LINDSAY DOWNTOWN

AGENDA

for the Meeting of the Board of Directors

Thursday, January 29th, 2026

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 November 27th, 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 – 2025 Final Fiscal Year***

6.2 – Beautification Committee

○ ***Receive Meeting Minutes of January 8th, 2026***

6.3 – Parking & Advocacy Committee

○ ***Receive Meeting Minutes of January 13th, 2026***

○ ***Receive Recommendation***

"That the drafted Parking Position Statement be presented to the Board of Directors for approval".

6.4 – Marketing Committee

○ ***Receive Meeting Minutes of January 26th, 2026***

○ ***Receive Recommendation***

"That the presented Brand Refresh Guide be presented to the Board of Directors for approval".

6.5 – Executive Committee

○ ***Executive Director Update: Melissa McFarland***

7.0 – NEW BUSINESS

7.1 – 2026 Overview

8.0 – NEXT MEETING

Thursday, February 26th, 2026
7:30am
BIA Boardroom | 7 York Street South

9.0 – ADJOURNMENT

LINDSAY DOWNTOWN

MINUTES

for the Meeting of the Board of Directors

Thursday, November 27th, 2025

7:30am

BIA Office Boardroom, 7 York Street South

EXECUTIVE

Chair – Wes Found | Linborough Property Corp.

Vice-Chair – Steve Podolsky | A&L Investments

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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: 7:37am

In Attendance: Wes Found, Steve Podolsky, Sandra Falconer, Sandra Patrick, Reese Burns, Nicki Dedes, Jim Garbutt, Adam Hayward, 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: None

2.0 – ADMINISTRATIVE BUSINESS ----------

2.1 - Adoption of Agenda

Moved By: Reese Burns **Seconded By:** Sandra Falconer
Resolved: That the agenda be adopted as circulated. **Carried RBM2025-54**

2.2 - Declarations of Pecuniary Interest

None Declared

2.3 – Adoption of Minutes

Moved By: Steve Podolsky **Seconded By:** Reese Burns
Resolved: That the Minutes of the meeting held on October 30th, 2025, be adopted. **Carried RBM2025-55**

3.0 – DEPUTATIONS ----------

None Scheduled

4.0 – CORRESPONDENCE ----------

None Received

5.0 – LIAISON UPDATES ----------

5.1 – Police

Chief Robertson updated. Additional officers are being put into place in auxiliary roles, which intends to increase the police presence in the community, easing the burden of full officers in various ways. KLPS is engaging in a Strategic Planning process for 2026-2029 or 2030. The consulting group intends to conduct focus groups and pop-ups to engage the local community about their feelings of the local police service, likely in the new year, as well as community surveys. Discussion was held about the police service's advocacy in bail reform as a response to issues with repeat offenders in the community.

5.2 – Council

Deputy Mayor McDonald updated. The municipal budget for 2026 has passed. The 10-11% increase that was indicated at the beginning of the process, but with significant efforts in reduction, the final budget passed at an increase of 6.75%. He and Councillor Doble also updated on the significant improvements made in efforts towards homelessness reduction in the community, with housing found for 52 people in the past year. Discussion was held about how the social service agencies in the community have worked so well together to accomplish these goals, and more should be done to convey these good news stories to the public. They also updated on the Legacy C.H.E.S.T. Fund, and the recommendation was made to approve the bulk of the BIA's application for historical street banners, and the final approval will be on the Council agenda for the December 9th meeting.

5.3 – Economic Development

Carlie Arbour updated. Economic Development has a number of strategic plans in the works, either beginning development, or a refresh, looking at the Cultural Master Plan, which is halfway through its 10 year strategy, an Agricultural Action Plan, and

a Foreign Direct Investment strategy. Likely most significant to the BIA is the Signage and Wayfinding Strategy which is underway. Melissa McFarland sat in on a consultation for the BIA and area Chambers the previous week, and there are public engagement sessions being scheduled in December, and the community's input at those and/or via the online surveys will be crucial to the consultants. Melissa McFarland advised that she will ensure that the December 10th date for Lindsay is communicated to the membership, as well as a calendar invite to the Board. Carlie Arbour also advised that the Local Economic Development Support Grant, which the BIA successfully received this year, is open again for 2026, and applications are due January 15th, for support towards operational costs. Reports for the 2025 grant are also due in January.

