



LINDSAY DOWNTOWN

MEET OUR STAFF

In addition to the volunteer efforts of our hardworking Board & Committee Members, the BIA employs staff to carry out a variety of tasks crucial to the success of the organization.

EXECUTIVE DIRECTOR ○ Melissa McFarland

<since 2014>

Overseeing the day-to-day operations, Melissa's responsibilities include administration, communications with members and advocacy; budgeting & financial reporting; and human resources. She collaborates closely with the Board and Committees, municipal staff and councillors, and community partners; maintains business and property data; prepares agendas, minutes, reports and grant applications; and supports compliance with by-laws and policies.

MARKETING COORDINATOR ○ Mary Hackett

<since 2024>

Leading the marketing, promotions and activations portfolio, Mary's responsibilities include developing social media strategies and content; coordinating advertiser relationships and media buys; and producing creative for print material and advertising. She is also the lead publisher of Downtown's Pulse magazine, which debuted with three editions this year, also providing much of the photography and editorial content. She maintains active relationships with the membership to share their news and promotions for social media and the monthly newsletter.

COMMUNITY LIAISON ○ Wayne English

<since 2018>

Overseeing the Parking Control program, Wayne's responsibilities include staff & scheduling, monitoring usage and the data of our parking inventory, and liaising with municipal departments and the BIA's Parking & Advocacy Committee on a variety of issues concerning downtown, its parking, and safety conditions of the streets and lots, giving input and making recommendations.

PARKING CONTROL OFFICERS

Shannon Farr ○ Barry Harper ○ Dave Klie

MAINTENANCE & BEAUTIFICATION

Scott Wood ○ Brian English

THE LEVY: EXPLAINED

A BIA levy is a small tax collected by the City from commercial properties within the BIA boundary to fund the organization's activities. For our BIA, the levy is 0.005977% of a property's commercial assessed value, and, at the owner's discretion, can be divided among the building's commercial tenants in their lease. As an example, if the MPAC assessment of the building is \$500,000, the annual levy paid to the BIA via the CKL would be \$2,988. The levy is every BIA's most significant income, although grants, sponsorships and other forms of revenue are always being sought to offset costs and allow for special projects that would benefit the entire downtown.



WHAT IS A "BIA" ANYWAY?

A BIA (Business Improvement Area, or Association) is a municipal Board of Management established by a by-law to improve and promote a downtown or commercial district. It operates within a defined geographical boundary of identified properties in the district, and is funded primarily through a levy imposed on property taxes within that area, which supports local programs and improvements.

While it answers to the municipality and the province (via the Municipal Act), a BIA is operated by a Board of Directors drawn from business and property owners and can choose to employ staff to carry out its activities. The Board manages funds and oversees activities such as streetscape beautification; marketing and promotions; advocacy with various levels of government; and partnerships to strengthen the district's economic vitality.

In short, BIAs focus on making the downtown both more attractive and economically vibrant through coordinated, locally driven initiatives.

The Lindsay Downtown BIA, established by the municipality (then, Victoria County, now the City of Kawartha Lakes) in 1976, has worked, often behind the scenes of Lindsay's Downtown, on the above mandates, and more that are unique to Lindsay.



STRATEGIC PILLARS OF OUR DOWNTOWN BIA

The Lindsay Downtown BIA's Strategic Pillars—Governance, Marketing, Beautification, and Parking & Advocacy—outline the core mandates that drive our work to support a vibrant, prosperous downtown. Each pillar includes its specific mandate and the Board and/or Committee members responsible for advancing those priorities.



GOVERNANCE

MANDATE

to oversee policy development, financial stewardship, risk management, and compliance with municipal requirements to

ensure transparent, accountable, and effective operations of the BIA. This includes board elections, committee oversight, annual reporting, and ensuring consistent alignment with the BIA mandates and strategic plans.

OUR BOARD OF DIRECTORS

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



ADVOCACY

MANDATE

to serve as a voice for member businesses, advocating for their concerns at the municipal or community level;

engage with local government to influence policies and initiatives that would benefit businesses and contribute to economic development; provide resources and support to businesses navigating regulations and local challenges; to maintain and improve the downtown parking experience, ensuring fair use and turnover; and to make recommendations for growing the parking inventory of downtown as our community's population grows.

OUR PARKING & ADVOCACY COMMITTEE

Chair | Deputy Mayor Charlie McDonald | CKL Council, Ward 7

Voting Member | Councillor Mark Doble | CKL Council, Ward 5

Voting Member | Wes Found | Linborough Property Corp.

Voting Member | Jim Garbutt | A Buy & Sell Shop

Voting Member | Adam Hayward | Nesbitt's Meat Market

Voting Member | Steve Podolsky | A&L Investments

Liaison | CKL Public Works Staff (Various)

Liaison | Aaron Sloan | Mgr of Municipal By-Law Enforcement



BEAUTIFICATION

MANDATE

to initiate and support projects that enhance the aesthetic appeal of downtown Lindsay, including landscaping,

flowers, plants & trees, maintenance, infrastructure improvements and holiday decor; collaborate with local government and stakeholders to maintain and improve public spaces, ensuring they are welcoming and conducive to business.

OUR BEAUTIFICATION COMMITTEE

Chair | Steve Podolsky | A&L Investments

Vice-Chair | Sandra Falconer | Appleseed Quiltworks

Voting Member | Kevin Brasier | The Lingerie Loft

Voting Member | Reese Burns | Burns Bulk Food

Voting Member | Theresa Henry | The Lingerie Loft

Voting Member | Melissa Wemyss | Wards Lawyers PC

Liaison | Tessa Smith | CKL Parks



MARKETING

MANDATE

to develop and implement comprehensive marketing strategies that enhance the visibility of downtown Lindsay; promote the events,

promotions and unique offerings of members through all types of media and community outreach; foster partnerships with local organizations to amplify marketing efforts and drive consistent traffic to the downtown.

OUR MARKETING COMMITTEE

Chair | Sandra Patrick | Down to Earth

Voting Member | Alexsandra Bartley | Cathy Allan Ladieswear

Voting Member | Reese Burns | Burns Bulk Food

Voting Member | Nicki Dedes | Olympia Restaurant

Voting Member | Katelyn Graham | Big Brothers Big Sisters KLH

Voting Member | Michele Sauve | Gridley's Creative Bath & Body

LINDSAY DOWNTOWN BIA

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