

# AGENDA

For the Meeting of the Board of Directors

**Thursday, February 26<sup>th</sup>, 2026**

7:30am

Lindsay Downtown BIA Office, 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

Councillor 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 January 29<sup>th</sup>, 2026***

## 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 – January 2026  
& Operating Year Final***

### 6.2 – Beautification Committee

- ***Receive Meeting Minutes of February 5<sup>th</sup>, 2026***

### 6.3 – Parking & Advocacy Committee

- ***Receive Meeting Minutes of February 10<sup>th</sup>, 2026***

- ***Receive Recommendation***

***That the Parking & Advocacy Terms of Reference be amended to achieve the following:***

- *That Advocacy items be removed from Specific Activities;*
- *That Frequency of Meetings will be amended to 'minimum of four meetings annually', with the meeting schedule to be determined on an ongoing basis by the committee;*
- *and that the Executive Committee direct the other sub-committees to include advocacy-themed items on their agendas and develop an Escalation Framework for advocacy items;*
- *and that the Community Liaison report be included on the Board Agenda on a monthly basis*

### 6.4 – Marketing Committee

- ***Receive Meeting Minutes of January 26<sup>th</sup>, 2026***

### 6.5 – Executive Committee

- ***Board Chair Update: Wes Found***
- ***Executive Director Update: Melissa McFarland***

## 7.0 – NEW BUSINESS

- 7.1 – Activate Kawartha! Events Committee  
***Terms of Reference, Winter Market Event Info,  
BIA Staff Participation on Committee, Letter of Support***

- 7.2 – Mission Statement & Mandate Exercise

## 8.0 – NEXT MEETING

Thursday, March 26<sup>th</sup>, 2026

7:30am

Lindsay Downtown BIA Office  
7 York Street South

## 9.0 – ADJOURNMENT



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# MINUTES

for the Meeting of the Board of Directors

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**Thursday, January 29<sup>th</sup>, 2026**

7:30am

BIA Office Boardroom, 7 York Street South

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## 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

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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

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## 1.0 – CALL TO ORDER -----

**Meeting Called to Order by the Chair (Steve Podolsky, Acting):** 7:44am

**In Attendance:** Sandra Falconer, Sandra Patrick, Reese Burns, Nicki Dedes, Jim Garbutt,  
Councillor Charlie McDonald, Councillor Mark Doble, Carlie Arbour

**Recording Secretary:** Melissa McFarland

**Guests:** None

**Late Arrivals:** None

**Early Departures:** Councillor Doble (9:02am)

**Regrets / Absent:** Wes Found, Adam Hayward, Chief Robertson

## 2.0 – ADMINISTRATIVE BUSINESS -----

### 2.1 - Adoption of Agenda

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

**Resolved:** That the agenda be adopted as circulated.

**Carried RBM2026-01**

### 2.2 - Declarations of Pecuniary Interest

None Declared

### 2.3 – Adoption of Minutes

**Moved By:** Sandra Falconer **Seconded By:** Reese Burns

**Resolved:** That the Minutes of the meeting held on November 27<sup>th</sup>, 2025, be adopted.

**Carried RBM2026-02**

## 3.0 – DEPUTATIONS -----

None Scheduled

## 4.0 – CORRESPONDENCE -----

None Received

## 5.0 – LIAISON UPDATES -----

### 5.1 – Police

Chief Robertson was not in attendance.

### 5.2 – Council

Councillor Doble updated. Detailed discussion has been had prior, regarding snow removal in the downtown, and issues with unclear property lines and various contractors doing snow maintenance in M1. There is currently an extreme amount of snow piled along the guardrail causing difficulty in vehicles navigating the laneway, causing concern for accessibility for emergency vehicles. Wayne English is communicating with CKL's Building & Property about their contractors snow clearing on an ongoing basis, but this particular issue may need to be escalated. There are still challenges with the changes to both commercial and residential garbage and recycling pickups in the downtown. Councillor McDonald advised that he has the waiving of landfill fees for commercial recycling is on the radar to bring to Council for consideration in February, due to several request from commercial businesses finding the cost of bringing their own materials for recycling is higher than anticipated. Sandra Falconer mentioned that she has heard positive community feedback on the overall plowing and snow maintenance this season.