6.0 – REPORTS ----------

6.1 – Treasurer

No update or discussion outside of the circulated materials.

6.2 – Beautification Committee

No update or discussion outside of the circulated materials.

6.3 – Parking / Advocacy Committee

No update or discussion outside of the circulated materials.

6.4 – Marketing Committee

No update or discussion outside of the circulated materials.

6.5 – Executive Committee

Wes Found updated. The recycling program for downtown businesses has been set up by Miller for individual businesses to choose to partake in. This information has been distributed to the membership by Melissa McFarland. There are still a lot of questions from commercial businesses, and Melissa McFarland will continue to communicate all the information she has to the downtown membership so that the frequent questions can hopefully be clarified. Regarding the Treasurers Report, the Executive has reviewed expected surplus for each committee or budget, often due to grant funds, which can be used for larger projects in the following year.

Melissa McFarland updated. Recent business movements include the announced closure of the Friendly Dollar & Discount due to rent increases, at the end of January. This will leave a large vacancy of 7800 square feet in the downtown. After the announcement of the moving of Appleseed Quiltworks, Lizzy's by Cathy Allan will be moving into this space, leaving the space next door for lease as of February 1st. Sparq Retail has opened at 30A Kent. Staff has had an extremely busy November, with the Annual General Meeting, holiday installs, the Holiday Passport launch, and the Tree Lighting Ceremony. Website updates are in progress, with a meeting on a branding refresh taking place later in the day, and the office is fully using AirTable software to manage downtown business and property data which has been a hugely useful tool that is changing the way data is handled internally and externally.

Discussion was held regarding the correspondence in the Executive Committee's November minutes regarding inclusion of Celebrations as an Associate Member, and the considerations made for extending the existing boundary in order to include them. While the boundary was specified a number of years ago at the initiation of the program, there was never a specific policy created to address how changes to the program would be handled. It was recommended that a policy be developed so that these processes can be clearly identified, and it was agreed that changes to the boundary, and/or the inclusion of businesses outside the existing boundary be decisions that are made at the Board level.

Moved By: Jim Garbutt **Seconded By:** Nicki Dedes
Resolved: That the existing Associate Membership boundary be extended on Lindsay Street North to Wellington Street, in order to include Celebrations in the Associate Membership program. **Carried RBM2025-56**

Moved By: Reese Burns **Seconded By:** Steve Podolsky
Resolved: That the following Reports and Minutes be received:

- Treasurer's Report – October 2025
- Beautification Committee – Minutes of November 6th, 2025
- Parking & Advocacy Committee – Minutes of November 11th, 2025
- Marketing Committee – Minutes of Minutes of November 12th, 2025
- Executive Committee – Minutes of November 13th, 2025 **Carried RBM2025-57**

7.0 – NEW BUSINESS ----------

7.1 – Executive Committee Elections

Following the Annual General Meeting on November 4th, the Board is required to conduct annual elections for its Executive from the existing slate of Directors.

Moved By: Councillor Doble **Seconded By:** Jim Garbutt
Resolved: That the Executive Committee will continue as in 2025, with Wes Found as Chair, Steve Podolsky as Vice-Chair, and Sandra Falconer and Sandra Patrick as Co-Treasurers. **Carried RBM2025-58**

7.2 – Strategic Planning Update

A summary of all goals and recommendations made by Patty Hayes was provided in the Board's Agenda Package for their review. No decisions or motions based on the recommendations is required at this time. Melissa McFarland advised that her intention is to start bringing pieces of the action plan forward in a practical manner to relevant committees and the Board in the new year, so that the goals and actions can be reviewed and considerations made on an ongoing basis.

