



AGENDA

for the Meeting of the Board of Directors

Thursday, October 30th, 2025

7:30am

BIA Office Boardroom, 7 York Street South

EXECUTIVE

Chair – Wes Found | Linborough Property Corp.

Vice-Chair – Steve Podolsky | A&L Investments

Co-Treasurer – Sandra Falconer | Appleseed Quiltworks

Co-Treasurer – Sandra Patrick | Down to Earth

DIRECTORS

Reese Burns | Burns Bulk Food

Nicki Dedes | Olympia Restaurant

Jim Garbutt | A Buy & Sell Shop

Adam Hayward | Nesbitt's Meat Market

Councillor Mark Doble | CKL Council, Ward 5

Deputy Mayor Charlie McDonald | CKL Council, Ward 7

LIAISONS

Carlie Arbour | CKL Economic Development

Chief Kirk Robertson | Kawartha Lakes Police Service

Melissa McFarland | LDBIA Executive Director

1.0 – CALL TO ORDER

2.0 – ADMINISTRATIVE BUSINESS

2.1 - Adoption of Agenda

2.2 - Declarations of Pecuniary Interest

2.3 – Adoption of Minutes

- *Meeting of September 25th, 2025*

3.0 – DEPUTATIONS

None Scheduled

4.0 – CORRESPONDENCE

None Received

5.0 – LIAISON UPDATES

5.1 – Police

5.2 – Council

5.3 – Economic Development

6.0 – REPORTS

6.1 – Treasurer

- *Receive Treasurer's Report – September 2025*

6.2 – Beautification Committee

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

6.3 – Parking & Advocacy Committee

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

6.4 – Marketing Committee

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

6.5 – Executive Committee

- *Board Chair Update: Wes Found*

- *Executive Director Update: Melissa McFarland*

7.0 – NEW BUSINESS

7.1 – Strategic Planning Update

7.2 – Website Refresh Update

7.3 – Annual General Meeting

8.0 – NEXT MEETING

Annual General Meeting

Tuesday, November 4th, 2025

6:00pm

Pie Eyed Monk | 8 Cambridge Street North

Regular Meeting

Thursday, November 27th, 2025

7:30am

BIA Boardroom | 7 York Street South

9.0 – ADJOURNMENT



MINUTES

for the Meeting of the Board of Directors

Thursday, September 25th, 2025

7:30am

BIA Office Boardroom, 7 York Street South

EXECUTIVE

Chair – Wes Found | Linborough Property Corp.

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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: 7:32am

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

Recording Secretary: Melissa McFarland

Guests: None

Late Arrivals: None

Early Departures: None

Regrets / Absent: Reese Burns, Nicki Dedes, Adam Hayward

2.0 – ADMINISTRATIVE BUSINESS -----

2.1 - Adoption of Agenda

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

Resolved: That the agenda be adopted as circulated.

Carried RBM2025-44

2.2 - Declarations of Pecuniary Interest

None Declared

2.3 – Adoption of Minutes

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

Resolved: That the Minutes of the meeting held on July 31st, 2025, be adopted.

Carried RBM2025-45

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

The Board reviewed the information submitted.

Moved By: Councillor Doble

Seconded By: Sandra Patrick

Recorded Vote	In Favour	Opposed	Abstain	Absent
Councillor Doble	X			
Deputy Mayor McDonald	X			
Sandra Falconer	X			
Sandra Patrick	X			
Wes Found	X			
Steve Podolsky	X			
Reese Burns (via email)	X			
Adam Hayward				X
Nicki Dedes				X

Resolved: That the Board of Directors supports the creation and installation of a Veterans Crosswalk in Downtown Lindsay as outlined in the information presented.

