, Goodbye Graffiti will be contacted to provide services for cleanup of the existing vandalism on

public property, and the Beautification Committee will consider a subsidy towards the cost to businesses or properties cleaning up the vandalism on their properties.

Moved By: Sandra Falconer

Seconded By: Reese Burns

Resolved: That the item of 'Graffiti Response & Prevention' be placed on the next Beautification Committee agenda for further discussion and a plan.

Carried RBM2026-22

8.0 – NEXT MEETING -----

Thursday, July 30th, 2026

7:30am

BIA Office Boardroom, 7 York Street South

9.0 – ADJOURNMENT -----

Moved By: Steve Podolsky

Seconded By: Sandra Patrick

Resolved: That the June 25th, 2026 meeting of the Board of Directors be adjourned at 8:59am.

Carried RBM2026-23



Lindsay Downtown BIA | 2026 Financials (Operating)

		February	March	April	May	June	July	August	September	October	November	December	January
Opening Bank Balance		34,447.28	78,873.66	50,504.54	22,664.94	67,230.06	44,020.96	56,045.96	31,555.96	57,085.96	78,160.96	102,570.96	63,445.96
Administration	In	101,300.00	2,000.00	-	-	1,200.00	4,500.00	600.00	-	700.00	800.00	900.00	-
	Out	11,794.49	14,127.54	11,636.05	13,235.21	9,907.63	8,990.00	8,990.00	8,990.00	8,990.00	9,090.00	9,090.00	8,990.00
Beautification	In	58,588.00	-	-	65,000.00	-	-	-	5,560.00	-	-	-	-
	Out	3,170.72	4,664.38	3,929.85	3,297.11	23,807.48	32,910.00	11,700.00	5,700.00	17,235.00	6,400.00	19,535.00	3,990.00
Marketing	In	95,220.00	-	-	2,325.00	500.00	-	7,500.00	5,560.00	-	5,000.00	-	-
	Out	6,632.68	6,555.96	8,992.67	18,348.67	6,642.33	10,875.00	7,200.00	16,200.00	11,400.00	11,200.00	6,700.00	6,200.00
Parking	In	15,880.00	-	13,402.24	-	-	15,000.00	-	-	15,000.00	-	-	-
	Out	4,963.73	5,021.24	5,451.07	5,878.89	5,467.57	4,700.00	4,700.00	4,700.00	7,000.00	4,700.00	4,700.00	4,700.00
Opportunity Fund	In	-	-	-	18,000.00	20,915.91	-	-	-	-	-	-	-
	Out	-	-	11,232.20	-	-	10,000.00	-	-	-	-	-	-
Transfers to Chequing	In	-	-	-	-	-	50,000.00	-	50,000.00	50,000.00	50,000.00	-	-
	Out	200,000.00	-	-	-	-	-	-	-	-	-	-	-
TOTALS BY MONTH	In	270,988.00	2,000.00	13,402.24	85,325.00	22,615.91	69,500.00	8,100.00	61,120.00	65,700.00	55,800.00	900.00	-
	Out	226,561.62	30,369.12	41,241.84	40,759.88	45,825.01	57,475.00	32,590.00	35,590.00	44,625.00	31,390.00	40,025.00	23,880.00
Closing Bank Balance		78,873.66	50,504.54	22,664.94	67,230.06	44,020.96	56,045.96	31,555.96	57,085.96	78,160.96	102,570.96	63,445.96	39,565.96