8.0 – NEXT MEETING ----------

Thursday, January 29th, 2025
7:30am
BIA Office Boardroom, 7 York Street South

9.0 – ADJOURNMENT ----------

Moved By: Nicki Dedes **Seconded By:** Councillor Doble
Resolved: That the November 27th, 2025 meeting of the Board of Directors be adjourned at 8:43am. **Carried RBM2025-59**

Lindsay Downtown BIA | 2025 Financials (Fiscal / Final)

		January	February	March	April	May	June	July	August	September	October	November	December
Opening Bank Balance		**44,898.55**	**19,438.57**	**19,562.20**	**42,525.23**	**95,118.01**	**75,999.76**	**68,822.72**	**58,056.87**	**49,337.74**	**24,403.79**	**39,380.73**	**44,177.61**
Administration	In	28.38	119,813.32	847.67	500.00	2,151.36	5.00	300.00	848.42	-	1,509.32	1,694.50	1,170.41
	Out	7,937.55	16,187.11	11,569.29	11,067.89	8,982.87	10,281.27	15,698.71	10,471.39	8,752.69	11,052.85	12,724.64	11,531.16
Beautification	In	-	55,150.00	-	65,000.00	-	-	-	-	-	-	-	-
	Out	3,141.21	2,839.13	5,032.55	4,519.79	2,968.71	13,398.66	6,044.78	29,983.66	11,787.39	8,864.97	14,745.09	24,213.30
Marketing	In	-	88,650.00	-	-	75.00	3,895.00	1,725.00	1,475.00	1,375.00	850.00	3,950.00	2,100.00
	Out	8,916.61	4,546.29	6,661.97	7,712.72	5,396.60	10,720.98	12,848.75	6,114.41	8,018.16	19,653.58	14,376.31	7,832.19
Parking	In	-	15,075.68	-	16,017.99	-	-	12,232.77	-	-	16,001.54	-	-
	Out	5,492.99	4,786.01	4,620.83	5,624.81	3,996.43	4,524.25	4,179.08	5,332.13	4,461.87	5,264.92	5,264.95	5,715.84
Opportunity Fund	In	-	-	-	-	-	29,137.32	18,000.00	-	10,899.00	-	-	-
	Out	-	206.83	-	-	-	1,289.20	4,252.30	9,140.96	4,187.84	8,547.60	3,736.63	15,026.50
Transfers to Chequing	In	-	-	50,000.00	114,000.00	-	-	-	50,000.00	-	50,000.00	50,000.00	50,000.00
	Out	-	250,000.00	-	114,000.00	-	-	-	-	-	-	-	-
TOTALS BY MONTH	**In**	**28.38**	**278,689.00**	**50,847.67**	**195,517.99**	**2,226.36**	**33,037.32**	**32,257.77**	**52,323.42**	**12,274.00**	**68,360.86**	**55,644.50**	**53,270.41**
	Out	**25,488.36**	**278,565.37**	**27,884.64**	**142,925.21**	**21,344.61**	**40,214.36**	**43,023.62**	**61,042.55**	**37,207.95**	**53,383.92**	**50,847.62**	**64,318.99**
Closing 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**	**24,403.79**	**39,380.73**	**44,177.61**	**33,129.03**

TOTAL BUDGET SUMMARY

OPERATING BUDGET	**515,376.23**
Income Received to Date	**515,376.23**
Remaining Income Expected	-
Expenses to Date	**482,247.20**
Remaining Expenses Expected	-
Unspent	*33,129.03*

ADMININSTRATION BUDGET SUMMARY

TOTAL BUDGET	**146,019.34**
Income Received	**146,019.34**
Income Expected	-
Expenses to Date	**136,257.42**
Expenses Remaining	-
Unspent	*9,761.92*

BEAUTIFICATION BUDGET SUMMARY

TOTAL BUDGET	**140,431.65**
Income Received	**140,431.65**
Income Expected	-
Expenses to Date	**127,539.24**
Expenses Remaining	-
Unspent	*12,892.41*

MARKETING BUDGET SUMMARY

TOTAL BUDGET	**119,694.53**
Income Received	**119,694.53**
Income Expected	-
Expenses to Date	**112,798.57**
Expenses Remaining	-
Unspent	*6,895.96*

NOTES

The LDBIA's Internal Operating Budget includes transactions made through January 31st, 2026.

The Parking Budget always finishes in the negative at the end of due to the final subsidy from CKL Municipal Law Enforcement for payroll costs in Q4 being received in January - $15,747.70.

The LDBIA's Operating Budget, with January's expected expenses is anticipated to conclude on January 31st with an approximate carryover of $26,000 which may need to last until the levy is received in early March.

