LINDSAY DOWNTOWN

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

LINDSAY DOWNTOWN

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 documents will be correctly labeled and Melissa McFarland advised that she has already edited and re-uploaded all existing procedural documents to the website, and that all agendas and minutes will be compliant moving forward.

Melissa McFarland updated. The BIA's two summer students have been successfully working through their projects, and will conclude at the end of August. Classics on Kent on July 20th was a success with Wards in the leadership role, and the downtown looked and felt wonderful with perfect weather and high attendance.

Moved By: Reese Burns **Seconded By:** Sandra Patrick
Resolved: That the following Reports and Minutes be approved:

- Treasurer's Report – June 2025
- Beautification Committee – July 17th, 2025
- Parking & Advocacy Committee – Minutes of July 8th, 2025
- Marketing Committee – Minutes of July 9th, 2025 **Carried RBM2025-40**

7.0 – NEW BUSINESS ---

7.1 – 2026 Budget

Moved By: Reese Burns **Seconded By:** Sandra Falconer
Resolved: That the 2026 Budget be adopted as presented. **Carried RBM2025-41**

7.2 – Boundary Expansion Update

Melissa McFarland updated. Carlie Arbour was instrumental in created a Jump In page via the City of Kawartha Lakes' website, and has populated it with all the reports and maps that have been created and shared with the Board thus far. Melissa McFarland has access to the back end of the page as well, and can continue to upload resources as they are created. The next step will be engaging with both the current membership, and businesses and properties in the proposed boundary, using the page for surveys and comments, and determining if the best method for direct engagement is one-on-one visits, or a public meeting, sometime this fall. The Executive Committee will work on the 'elevator pitch' of proposing the expansion, as well as survey content at their next meeting, and Carlie Arbour will be invited to attend.

7.3 – Website RFP

The Board reviewed the draft RFP, presented by Melissa McFarland. Edits will be made to the organization's mission statement, and a more specific line item about the need to connect the BIA's CRM database to the website's directory will be added.

Moved By: Reese Burns **Seconded By:** Sandra Falconer
Resolved: That with the above edits, the presented draft of the RFP be approved for direct circulation to local web designers and digital agencies, and posted publicly to receive proposals for review. **Carried RBM2025-42**

8.0 – NEXT MEETING ---

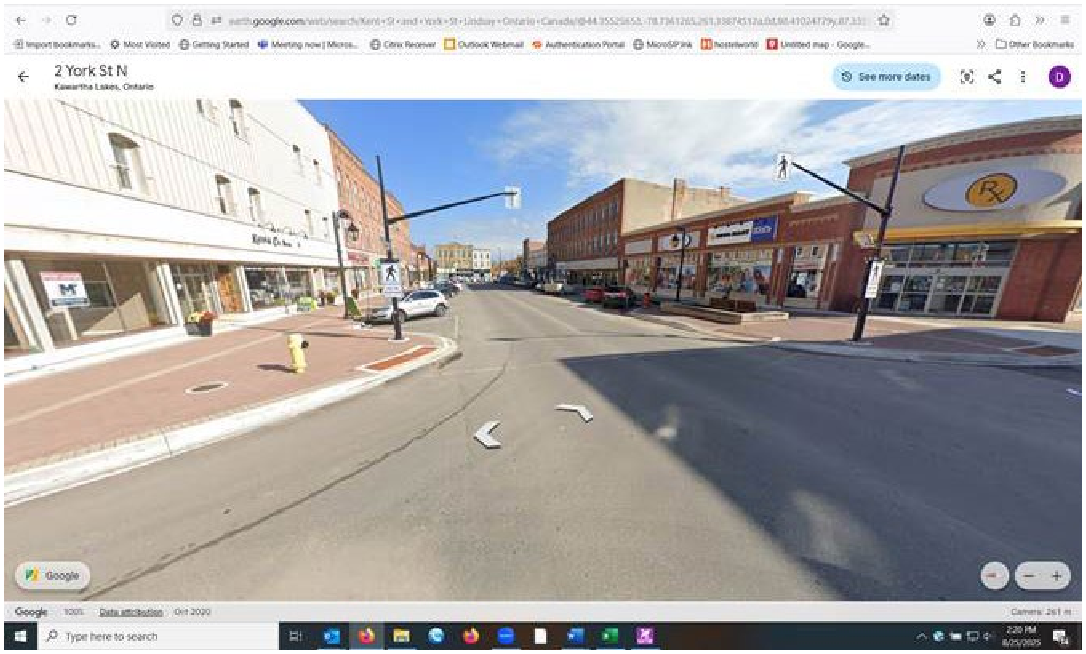
Strategic Planning Session – Marketing	Strategic Planning Session – Parking	Regular Meeting of the Board
Wednesday, August 27th, 2025	Thursday, August 28th, 2025	Thursday, September 25th, 2025
5:30pm	8:00am	7:30am
Launch Kawartha	Launch Kawartha	BIA Office Boardroom
165 Kent Street West, 3rd Floor	165 Kent Street West, 3rd Floor	7 York Street South