TOTAL BUDGET SUMMARY

OPERATING BUDGET 489,482.52

Income Received to Date **428,778.43**
Remaining Income Expected 61,120.00

Expenses to Date **184,757.47**
Remaining Expenses Expected 275,575.00

Unspent 29,150.05

ADMINISTRATION BUDGET SUMMARY

TOTAL BUDGET 125,107.76

Income Received **117,607.76**
Income Expected 7,500.00

Expenses to Date **60,700.92**
Expenses Remaining 63,130.00

Unspent 1,276.84

BEAUTIFICATION BUDGET SUMMARY

TOTAL BUDGET 145,532.80

Income Received **139,972.80**
Income Expected 5,560.00

Expenses to Date **38,869.54**
Expenses Remaining 97,470.00

Unspent 9,193.26

MARKETING BUDGET SUMMARY

TOTAL BUDGET 118,044.36

Income Received **99,484.36**
Income Expected 18,060.00

Expenses to Date **47,172.31**
Expenses Remaining 69,775.00

Unspent 1,097.05

NOTES

PARKING BUDGET SUMMARY

TOTAL BUDGET 62,797.60

Income Received **32,797.60**
Income Expected 30,000.00

Expenses to Date **26,782.50**
Expenses Remaining 35,200.00

Unspent 815.10

OPPORTUNITY FUND BUDGET SUMMARY

TOTAL BUDGET 38,000.00

Income Received **38,915.91**
Income Expected -

Expenses to Date **11,232.20**
Expenses Remaining 10,000.00

Unspent 16,767.80

ACCOUNT TRANSFERS

Remaining in GIC (redeemable) **200,000.00**

Remaining in GIC (collateral) **5,150.00**



MINUTES

For the Meeting of the Beautification Committee

Tuesday, June 30th, 2026

8:00am

Lindsay Downtown BIA Office, 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

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: 8:12am

In Attendance: Steve Podolsky, Sandra Falconer, Reese Burns, Theresa Henry, Melissa Wemyss
Recording Secretary: Melissa McFarland
Guests: Jim Garbutt (left 8:45am), Maria Francis, Dexter Ward
Late Arrivals: None
Early Departures: None
Regrets / Absent: Kevin Brasier, 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 BC2026-11

2.2 - Declarations of Pecuniary Interest

2.3 – Adoption of Minutes

Moved By: Melissa Wemyss **Seconded By:** Reese Burns

Resolved: That the Minutes of the meeting held on May 7th, 2026 be adopted.

Carried BC2026-12

3.0 – DEPUTATIONS -----

None Scheduled

4.0 – CORRESPONDENCE -----

None Received

5.0 – NEW BUSINESS -----

5.1 – 2026 Budget Updates

Melissa McFarland updated. Additional planters have been procured from Costco under the hardware replacement budget. The general materials budget has been higher due to spring cleanup and supplying the summer program with needed supplies. This can be offset from the projects budget that hasn't yet been allocated.

5.2 – Canada Flags

Discussion was held regarding repeated requests for Canada flags in the downtown, and the challenges that have arisen to make that difficult. Public Works was engaged to explore options for installing hardware on either the lampposts or traffic light poles, and this doesn't appear possible for a variety of reasons. The committee is willing to explore options such as installing on building faces, with an agreement with property owners and exploration of permitting and permissions needed from various municipal departments. The item will be placed on the September agenda for further discussion. Small flags are being placed in each storefront planter today ahead of Canada Day.

5.3 – Graffiti Prevention & Response

The item was placed on the agenda at the direction of the Board of Directors, after Jim Garbutt brought forth with concerns in his observation of an increase in incidents recently. Tagging has been observed on both public and private property downtown, though the visible increase appears to be on higher walls on the upper stories of private property. Melissa McFarland advised that she has already contacted Goodbye Graffiti to come and provide an assessment and cost estimates as they did in 2025, and this is expected to be done the first week of July. At this time, the BIA can assume responsibility for the cost of cleanup on public areas, and the estimates on private property will be provided to the property owners where possible.

Reese Burns advised of a company he found that specializes in graffiti removal products on buildings, notably heritage buildings (*"World's Best Graffiti Removal"*), and suggested a test of their products for a possibility of the BIA being able to hold

materials in-house for members to utilize if their buildings or businesses are tagged. Melissa McFarland ordered a sample kit from their website. The item will remain on the agenda for further discussion.

5.4 – Beautification Summer Workplan

Melissa McFarland introduced Dexter Ward, the BIA’s summer staff for Beautification and Maintenance through Canada Summer Jobs. She circulated a draft of a basic work plan for the committee’s review, with the intention of providing this structure for the next 2-3 weeks, then a re-assessment of priorities for the rest of the summer. Dexter will focus on sweeping, and the weeding of the large outer flowerbeds, and Sandra Falconer volunteered to meet with him the following week, as Melissa McFarland and Steve Podolsky are both away. Scott Wood will also be able to provide supervision and assistance where necessary. Some tools and materials have already been purchased, but whatever is necessary for him to be able to complete the tasks efficient will be procured as soon as possible.

6.0 – NEXT MEETING -----

Thursday, August 13th, 2026

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 June 30th, 2026 be adjourned at 9:15am.