Carried RBM2025-46

5.0 – LIAISON UPDATES -----

5.1 – Police

Chief Robertson updated. Onboarding of new officers have been taking place thanks to expansion and replacements due to attrition. Several are Special Constables, with limited duties, but being able to perform some duties that will free up his regular constables for heavier tasks. The summer was busy with calls for service. A brief discussion was held on the incident

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

5.2 – Council

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

5.3 – Economic Development

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

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

6.0 – REPORTS -----

6.1 – Treasurer

No update or discussion outside of the circulated materials.

6.2 – Beautification Committee

No update or discussion outside of the circulated materials.

6.3 – Parking / Advocacy Committee

No update or discussion outside of the circulated materials.

6.4 – Marketing Committee

No update or discussion outside of the circulated materials.

6.5 – Executive Committee

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

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

Moved By: Steve Podolsky

Seconded By:

Resolved: That the following Reports and Minutes be received:

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

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

Carried RBM2025-47

7.0 – NEW BUSINESS -----

7.1 – Strategic Planning Update

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

7.2 – Website Refresh Update

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

Moved By: Sandra Patrick

Seconded By: Steve Podolsky

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

Carried RBM2025-48

8.0 – NEXT MEETING -----

Thursday, October 30th, 2025

7:30am

BIA Office Boardroom, 7 York Street South

9.0 – ADJOURNMENT -----

Moved By: Deputy Mayor McDonald

Seconded By: Sandra Falconer

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

Carried RBM2025-49

LINDSAY DOWNTOWN BIA - 2025 FINANCIALS

TREASURER'S REPORT - ENDING SEPTEMBER 30th, 2025

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

TOTAL BUDGET SNAPSHOT

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

ADMINISTRATION SNAPSHOT

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

PARKING SNAPSHOT

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

MARKETING SNAPSHOT

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

NOTES

BEAUTIFICATION SNAPSHOT

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

OPPORTUNITY FUND SNAPSHOT

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

ACCOUNT TRANSFERS

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



MINUTES

for the Meeting of the Beautification Committee

Friday, October 3rd, 2025

8:00am

BIA Office Boardroom, 7 York Street South

CHAIR

Steve Podolsky | A&L Investments

VICE-CHAIR

Sandra Falconer | Appleseed Quiltworks

VOTING MEMBERS

Kevin Brasier | Lingerie Loft

Reese Burns | Burns Bulk Food

Theresa Henry | Lingerie Loft

Melissa Wemyss | Wards Lawyers PC

LIAISONS

Tessa Smith | CKL Parks

Melissa McFarland | LDBIA Executive Director

1.0 – CALL TO ORDER -----

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

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

Recording Secretary: Melissa McFarland

Guests: None

Late Arrivals: None

Early Departures: None

Regrets / Absent: None

2.0 – ADMINISTRATIVE BUSINESS -----

2.1 - Adoption of Agenda

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

Resolved: That the agenda be adopted as circulated.

Carried BC2025-21

2.2 - Declarations of Pecuniary Interest

2.3 – Adoption of Minutes

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

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

Carried BC2025-22

3.0 – DEPUTATIONS -----

None Scheduled

4.0 – CORRESPONDENCE -----

None Received

5.0 – NEW BUSINESS -----

5.1 – 2025 Budget Update & 2026 Planning

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

5.2 – Fall Review

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

5.3 – Winter & Christmas Planning

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

5.4– General Items & Updates

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

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

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

6.0 – NEXT MEETING -----

Thursday, November 6th, 2025

8:00am

LDBIA Boardroom | 7 York Street South

7.0 – ADJOURNMENT -----

Moved By: Reese Burns

Seconded By: Theresa Henry

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

Carried BC2025-23



MINUTES

for the Meeting of the Parking & Advocacy Committee

Tuesday, October 14th, 2025

7:30am

BIA Office Boardroom, 7 York Street South

CHAIR

Charlie McDonald | CKL Deputy Mayor & Ward 7 Councillor

VOTING MEMBERS

Councillor Mark Doble | CKL Council - Ward 5

Wes Found | Linborough Property Corp.