PARKING BUDGET SUMMARY

TOTAL BUDGET	**51,194.39**
Income Received	**51,194.39**
Income Expected	-
Expenses to Date	**59,264.11**
Expenses Remaining	-
Unspent	*(8,069.72)*

OPPORTUNITY FUND BUDGET SUMMARY

TOTAL BUDGET	**58,036.32**
Income Received	**58,036.32**
Income Expected	-
Expenses to Date	**46,387.86**
Expenses Remaining	-
Unspent	*11,648.46*

ACCOUNT TRANSFERS

Remaining in GIC *(redeemable)*	-
Remaining in GIC *(collateral)*	**$5,150**

LINDSAY DOWNTOWN

MINUTES

for the Meeting of the Beautification Committee

Thursday, January 8th, 2026

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: 8:13am

In Attendance: Steve Podolsky, Sandra Falconer, Kevin Brasier, Theresa Henry, Melissa Wemyss, Tessa Smith

Recording Secretary: Melissa McFarland
Guests: None
Late Arrivals: None
Early Departures: None
Regrets / Absent: Reese Burns

2.0 – ADMINISTRATIVE BUSINESS ----------

2.1 - Adoption of Agenda

Moved By: Melissa Wemyss **Seconded By:** Theresa Henry
Resolved: That the agenda be adopted as circulated. **Carried BC2026-01**

2.2 - Declarations of Pecuniary Interest

2.3 – Adoption of Minutes

Moved By: Theresa Henry **Seconded By:**
Resolved: That the Minutes of the meeting held on November 6th, 2025 be adopted. **Carried BC2026-02**

3.0 – DEPUTATIONS ----------

None Scheduled

4.0 – CORRESPONDENCE ----------

None Received

5.0 – NEW BUSINESS ----------

5.1 – 2025 / 2026 Budget Updates

Melissa McFarland presented year to date financials, with the current operating budget estimated through the end of January. The 'blank slate' 2026 setup with estimations was also presented, incorporating the carryover that is estimated to remain on February 1st. A fully updated 2026 budget will be presented with final figures at the February meeting, also incorporating the estimates for beautification items that will be confirmed later in the meeting.

5.2 – Winter & Holiday Installs & Removals

Melissa McFarland advised that Skedaddle will be removing the garland the following week, and will confirm if they also intend to remove the Christmas tree décor at the same time. She will advise when she has a date, so that Parks can remove the tree afterwards. The committee confirmed that they will intend to proceed with the plan to not install winter storefront planters in 2026 (due to concerns with weather and snow removal, as well as the benefit to the summer install to have the inserts well ahead of time), but will explore winter greenery and décor in the cement planters for additional festivity. It was agreed that the lamppost garland well received, and financial opportunities to increase the installation to every lamppost (versus every other) will be explored. Discussion was also held about the benefits of the lit snowflakes, and the impact it has on the downtown in terms of increased lighting, and the consideration for banner bracket light installations that are spring/summer/fall appropriate will be kept in mind for future large-scale grant opportunities.

5.3 – Historical Banner Update

Melissa McFarland advised that the Legacy C.H.E.S.T. Fund application was approved in the amount of $6436.00 (which excludes HST, which the BIA will be responsible for) and that she and Steve Podolsky will be proceeding with their procurement of photographs from the library. The photo scanner was purchased in hopes of the BIA scanning their own materials on-site to ease the burden on library staff, and expedite the procurement process. The goal is to have all files ready for production by the end of March, and ready for installation in April.

5.4 – 2026 RFP Review

The committee reviewed the submissions received for the RFP circulated in December, discussing the merits to the various proposals and past work by the vendors, if available. Following the discussion, the committee approved the following bids for the 2026 Beautification Program (totals include HST):

Storefront Planters – Summer	Hill's Florist	$12,280.56
Hanging Baskets	Johnston's Greenhouse	$19,266.50
Storefront Planters – Fall	Hill's Florist	$7,373.25
Large Cement Planters - Fall	Hill's Florist	$4,633.00

Moved By: Sandra Falconer **Seconded By:** Melissa Wemyss
Resolved: That the above proposals be approved. **Carried BC2026-03**

6.0 – NEXT MEETING ----------

Thursday, February 5th, 2026
8:00am
LDBIA Boardroom | 7 York Street South

7.0 – ADJOURNMENT ----------

Moved By: Theresa Henry **Seconded By:** Kevin Brasier
Resolved: That the Beautification Committee Meeting of January 8th, 2026 be adjourned at 9:25am. **Carried BC2026-04**

LINDSAY DOWNTOWN

MINUTES

for the Meeting of the Parking & Advocacy Committee

Tuesday, January 13th, 2026

7:30am

BIA Office Boardroom, 7 York Street South

CHAIR

Councillor Charlie McDonald | CKL Council, Ward 7

VOTING MEMBERS

Councillor Mark Doble | CKL Council, Ward 5

Wes Found | Linborough Property Corp.