9.0 – ADJOURNMENT ---

Moved By: Nicki Dedes **Seconded By:** Councillor Doble
Resolved: That the July 31st, 2025 meeting of the Board of Directors be adjourned at 8:45am. **Carried RBM2025-43**

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 is it 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

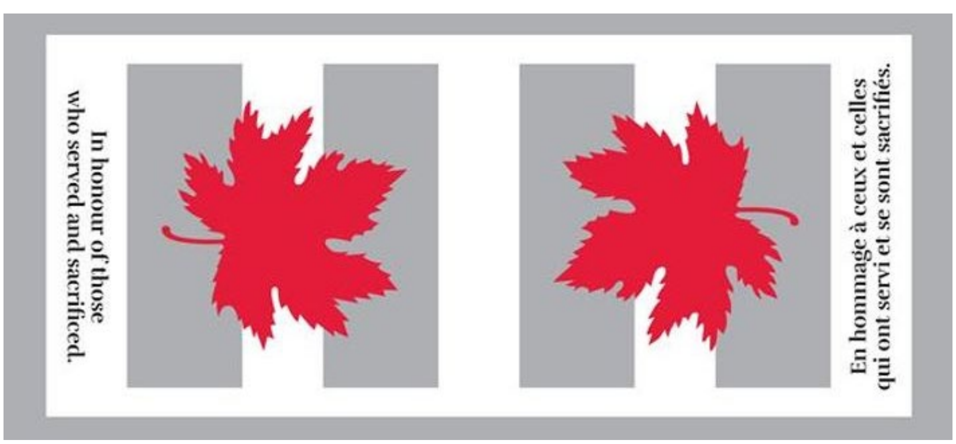
Donna Goodwin (she/her)
Economic Development Officer – Arts & Culture
City of Kawartha Lakes
Cell# 705-928-4864
LL 705-324-9411 x1498

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**	*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	16,415.34	9,058.85	*8,675.00*	*11,400.00*	*8,675.00*	*9,175.00*	*9,175.00*
Parking	In	15,075.68	-	16,017.99	-	-	10,232.77	-	-	*18,800.00*	-	-	*14,949.24*
	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*	*4,500.00*
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*	*6,790.00*
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*	*3,535.00*
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**	*17,024.00*	*18,800.00*	*5,000.00*	-	*14,949.24*
	Out	**278,559.22**	**28,534.54**	**142,533.62**	**23,265.11**	**40,107.80**	**44,133.99**	**60,031.48**	*46,460.71*	*63,249.98*	*51,735.00*	*28,110.00*	*24,000.00*
Closing Bank Balance		**19,562.20**	**42,525.23**	**95,118.01**	**75,999.76**	**68,822.72**	**58,056.87**	**49,337.74**	-	-	-	-	-

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 Grafitti 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

LINDSAY DOWNTOWN

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	Strategic Planning Session
Wednesday, August 13th, 2025	Wednesday, August 27th, 2025
5:30pm	5:30pm
LDBIA Boardroom | 7 York Street South	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

1.0 – CALL TO ORDER ---

Meeting Called to Order by the Chair: 5:42pm

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

Recording Secretary: Melissa McFarland
Guests: Aaron McFarland
Late Arrivals: None
Early Departures: None
Regrets / Absent: Alex Bartley, Nicki Dedes, Sandra Falconer