Carried BC2026-13



MINUTES

For the Meeting of the Parking & Advocacy Committee

Tuesday, March 10th, 2026

7:30am

Lindsay Downtown BIA Office, 7 York Street South

CHAIR

Councillor Charlie McDonald | CKL Council, Ward 7

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

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:

In Attendance: Councillor Charlie McDonald, Councillor Doble, Adam Hayward, Jim Garbutt, Steve Podolsky, Wayne English, Jason Henley, Aaron Sloan

Recording Secretary: Melissa McFarland

Guests: None

Late Arrivals: None

Early Departures: None

Regrets / Absent: Wes Found, Councillor Doble

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 PC2026-17

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 March 10th, 2026, be adopted.

Carried PC2026-18

3.0 – DEPUTATIONS -----

None Scheduled

4.0 – CORRESPONDENCE -----

None Received

5.0 – NEW BUSINESS -----

5.1 – Public Works Updates & Spring Walkabout Review

Melissa McFarland distributed copies of the full list to the committee members and Jason Henley summarized the status of all 49 items. The majority have been completed, with the only ones outstanding are delayed due to it being a larger project, another municipal department's responsibility, or anticipated improvements being made to the area anyway. The committee thanked the Public Works team for their quick response to the compiled list.

5.2 – Community Liaison Report

Wayne English reviewed his report, which included base statistics on his inventory and utilization counts in June. Wes Found is away, but Melissa McFarland advised that the three of them will meet over the summer to determine how to best input the data into the spreadsheets Wes created, so that the data can be clearly presented to the municipal departments who are responsible for advising on inventory increases.

Moved By: Steve Podolsky **Seconded By:** Adam Hayward
Resolved: That the above report be received.

Carried PC2026-19

5.3 – Task Review

Steve Podolsky updated on the progress of the snow removal coordination initiative. He has drafted a letter to circulate to the property owners along the M1 right-of-way, and he will visit each of them this month, to explain the initiative and gauge their interest. If there is general positive interest in a coordinated effort, he will then contact local contractors for a price breakdown and total. Once this is completed, the next step will be to go to the municipality for support.

TBD

Moved By: Adam Hayward

Seconded By: Jim Garbutt

Resolved: That the July 14th, 2026 meeting of the Parking & Advocacy Committee be adjourned at 8:25am.

Carried PC2026-20

TASK REVIEW

Issue / Topic	Desired Outcome	Person(s) Responsible	Resolution Target
PW Maintenance List	Completion of circulated tasks	Public Works Staff	Ongoing
Parking Inventory Increase	CKL Staff (various departments) directed to bring recommendations to Council for increasing parking inventory as per the 2021 Parking Strategy	via Councillor McDonald	Q2 2026
M1 Snow Removal Coordination	Develop plan to assist in coordinating snow removal for properties backing on to Lot M1	Melissa McFarland & Steve Podolsky	Q3 2026



MINUTES

For the Meeting of the Marketing Committee

Wednesday, July 8th, 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: 5:40pm

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

2.0 – ADMINISTRATIVE BUSINESS -----

2.1 - Adoption of Agenda

Moved By: Sandra Patrick **Seconded By:** Alex Bartley

Resolved: That the agenda be adopted as circulated.

Carried MC2026-20

2.2 - Declarations of Pecuniary Interest

None

2.3 – Adoption of Minutes

Moved By: Sandra Patrick **Seconded By:** Alex Bartley

Resolved: That the Minutes of the meeting held on June 10th, 2026 be adopted.

Carried MC2026-21

3.0 – DEPUTATIONS -----

None Scheduled

4.0 – CORRESPONDENCE -----

None Received

5.0 – NEW BUSINESS -----

5.1 - Update: 2026 Budget

The committee reviewed the updated budget to date, included in the agenda package.

5.2 – Update & Planning: Summer Saturdays

The committee worked through the remainder of the Saturday dates. July 11th will be a ‘Freezie Frenzie’ day, supplied by Burns Bulk Food. The 18th will be a soccer theme, with participants encouraged to come downtown with their teams in jerseys for a photo opportunity and potentially a prize. A photo booth has been booked for the 25th and discussion was held about ideal locations. August 1st and September 5th will still be passport days, and August 8th will be an ‘oldies’ themed day, with classic music and some sort of costume element. August 15th could potentially be a partnership with BBBS in honour of Camp Day, but more details will follow. August 22nd will recognize Tragically Hip with a record-cover themed scavenger hunt. August 29th will have a back-to-school giveaway.

5.4 – Update: Loaded Fries

Sydney Pringle updated – it’s set to start Friday with 8 participating restaurants. All of the social media and printed materials are ready to go.