Jim Garbutt | A Buy & Sell Shop

Adam Hayward | Nesbitt's Meat Market

Steve Podolsky | A&L Investments

LIAISONS

Wayne English | LDBIA Community Liaison

Melissa McFarland | LDBIA Executive Director

Staff Representative | CKL Public Works

Aaron Sloan | CKL Manager of Municipal Law Enforcement

1.0 – CALL TO ORDER ----------

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

In Attendance: Councillor Charlie McDonald, Councillor Doble, Wes Found, Steve Podolsky, Wayne English, Aaron Sloan

Recording Secretary: Melissa McFarland
Guests: None
Late Arrivals: Jim Garbutt (7:34am), Adam Hayward (7:36am)
Early Departures: None
Regrets / Absent: 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 PC2026-01**

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 November 11th, 2025, be adopted. **Carried PC2026-02**

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

Signage is still pending for Lot M3, and it was advised that CIBC staff have been issued physical permits to identify their vehicles in the leased portion of the lot. Aaron Sloan updated on the ongoing compatibility issues with the handheld and printers – new devices are on order from IT.

Jim Garbutt requested clarification from Wayne English on enforcement practices for habitual offenders in the 2 hour street parking areas.

Discussion was held about Wayne English's endorsement of the recommendation made in the Strategic Action Plan for the committee to be restructured to hold quarterly meetings only, with additional meetings able to called as needed. Jim Garbutt voiced concerns with this structure. Melissa McFarland advised that the intent of the Strategic Action Plan's recommendations were for consideration only, and there is no need to implement any changes right away. The committee agreed to use February's meeting as a review of the existing Committee Terms of Reference and then any recommendations for changes would go to the Board for approval.

An update was given on Parking Control staffing, with a resignation in December, and a potential replacement being reviewed by Wayne English. Melissa McFarland will be engaged in the hiring process if it is felt that the potential candidate is suitable.

Moved By: Steve Podolsky **Seconded By:** Councillor Mark Doble
Resolved: That the above report be received. **Carried PC2026-03**

5.3 – 'Parking Position' Statement Review

The Committee reviewed the document drafted and presented by Melissa McFarland. Wayne English requested an edit to the sentence addressing enforcement, which will be changed to 'municipal parking by-law and its regulations' removing the mention of 'provincial framework' for clarification to the reader.

Moved By: Wes Found **Seconded By:** Councillor Mark Doble
Resolved: That the drafted Parking Position Statement be presented to the Board of Directors with the above edit, for approval. **Carried PC2026-04**

5.4 – Other 2026 Priorities

Councillor McDonald advised that the City's Engineering department will be connecting with downtown stakeholders with properties that may be considered for public/private partnerships, as a step to increasing parking inventory. He will advise when the subject is to be placed on the Council agenda. Jim Garbutt raised concerns with the Parking Study's inclusion of private inventory of the downtown's assets, and it was noted that this was likely necessary to give an accurate depiction of the larger picture of downtown parking inventory.

Melissa McFarland brought forth concerns with CCTV, and the availability of power to the crosswalk, which was never completed by Engineering after Councillor McDonald intervened in July. Over time, this area of Kent Street is quite active and the gap in coverage has frustrated several police investigations. Councillor McDonald advised to email Mike Farquahar, copying himself and Councillor Doble, to re-ignite the task. Based on the success of the program so far, it was also recommended that the BIA notify Chief Robertson that the BIA would be interested in expanding coverage to the side streets of downtown if provincial funding becomes available in the future.