### 5.3 – Economic Development

Carlie Arbour updated. Economic Development is working through final reports and evaluations for several grant programs. Surveys are open for Heritage Designations to support a new study, and for an Agriculture & Food Action Plan. The Support Grant application will be reviewed and awarded in February. Million Dollar Makeover intake is open until the end of February, and various funding for businesses is available through the Rural Ontario Development program until mid-February.

## 6.0 – REPORTS -----

### 6.1 – Treasurer

Melissa McFarland advised that the report is the final version of the financials for the fiscal year of January 1<sup>st</sup> to December 31<sup>st</sup>, 2025. The internal operating budget is in effect until January 31<sup>st</sup>. She was advised that the receipt of the levy from the municipality is scheduled for March 6<sup>th</sup>, and she has concerns about the cash flow, as last year's was deposited on February 3<sup>rd</sup>, and she has requested an earlier deposit from the City's Treasurer.

### 6.2 – Beautification Committee

No update or discussion outside of the circulated materials.

### 6.3 – Parking / Advocacy Committee

The Parking & Advocacy Committee made the following recommendation at their meeting on January 13<sup>th</sup>, 2026.  
*“That the drafted Parking Position Statement be presented to the Board of Directors for approval”.*

Discussion was held about the structure of the Parking & Advocacy Committee with the recommendation of a review of the terms of reference of the committee and the possibility of reducing meetings. This is still up for conversation at the committee level, and reviewing the purpose of the meetings and ensuring that a reduction in meeting frequency doesn't result in the loss of information or addressing of issues.

Melissa McFarland reviewed the presented document, and its intention of having a standard set of information on the BIA's position and approach in parking regulations and enforcement to share. Other marketing materials to positively communicate and promote parking in the downtown and the BIA's involvement will begin to be developed, using the information in the position statement.

**Moved By:** Councillor Doble

**Seconded By:** Sandra Falconer

**Resolved:** That the Parking Position Statement be approved for posting on the BIA's website and provided as a standard reference document as requested.

**Carried RBM2026-03**

### 6.4 – Marketing Committee

The Marketing Committee made the following recommendation at their meeting on January 22<sup>nd</sup>, 2026.  
*“That the presented Brand Refresh Guide be presented to the Board of Directors for approval”.*

**Moved By:** Councillor McDonald

**Seconded By:** Nicki Dedes

**Resolved:** That the Brand Refresh Guide be approved and put into use, effective immediately, pending an agreed upon alternative primary font by end of day.

**Carried RBM2026-04**

### 6.5 – Executive Committee

Melissa McFarland updated. Business movements in the new year included Appleseed Quiltworks moving out of downtown, and Lizzy's moving into their space. Their storefront is still vacant. Bistro 93 closed on December 31<sup>st</sup> and the space was just leased for a new restaurant in the spring. Retrogames & Mini Mart closes this week, leaving 5 vacancies on the William North block. The Friendly Dollar & Discount closed on January 24<sup>th</sup>, and nothing has been heard regarding a new tenant as of yet.

**Moved By:** Sandra Patrick

**Seconded By:** Councillor Doble

**Resolved:** That the following Reports and Minutes be received:

- Treasurer's Report – Fiscal Year 2025
- Beautification Committee – Minutes of January 8<sup>th</sup>, 2026
- Parking & Advocacy Committee – Minutes of January 13<sup>th</sup>, 2026
- Marketing Committee – Minutes January 22<sup>nd</sup>, 2026

**Carried RBM2025-05**

## 7.0 – NEW BUSINESS -----

### 7.1 – 2026 Overview

With the municipal election taking place this fall, the BIA has agreed to host an All Candidates Meeting in partnership with the Lindsay & District Chamber of Commerce and Launch Kawartha in early October at Celebrations. Board Elections will take place at the November AGM after the municipal election, and the Board and Committees can start looking into doing some proactive recruitment within the membership during the spring and summer.