Jim Garbutt | A Buy & Sell Shop

Adam Hayward | Nesbitt's Meat Market

Steve Podolsky | A&L Investments

LIAISONS

Wayne English | LDBIA Community Liaison

Melissa McFarland | LDBIA Executive Director

Staff Representative | CKL Public Works

Aaron Sloan | CKL Manager of Municipal Law Enforcement

1.0 – CALL TO ORDER -----

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

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

Recording Secretary: Melissa McFarland

Guests: None

Late Arrivals: Jim Garbutt (7:33am)

Early Departures: None

Regrets / Absent: 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 PC2025-38

2.2 - Declarations of Pecuniary Interest

None Declared

3.1 - Adoption of Minutes

Moved By: Steve Podolsky

Seconded By: Councillor Doble

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

Carried PC2025-39

3.0 – DEPUTATIONS -----

None Scheduled

4.0 – CORRESPONDENCE -----

None Received.

5.0 – NEW BUSINESS -----

5.1 – Public Works Updates

Staff Representatives from Public Works were not in attendance.

5.2 – Community Liaison Report

Wayne English voiced concerns with the notation in the September minutes about the timeline of the Strategic Planning draft action plan, and that the Parking Committee will not have an opportunity to review actions or recommendations before it's presented to the membership at the Annual General Meeting on November 4th. Wes Found and Melissa McFarland advised that the intention of the plan is likely going to see recommendations more in the theme of general communication regarding the structure of the existing parking program and how it is managed by the BIA and the BIA's role in the future, versus recommendations for specific change to the program itself. They assured the committee that the Executive Committee will be reviewing the first drafts shortly, and because the AGM does indeed occur prior to the next Parking Committee meeting, that any specific recommendations will be communicated to the committee via an email or special meeting for their input, before they are presented the membership as a whole.

In regards to updates on Municipal Lot M3, north of CIBC, the resolution did not go to Council for approval in September, and we will wait for update on future meeting date. Wayne English also advised that new handhelds and printers are not yet in service, but expected to be in the next couple of weeks.

Moved By: Wes Found

Seconded By: Steve Podolsky

Resolved: That the above report be received.

Carried PC2025-40

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

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

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

Moved By: Wes Found **Seconded By:** Jim Garbutt
Resolved: That the October 14th, 2025 meeting of the Parking & Advocacy Committee be adjourned at 8:45am.
Carried PC2025-37

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



MINUTES

for the Meeting of the Marketing Committee

Wednesday, October 8th, 2025

5:30pm

BIA Office Boardroom, 7 York Street South

CHAIR

Sandra Patrick | Down to Earth

VOTING MEMBERS

Alexsandra Barley | Cathy Allan Ladieswear

Reese Burns | Burns Bulk Food

Nicki Dedes | Olympia Restaurant

Katelyn Graham | Big Brothers Big Sisters

Michele Sauve | Gridley's Creative Bath & Body

LIAISONS

Melissa McFarland | LDBIA Executive Director

Mary Hackett | LDBIA Marketing Coordinator

1.0 – CALL TO ORDER -----

Meeting Called to Order by the Chair: 5:38pm

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

2.0 – ADMINISTRATIVE BUSINESS -----

2.1 - Adoption of Agenda

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

Resolved: That the agenda be adopted as circulated.

Carried MC2025-31

2.2 - Declarations of Pecuniary Interest

None Declared

2.3 – Adoption of Minutes

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

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

Carried MC2025-32

3.0 – DEPUTATIONS -----

None Scheduled

4.0 – CORRESPONDENCE -----

None Received

5.0 – NEW BUSINESS -----

5.1 – Budget Review

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

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

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

5.3 – Fall Flatbread Activation Updates

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

5.4 – Halloween Updates

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

5.5 – Holiday Passport & Kickoff

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

5.6 – Other Advertising & Promotions

None

6.0 – NEXT MEETING -----

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

7.0 – ADJOURNMENT -----

Moved By: Michele Sauve

Seconded By: Sandra Patrick

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

Carried MC2025-33