Discussion was held about social issues observed in the downtown and Councillors McDonald and Doble were able to give an update on the City's Homelessness strategy over the winter. Jim Garbutt inquired about the protocol for individuals to summon assistance for those who appear to be experiencing crisis, but not necessarily requiring the level of assistance needed from police or paramedic services. Aaron Sloan advised that the City has resources on their website (found here - Homelessness Services | City of Kawartha Lakes) and Melissa McFarland intends to update the Community Resources flyer developed last year with downtown-specific resources as spring approaches. John Howard Society is undergoing expansion on Peel Street and their increased services will be communicated when available.

Jim Garbutt noted the use of an updated logo on the committee's meeting materials, and inquired to the process of its implementation. Melissa McFarland advised that the branding refresh was developed as a result of the website re-development, and is only in use internally to test out its usability until Board approval.

6.0 – NEXT MEETING ----------

Tuesday, February 10th, 2026
7:30am
LDBIA Boardroom | 7 York Street South

7.0 – ADJOURNMENT ----------
Moved By: Steve Podolsky **Seconded By:** Jim Garbutt
Resolved: That the January 13th, 2026 meeting of the Parking & Advocacy Committee be adjourned at 8:45am.
Carried PC2026-05

TASK REVIEW ----------

Issue / Topic	Desired Outcome	Person(s) Responsible	Resolution Target	Complete
PW Maintenance List	Completion of circulated tasks	Public Works Staff	Ongoing	
Parking Position Statement	Committee approved version placed on the January Board Agenda for approval	Melissa McFarland	January Board Meeting	
Terms of Reference Review	Policy included on February agenda for potential recommended changes for Board approval, addressing the Strategic Action Plan recommendations	Melissa McFarland	February Committee Meeting	

LINDSAY DOWNTOWN

MINUTES

for the Meeting of the Marketing Committee

Thursday, January 22nd, 2026

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: 5:46pm

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: Joel Pringle, 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 MC2026-01**

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 November 12th, 2025 meeting be approved. **Carried MC2026-02**

3.0 – DEPUTATIONS ----------

None Scheduled

4.0 – CORRESPONDENCE ----------

None Received

5.0 – NEW BUSINESS ----------

5.1 – 2026 Planning

a) Budgets – 2025 Final & 2026 Template
Melissa McFarland presented the final budget for 2025, whose fiscal year ends December 31st, but operating year continues through January 31st. With very few expenses for January outside of standard payroll costs and gift certificate reimbursements, she was able to determine the approximate carryover amount of just over $2,500. This amount will be applied to the gift certificate reimbursement budget for 2026, as there is of course quite a few unredeemed gift certificates from the Holiday Passport. She also presented a template as a worksheet that can be used in this meeting to map out the 2026 Budget, as some priorities may have changed since the original budget was drafted last June.

b) Event & Activations Schedule
Through discussion of the previous year's events, activations and other promotions, the committee determined the following schedule for 2026. Priority will be given to details of the Summer Kickoff for the February meeting, and the schedule will be communicate to the membership as soon as possible as an FYI.

Event / Activation	Type	Date(s)
Love at First Bite / Shareables Passport	Restaurant Activation	Friday, February 13th - Saturday, February 28th
Easter Scavenger Hunt	Street Activation	Friday, April 3rd – Monday, April 6th
'School's Out' Summer Kickoff	Street Event	Thursday, June 25th
Loaded Fries Passport	Restaurant Activation	Friday, July 10th – Sunday, July 26th
Fall in Love with Flatbread Passport	Restaurant Activation	Friday, September 25th – Sunday, October 11th
Halloween Trick or Treating	Street Activation	Saturday, October 24th
Holiday Kickoff	Street Event	Friday, November 20th
Holiday Passport	Shopping Activation	Friday, November 20th – Monday, December 21st

c) Event Support Program
Discussion was held regarding the Event Support Program. The previous year's application was reviewed, and some of the language will be edited to clarify eligible expenses, reporting requirements, and the support that can be offered by BIA Staff to event organizers. Sandra Patrick, Alex Bartley and Michele Sauve offered to collaborate on the edits.

d) Other Priorities
Due to the success and reception of Pulse magazine in the previous year, the committee agreed to 3 editions for 2026, to be circulated in spring, fall, and another Holiday Gift Guide. The membership will continue to be encouraged to participate with advertising and content. Melissa McFarland advised that the advertising revenue goal should be approximately 50% of the production costs of each issue to stay on budget.

