



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

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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, Sandra Falconer, Sandra Patrick, Reese Burns, Jim Garbutt, Adam Hayward, Deputy Mayor Charlie McDonald, Councillor Mark Doble

Recording Secretary: Melissa McFarland

Guests: None

Late Arrivals: None

Early Departures: Reese Burns (8:41am)

Regrets / Absent: Steve Podolsky, Adam Hayward, Carlie Arbour, Chief Robertson, Nicki Dedes

2.0 – ADMINISTRATIVE BUSINESS -----

2.1 - Adoption of Agenda

Moved By: Reese Burns **Seconded By:** Councillor Doble

Resolved: That the agenda be adopted as circulated.

Carried RBM2025-30

2.2 - Declarations of Pecuniary Interest

None Declared

2.3 – Adoption of Minutes

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

Resolved: That the Minutes of the meeting held on May 29th, 2025, be adopted.

Carried RBM2025-31

3.0 – DEPUTATIONS -----

None Scheduled

4.0 – CORRESPONDENCE -----

4.1 – Barbara Crowhurst, Retail Makeover – Supporting Downtown Lindsay’s Retail Future

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

Resolved: That the above correspondence be received.

Carried RBM2025-32

Melissa McFarland will connect with Economic Development, the area Chambers of Commerce, Launch Kawartha to advise that the BIA would be interested in partnering with their organizations to potentially provide professional development sessions to the membership. She will also develop a poll for the membership on potential topics of interest.

5.0 – LIAISON UPDATES -----

5.1 – Police

Chief Robertson sent regrets.

5.2 – Council

Charlie McDonald advised that he officially requested that a new garbage can be installed at #1 Kent Parkette, and that he believes that the pile of cement at Shell is being addressed by By-Law. He advised that there is no Committee of the Whole through summer. He will be following up with Engineering to determine next steps for securing hydro at the Kent Street crosswalk for the CCTV system.

5.3 – Economic Development

Carlie Arbour sent regrets.

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

1.0 – CALL TO ORDER -----

Meeting Called to Order by the Chair: 8:08am

In Attendance: Steve Podolsky, Sandra Falconer, Theresa Henry, Melissa Wemyss, Tessa Smith
Recording Secretary: Melissa McFarland
Guests: Tisha Hicks
Late Arrivals: None
Early Departures: Theresa Henry (9:19am)
Regrets / Absent: Kevin Brasier, Reese Burns, Mary Hackett

2.0 – ADMINISTRATIVE BUSINESS -----

2.1 - Adoption of Agenda

Moved By: Theresa Henry **Seconded By:** Melissa Wemyss
Resolved: That the agenda be adopted as circulated.

Carried BC2025-11

2.2 - Declarations of Pecuniary Interest

2.3 – Adoption of Minutes

Moved By: Sandra Falconer **Seconded By:** Melissa Wemyss
Resolved: That the Minutes of the meeting held on June 5th be adopted.

Carried BC2025-12

3.0 – DEPUTATIONS -----

None Scheduled

4.0 – CORRESPONDENCE -----

None Received

5.0 – NEW BUSINESS -----

5.1 – Christmas 2025 Planning

Tisha Hicks from Skedaddle attended. Options for a Christmas tree are being considered by donation. Skedaddle will be pleased to donate their decorating services again, and the loan of their decorations. The BIA's topper, purchased new in 2024 worked well, but it's cautioned that it's very heavy and the tree will need to be strong enough to support it, even with bracing. The base that is provided by the City is not ideal, and a new one should be recommended. Eyelets should be installed on the building so that a guidewire could support the tree to the building.

Discussion was held regarding other options provided by Skedaddle for Christmas decorating. The committee was interested in a program to light the tops of buildings downtown, but will hold off on the idea until a better plan can be developed to coordinate with property owners for full buy-in. The other option is decorating lampposts with garland, lights and bows, which is visually impactful. Skedaddle would provide materials, installation and ongoing maintenance. More details, including specific pricing will be provided for the August meeting for a decision to be made.

5.2 – 2025 Budget Update

The committee reviewed the updated report.

5.3 – 2026 Budget Additions

The committee was able to revise many of the line items, including a reduced cost for the bumpout flowerbeds and the large cement planters, due to the City's offer to plant them, and the BIA would only be responsible for the minimal cost of material. The committee decided to forgo winter and spring storefront planters, in order to have the inserts available for summer planters earlier. This allowed for increases to the annual contract fees, and holiday décor.

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.

Seconded By: Alex Bartley

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.

Seconded By: Michele Sauve

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

Strategic Planning Session

Wednesday, August 27th, 2025

5:30pm

Launch Kawartha | 165 Kent Street West

7.0 – ADJOURNMENT

Seconded By: Sandra Patrick

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
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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%



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!**