2.0 – ADMINISTRATIVE BUSINESS --

2.1 - Adoption of Agenda

Moved By: Reese Burns **Seconded By:** Katelyn Graham
Resolved: That the agenda be adopted as circulated. **Carried MC2025-28**

2.2 - Declarations of Pecuniary Interest

None Declared

2.3 – Adoption of Minutes

Moved By: Reese Burns **Seconded By:**
Resolved: That the Minutes of the August 12th, 2025 meeting be approved. **Carried MC2025-29**

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. All sections are just under, or at budget, and any revenue generated from ads in the Holiday Gift Guide will be surplus that can be used towards extra elements of the holiday season as needed.

5.2 – Strategic Planning Session Review

The committee discussed the session held with Patty Hayes at the end of August, and look forward to her report, especially those areas that discuss the BIA's approach to events and activations in the downtown.

5.3 – Magazine Updates

Mary Hackett updated the progress that has been made for the Fall/Winter edition. After reviewing expected ads and content, she was able to reduce the draft to 32 pages which will also reduce printing costs. Articles are being submitted for content from downtown businesses that volunteered to write one, and the rest have been assigned to staff and committee members. The Holiday Gift Guide will be pushed out more aggressively in the coming weeks for downtown ads, and she is beginning to work on the content for this one internally.

5.4 – Fall Flatbread Activation

Taste testing and content development is underway with the 10 participating restaurants and is on track.

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

LINDSAY DOWNTOWN

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 contact 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	

LINDSAY DOWNTOWN

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 &

Sussex. There are also very early considerations for a full redevelopment of the municipal land containing the police station and EMS building, which will be moving. Victoria Avenue is slated for reconstruction from Kent to Peel in the next couple of years and it's been noted that removing the boulevard would allow for many more angled parking spaces.

5.5 – Traffic Calming Measures for Lot M2

Further discussion could be had when Aaron Sloan is in attendance at the meeting to advise of next steps. The idea of reconfiguration of spaces in this lot, as part of the larger plans outlined in 5.3, may also achieve this goal in some ways, and the BIA can propose this to the appropriate municipal department at the time that the BIA has an opportunity for input.

5.6 – Commercial Recycling Update & Advocacy Plans

Melissa McFarland advised that all BIA's whose municipalities did not decide to fund commercial pickups are struggling with plans on how to proceed in support of their downtown businesses. There was optimism that changes or delays may come from the province over the summer, but this no longer seems likely. The City's Waste Management department was invited to a call scheduled for next week with Economic Development, area Chambers and the BIA, and she hopes to have a better update after that. Deputy Mayor McDonald advised that he was contacted by a local private waste collection company, and Melissa McFarland will schedule a meeting with them to discuss options for possible coordination of private pickups for downtown businesses, and what this may look like.

5.6 – Updates Received from Municipal By-Law Enforcement

Aaron Sloan sent his regrets for the meeting, but advised on some updates that were covered in 5.2. He also advised that plans are in place via the City and PARN (Peterborough AIDS Resource Network) to install a biohazard bin for needle disposal in Lot M1, with a specific location to still be determined.

5.7 – Graffiti

Steve Podolsky advised that he and Melissa McFarland coordinated services with Goodbye Graffiti to take care of l public areas of the downtown with graffiti, and that work was also done on some private properties at the same time.

5.8 – Legion Crosswalk

Deputy Mayor McDonald advised that he has been working with the local branch of the Royal Canadian Legion, as well as Economic Development staff (Arts & Culture & Heritage) on the installation of a veteran-themed painted crosswalk at Kent Street West & York Street. The BIA was also notified, and as concerns were brought forward by Jim Garbutt about process and design, Melissa McFarland will confirm these details for the September Board meeting.

6.0 – NEXT MEETING ---

Tuesday, October 14th, 2025
7:30am
LDBIA Boardroom | 7 York Street South

7.0 – ADJOURNMENT ---

Moved By: Wes Found **Seconded By:** Jim Garbutt
Resolved: That the September 9th, 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

LINDSAY DOWNTOWN

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