5.2 – Website Update & Branding Refresh

The committee reviewed the branding guide prepared by Mary Hackett as a result of the refresh recommended by Colour + Code during the website redesign process. Board Chair Wes Found, Committee Chair Sandra Patrick, Melissa McFarland and Mary Hackett were involved in the refresh process. The current BIA logo and brand was developed in 2015 and the design and format, as well as the brand colour palette was often difficult to use in various marketing materials. Colour + Code presented two proposals, and the second was chosen by the above, as the refresh is subtle enough to exist in harmony with the current, so that all existing assets don't need to be changed immediately; the colour palette is the same, but each colour toned down just enough to be more heritage friendly; the logo is reminiscent of the buildings in the current logo, but can be used in any single colour, and the elements rearranged easily to be used in any size or shape format; and the secondary logo font is the same as the existing primary logo, for harmony in the transition. Discussion was held about the readability of the font thicknesses and word spacing, especially in the tagline, which is easily edited to ensure that each use is readable at various sizes and distances.

Moved By: Alex Bartley **Seconded By:** Katelyn Graham
Resolved: That that Marketing Committee recommends that the presented Brand Refresh Guide be presented to the Board of Directors for approval. **Carried MC2026-03**

6.0 – NEXT MEETING ----------

Thursday, February 12th, 2026
5:30pm
LDBIA Boardroom | 7 York Street South

7.0 – ADJOURNMENT ----------

Moved By: Michele Sauve **Seconded By:** Reese Burns
Resolved: That the January 22nd, 2026 meeting of the Marketing Committee be adjourned at 7:20pm. **Carried MC2026-04**

POSITION STATEMENT

PARKING ENFORCEMENT IN DOWNTOWN LINDSAY

PURPOSE

The Lindsay Downtown Business Improvement Area (BIA) supports a parking system that is **free to use**, **clearly time-limited**, and **consistently enforced**. While no parking model is perfect, the BIA's decisions and advocacy are guided by what best serves the overall health of Downtown Lindsay—balancing the needs of **customers and visitors**, **employees**, and **downtown residents**, while supporting a vibrant and accessible core.

HISTORY

- **Pre-2014:** Downtown parking was managed through aging, coin-operated meters with varying time limits and longer-term permit options.
- **2015:** The municipality proposed removing the old meters and installing **pay-and-display machines** across the downtown.
- The BIA raised concerns about:
  - usability and convenience for visitors,
  - potential negative impact on the downtown experience,
  - and the significant cost to taxpayers.
- The BIA proposed a **one-year trial of free parking** with enforced time limits:
  - **2 hours on downtown streets**
  - **4 hours in municipal lots**
  - permits for longer-term needs
- Council approved the trial, and the meters were removed in **Fall 2015**.
- Over time, the BIA observed growing gaps in consistent enforcement, which reduced parking turnover and created concerns for downtown businesses and visitors.
- **2018:** Council approved a model where the **BIA would provide enforcement services on behalf of the municipality**, supported by a modest staffing subsidy.
- Under this model:
  - the BIA hires and manages staff,
  - staff operate using Municipal By-Law equipment and authority,
  - and **all ticket revenue remains with the municipality**.
- This model also enabled added value beyond enforcement, including reporting on parking lot/street conditions, supporting delivery/loading solutions, flagging snow removal and accessibility concerns, and liaising with Public Works and other municipal departments.

CURRENT MODEL

The parking model remains largely the same:

- **Free parking** continues throughout the downtown system.

- **Time limits remain in place**:
  - **2 hours** on-street in core areas
  - **4 hours** in most municipal lots
- **Enforcement is delivered by BIA-managed staff** operating within the municipal parking by-law and its regulations.
- The BIA's operational focus is on maintaining fair access and turnover in high-demand areas, while recognizing the realities of a downtown that serves multiple user groups.

WHY PARKING IS ENFORCED THE WAY IT IS (REASONING & PRINCIPLES)

A. Turnover protects access for customers and visitors

Downtown's most convenient spaces are limited and highly shared. Without enforcement, longer-stay vehicles naturally occupy prime spots, reducing turnover and making it harder for customers to park near businesses. That outcome is frustrating for visitors, hard on businesses, and ultimately harms the downtown experience.