5.4 – Planning: Pulse, Fall & Winter 2026

The committee reviewed the rate card and discussed tiered packages for the ads. The rate card will be approved at the next meeting. With the Post Media closure, information distribution with Canada Post was discussed, and approved. The Holiday Gift Guide will stay within Lindsay, but the committee wants to explore further reach to Durham. Theme and content is still being considered.

6.0 – NEXT MEETING -----

Wednesday, August 12th, 2026

5:30pm

Lindsay Downtown BIA Office, 7 York Street South

7.0 – ADJOURNMENT -----

Moved By: Reese Burns

Seconded By: Joel Pringle

Resolved: That the Marketing Committee Meeting of July 8th, 2026 be adjourned at 7:30pm

Carried MC2026-22

**ADMINISTRATION**

Expense Categories	2026	2027
Occupancy	22,500.00	22,800.00
Operational Expenses	22,120.00	20,100.00
Subscriptions & Membership	9,700.00	10,000.00
Opportunity Fund	20,000.00	20,000.00
TOTAL	74,320.00	72,900.00

Income Sources	2026	2027
Property Tax Levy	31,320.00	29,900.00
Associate Membership Fees	3,000.00	3,000.00
HST Return	20,000.00	20,000.00
Economic DevSupport Grant	20,000.00	20,000.00
TOTAL	74,320.00	72,900.00

Property Tax Levy Increase from 2026	(4.53%)
Property Contribution to Levy, Per \$100K CVA	\$72.03
Increase to Contribution Per \$100K CVA	(\$3.42)
Administration Portion of Total Levy Ask	10.80%
Administration Portion of Total Budget	15.47%

MARKETING

Expense Categories	2026	2027
Activations & Events	17,000.00	19,000.00
Advertising & Promotions	25,200.00	21,200.00
Event Support Grant Program	5,000.00	10,000.00
Gift Card Program	-	15,700.00
TOTAL	47,200.00	65,900.00

Income Sources	2026	2027
Property Tax Levy	34,700.00	50,900.00
Advertising Sales	7,500.00	7,500.00
Sponsorships	5,000.00	7,500.00
TOTAL	47,200.00	65,900.00

Property Tax Levy Increase from 2026	46.69%
Property Contribution to Levy, Per \$100K CVA	\$122.62
Increase to Contribution Per \$100K CVA	\$39.03
Marketing Portion of Total Levy Ask	18.38%
Marketing Portion of Total Budget	13.98%

BEAUTIFICATION

Expense Categories	2026	2027
Flowers & Plants	38,100.00	47,500.00
Maintenance	50,700.00	52,400.00
Décor & Projects	28,000.00	19,500.00
TOTAL	116,800.00	119,400.00

Income Sources	2026	2027
Property Tax Levy	51,800.00	54,400.00
Community Partnership Dev. Fund	65,000.00	65,000.00
TOTAL	116,800.00	119,400.00

Property Tax Levy Increase from 2026	5.02%
Property Contribution to Levy, Per \$100K CVA	\$131.06
Increase to Contribution Per \$100K CVA	\$6.26
Beautification Portion of Total Levy Ask	19.65%
Beautification Portion of Total Budget	25.33%

PAYROLL

Expense Categories	2026	2027
Administration	76,100.00	78,500.00
Beautification	11,188.00	12,800.00
Marketing	58,700.00	61,600.00
Parking Control	74,880.00	60,200.00
TOTAL	220,868.00	213,100.00

Income Sources	2026	2027
Property Tax Levy	149,668.00	141,700.00
Municipal Law Enforcement Subsidy	60,000.00	60,000.00
Canada Summer Jobs Subsidy	11,200.00	11,400.00
TOTAL	220,868.00	213,100.00

Property Tax Levy Increase from 2026	(5.32%)
Property Contribution to Levy, Per \$100K CVA	\$341.37
Increase to Contribution Per \$100K CVA	(\$19.20)
Payroll Portion of Total Levy Ask	51.17%
Payroll Portion of Total Budget	45.22%

REQUESTS TO CITY OF KAWARTHA LAKES

PROPERTY TAX LEVY	276,900.00
Community Partnership & Development Fund <i>(to be applied for before October deadline)</i>	65,000.00
Wage Subsidy for Parking Control <i>(submitted to MLEO)</i>	60,000.00
Economic Development Support Grant <i>(will apply in 2027, if offered)</i>	20,000.00

SUMMARY

2026 TOTAL OPERATING BUDGET	\$459,188.00
2026 Property Tax Levy	\$267,488.00
2026 Other Income Sources	\$191,700.00
2027 TOTAL OPERATING BUDGET	\$471,300.00
Other Income Sources	\$194,400.00
Property Tax Levy Increase from 2026	3.52%
Total Levy Per \$100K CVA	\$667.09
Increase Per \$100K CVA	\$22.67