B. The BIA seeks balance across visitors, employees, and residents

The BIA recognizes that parking needs vary:
- **Visitors** want convenient, easy-to-understand options.
- **Employees** need reliable longer-term parking solutions.
- **Residents** require reasonable access near home.

A model that benefits one group exclusively almost always creates a larger issue for another. The current approach aims for the most balanced outcome overall.

C. Why the 2-hour on-street limit remains in place

The BIA recognizes that **2 hours may not feel like enough** for visitors who want to shop, dine, and explore. While **4-hour parking is available in municipal lots**, many visitors may not be aware of these options.

At the same time, extending the on-street limit would likely reduce turnover in the most in-demand spaces. The BIA also acknowledges that some downtown employees choose not to purchase permits and instead move vehicles throughout their shifts to stay within time limits. A longer on-street limit would almost certainly increase long-duration use of prime spaces—making it harder for visitors to find parking where they most expect it: on the street near downtown destinations.

For now, **2 hours on-street remains the most workable balance**, with longer stays better supported in lots and through permit/day-pass options.

D. Discretion, tickets, and the visitor experience

The BIA understands that receiving a ticket can create a negative impression of Downtown Lindsay, and that is not the outcome anyone wants. However:

- without adequate enforcement, the alternative is often **even less available parking**, which also leaves a negative impression and discourages return visits.
- BIA enforcement staff may have (limited) flexibility in how they approach situations, but **once a ticket is issued it cannot be cancelled by the BIA**.
- The municipality's By-Law department is often **reasonable when contacted**, particularly for first-time issues or understandable circumstances, and can advise on available options.

E. Day passes and permits

Day passes and permits are available through municipal processes and can be helpful for employees and residents. However, they are not always ideal for one-time visitors, particularly because they typically apply to **municipal lots** (where many spaces already have a **4-hour** limit) and may not be easy to obtain spontaneously.

FUTURE PLANS & SOLUTIONS

A. The long-term solution is additional parking inventory

The BIA strongly believes that the most sustainable improvement is **more parking supply**. As the community grows, demand grows with it. The BIA continually advocates for the municipality to explore and implement additional inventory and long-term parking strategies and recognizes that municipal departments are actively evaluating future options.

B. The near-term priority is better information and wayfinding

In the meantime, the most immediate improvement the BIA can help drive is **better communication**, including:

- clearer wayfinding signage to municipal lots,
- improved visibility of time limits and expectations,
- visitor-friendly guidance on where longer stays are best accommodated.

Helping people park successfully (the first time) is a key part of making downtown navigation a positive experience.

C. Learning from other downtowns

No downtown has a perfect parking system. Downtown Lindsay is among the few communities of its size offering **free parking**, and the BIA-managed enforcement approach is relatively uncommon and frequently of interest to other communities exploring options. The BIA will continue to seek best practices and learn from peer downtowns while refining a model that reflects Lindsay's specific needs.

D. Could paid parking return in the future?

Possibly—especially if significant new inventory is required and the financial burden to taxpayers becomes substantial. Pay-and-display and mobile payment systems have improved over the last decade and may be easier for many users than it was when first proposed by the municipality in 2014. However, the BIA remains cautious about moving away from free parking too quickly, recognizing that not all residents and visitors are comfortable with mobile technology and that paid parking can introduce new barriers. The BIA's preference is to first pursue improvements through inventory planning, signage, and communication before considering major shifts.

CLOSING STATEMENT

The BIA Board of Directors, Committees, and Staff are committed to continuously improving the parking experience for **visitors, employees, and residents**. Parking will always involve trade-offs, and no approach will satisfy every need equally. While enforcement can be controversial, the BIA supports it as the most practical way to protect turnover, maintain fairness, and keep downtown accessible for the greatest number of users.

The BIA remains open to input from all stakeholders and will consider any suggestion that achieves a clear overall benefit to Downtown Lindsay as a whole.

PRIMARY

PRIMARY V2

PRIMARY V3

Colours

#F0DB45	#5160A7	#D75230	#E6A840	#B4C94D	#23201F

SECONDARY

#A38F32	#37416B	#8E3522	#926A29	#828C38	#FAE9C7

Fonts

Glitz Regular

abcdefghijklmnopqrst
uvwxyz

Futura

abcdefghijklmnopqrst
uvwxyz

Futura Bold

abcdefghijklmnopqrst
uvwxyz