ADMINISTRATION BUDGET DETAIL

OCCUPANCY & INSURANCE	2026	2027	Notes & Rationale
Lease (A&L Investments)	12,200.00	12,200.00	All expected to remain consistent, with only general increases to monthly Hydro bill noted in 2025/2026
Internet (Cogeco)	2,800.00	2,800.00	
Hydro (Hydro One)	3,200.00	3,600.00	
Phone (Bell Mobility)	1,700.00	1,700.00	
Insurance (Cooperators)	2,600.00	2,500.00	
TOTAL	22,500.00	22,800.00	

OPERATIONAL EXPENSES	2026	2027	Notes & Rationale
General Operational Expenses	11,020.00	9,000.00	\$750 Monthly
Bank & Other Financial Charges	600.00	600.00	\$50 Monthly
Meals & Entertainment	1,200.00	1,200.00	\$100 Monthly
Professional Development	7,500.00	7,500.00	OBIAA Conference / Workshops / Events
Membership Support	1,800.00	1,800.00	\$150 Monthly
TOTAL	22,120.00	20,100.00	

SUBSCRIPTIONS & MEMBERSHIPS	2026	2027	Notes & Rationale
Professional & Business Memberships	2,000.00	2,000.00	OBIAA, LDCC, CFIB
IT, Web & Software	7,700.00	8,000.00	IT, Web, Canva, Adobe, QB, Zoom, etc
TOTAL	9,700.00	10,000.00	

OPPORTUNITY FUND	2026	2027	Notes & Rationale
Special Projects to Be Determined	20,000.00	20,000.00	
TOTAL	20,000.00	20,000.00	

2026 Budget Summary	
EXPENSES	
Total for All Categories	74,320.00
TOTAL	74,320.00
INCOME SOURCES	
Ec Dev Support Grant	20,000.00
HST Return	20,000.00
Associate Member Fees	3,000.00
TOTAL	43,000.00
LEVY ASK	31,320.00

2027 Budget Proposal	
EXPENSES	
Total for All Categories	72,900.00
TOTAL	72,900.00
INCOME SOURCES	
Ec Dev Support Grant	20,000.00
HST Return	20,000.00
Associate Memberships	3,000.00
TOTAL	43,000.00
LEVY ASK	29,900.00
Levy Ask Increase from 2026	
	-4.53%

BEAUTIFICATION BUDGET DETAIL

FLOWERS & PLANTS	2026	2027	Notes & Rationale
Summer: Storefront Planters	11,000.00	12,500.00	Adjustments made based of materials and labour now provided by CKL, and noted general increases to materials and installs in 2026.
Summer: Bumpouts & Cement Planters	5,100.00	3,000.00	
Summer: Hanging Baskets	16,000.00	19,500.00	
Fall: Storefront Planters	5,100.00	7,500.00	
Fall: Cement Planters	900.00	5,000.00	
TOTAL	38,100.00	47,500.00	

MAINTENANCE	2026	2027	Notes & Rationale
Maintenance Contract Fees	44,000.00	43,000.00	Adjustments made to the weekly split of low/high season rates based off of 2026
General Monthly Supplies & Expenses	2,500.00	2,400.00	
Miller Bin (Annual Cost & Monthly Pickups)	1,700.00	1,500.00	
Graffiti Removal	1,500.00	1,500.00	
Hardware Replacements & Miscellaneous	1,000.00	4,000.00	
TOTAL	50,700.00	52,400.00	

DÉCOR & PROJECTS	2026	2027	Notes & Rationale
Winter: Cement Planter Décor	16,000.00	17,000.00	Adjustments made to increase level of holiday décor due to positive public feedback.
Winter: Holiday Pole Décor & Lighting		2,500.00	
Other Projects	12,000.00		
TOTAL	28,000.00	19,500.00	

2026 Budget Summary	
EXPENSES	
Flowers, Plants & Décor	38,100.00
Maintenance	50,700.00
Décor & Projects	28,000.00
TOTAL	116,800.00
INCOME SOURCES	
CPDF Grant	65,000.00
TOTAL	65,000.00
LEVY ASK	51,800.00

2027 Budget Proposal	
EXPENSES	
Flowers, Plants & Décor	47,500.00
Maintenance	52,400.00
Decor & Projects	19,500.00
TOTAL	119,400.00
INCOME SOURCES	
CPDF Grant	65,000.00
TOTAL	65,000.00
LEVY ASK	54,400.00
Levy Ask Increase from 2026 5.02%	

MARKETING BUDGET DETAIL

ACTIVATIONS & EVENTS	2026	2027	Notes & Rationale
Activation: Restaurant / Spring	500.00	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	500.00	500.00	
Activation: Restaurant / Fall	500.00	500.00	
Activation: Easter	1,000.00	1,000.00	
Activation: Halloween	1,500.00	2,500.00	
Activation: Summer & Holiday Weekend Saturdays (\$750 x12)	4,000.00	9,000.00	
Activation: Holiday Kickoff & Tree Lighting	4,000.00	1,000.00	
Activation: Holiday Passport	5,000.00	4,000.00	
TOTAL	17,000.00	19,000.00	

ADVERTISING & PROMOTIONS	2026	2027	Notes & Rationale
Social Media Campaigns, Giveaways & Misc Materials (\$100 x 12)	750.00	1,200.00	
General Advertising Opportunities	9,450.00	5,000.00	
Pulse Magazine (Spring & Summer / Fall & Winter / Gift Guide	15,000.00	15,000.00	
TOTAL	25,200.00	21,200.00	

EVENT SUPPORT GRANT PROGRAM	2026	2027	Notes & Rationale
Grants of up to \$2000	5,000.00	10,000.00	Increase due to popularity of program in 2026
TOTAL	5,000.00	10,000.00	

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	
Activations & Events	17,000.00
Advertising & Promotions	25,200.00
Event Support Program	5,000.00
TOTAL	47,200.00
INCOME SOURCES	
Advertising Sales	7,500.00
Sponsorships	5,000.00
TOTAL	12,500.00
LEVY ASK	34,700.00

2027 Budget Proposal	
EXPENSES	
Activations & Events	19,000.00
Advertising & Promotions	21,200.00
Event Support Program	10,000.00
Gift Card Program	15,700.00
TOTAL	65,900.00
INCOME SOURCES	
Advertising Sales	7,500.00
Sponsorships	7,500.00
TOTAL	15,000.00
LEVY ASK	50,900.00
Levy Ask Increase from 2026 46.69%	

PAYROLL BUDGET DETAIL

ADMINISTRATION	2026	2027	Notes & Rationale
Salary: Executive Director	70,000.00	72,100.00	3% increase
Employer Costs: Executive Director	6,100.00	6,400.00	
TOTAL	76,100.00	78,500.00	

BEAUTIFICATION	2026	2027	Notes & Rationale
Wage: Casual Maintenance	5,588.00	7,000.00	
Employer Costs: Casual Maintenance	200.00	200.00	
Wage: Canada Summer Jobs Position	4,900.00	5,000.00	
Employer Costs: Canada Summer Jobs Position	500.00	600.00	
TOTAL	11,188.00	12,800.00	

MARKETING	2026	2027	Notes & Rationale
Salary: Marketing Coordinator	50,000.00	51,500.00	3% increase
Employer Costs: Marketing Coordinator	3,300.00	4,500.00	
Wage: Canada Summer Jobs Position	4,900.00	5,000.00	
Employer Costs: Canada Summer Jobs Position	500.00	600.00	
TOTAL	58,700.00	61,600.00	

PARKING	2026	2027	Notes & Rationale
Wage: Community Liaison	50,960.00	15,600.00	20 hours per pay period @ \$30/hr
Employer Costs: Community Liaison	4,420.00	600.00	
Wage: Parking Control Officers	18,200.00	40,900.00	63 hours per pay period @ \$25/hr
Employer Costs: Parking Control Officers	1,300.00	3,100.00	
TOTAL	74,880.00	60,200.00	

2026 Budget Summary

EXPENSES	
Salaries & Wages	204,548.00
Employer Costs	16,320.00
TOTAL	220,868.00
INCOME SOURCES	
Canada Summer Jobs	11,200.00
By-Law Wage Subsidy	60,000.00
TOTAL	71,200.00
LEVY ASK	149,668.00

2027 Budget Proposal

EXPENSES	
Salaries & Wages	197,100.00
Employer Costs	16,000.00
TOTAL	213,100.00
INCOME SOURCES	
Canada Summer Jobs	11,400.00
By-Law Wage Subsidy	60,000.00
TOTAL	71,400.00
LEVY ASK	141,700.00
Levy Ask Increase from 2026	
-5.32%	