**8.0 – NEXT MEETING** -----

Thursday, February 26<sup>th</sup>, 2026

7:30am

BIA Office Boardroom, 7 York Street South

**9.0 – ADJOURNMENT** -----

**Moved By:** Reese Burns

**Seconded By:**

**Resolved:** That the January 29<sup>th</sup>, 2026 meeting of the Board of Directors be adjourned at 9:22am.

**Carried RBM2026-06**



# Lindsay Downtown BIA | 2025 Financials (Operating / Final)

		February	March	April	May	June	July	August	September	October	November	December	January
<b>Opening Bank Balance</b>		<b>19,438.57</b>	<b>19,562.20</b>	<b>42,525.23</b>	<b>95,118.01</b>	<b>75,999.76</b>	<b>68,822.72</b>	<b>58,056.87</b>	<b>49,337.74</b>	<b>24,403.79</b>	<b>39,380.73</b>	<b>44,177.61</b>	<b>33,129.03</b>
<b>Administration</b>	In	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	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	8,302.62
<b>Beautification</b>	In	55,150.00	-	65,000.00	-	-	-	-	-	-	-	-	6,436.80
	Out	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	2,944.41
<b>Marketing</b>	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	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	5,456.60
<b>Parking</b>	In	15,075.68	-	16,017.99	-	-	12,232.77	-	-	16,001.54	-	-	15,747.70
	Out	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	4,162.62
<b>Opportunity Fund</b>	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	-
<b>Transfers to Chequing</b>	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	-	-	-	-	-	-	-	-	-
<b>TOTALS BY MONTH</b>	In	<b>278,689.00</b>	<b>50,847.67</b>	<b>195,517.99</b>	<b>2,226.36</b>	<b>33,037.32</b>	<b>32,257.77</b>	<b>52,323.42</b>	<b>12,274.00</b>	<b>68,360.86</b>	<b>55,644.50</b>	<b>53,270.41</b>	<b>22,184.50</b>
	Out	<b>278,565.37</b>	<b>27,884.64</b>	<b>142,925.21</b>	<b>21,344.61</b>	<b>40,214.36</b>	<b>43,023.62</b>	<b>61,042.55</b>	<b>37,207.95</b>	<b>53,383.92</b>	<b>50,847.62</b>	<b>64,318.99</b>	<b>20,866.25</b>
<b>Closing Bank Balance</b>		<b>19,562.20</b>	<b>42,525.23</b>	<b>95,118.01</b>	<b>75,999.76</b>	<b>68,822.72</b>	<b>58,056.87</b>	<b>49,337.74</b>	<b>24,403.79</b>	<b>39,380.73</b>	<b>44,177.61</b>	<b>33,129.03</b>	<b>34,447.28</b>

TOTAL BUDGET SUMMARY	
<b>OPERATING BUDGET</b>	<b>512,072.37</b>
<b>Income Received to Date</b>	<b>512,072.37</b>
Remaining Income Expected	-
<b>Expenses to Date</b>	<b>477,625.09</b>
Remaining Expenses Expected	-
<i>Unspent</i>	<i>34,447.28</i>

ADMINISTRATION BUDGET SUMMARY	
<b>TOTAL BUDGET</b>	<b>138,076.90</b>
<b>Income Received</b>	<b>138,076.90</b>
Income Expected	-
<b>Expenses to Date</b>	<b>136,622.49</b>
Expenses Remaining	-
<i>Unspent</i>	<i>1,454.41</i>

BEAUTIFICATION BUDGET SUMMARY	
<b>TOTAL BUDGET</b>	<b>143,645.25</b>
<b>Income Received</b>	<b>143,645.25</b>
Income Expected	-
<b>Expenses to Date</b>	<b>127,342.44</b>
Expenses Remaining	-
<i>Unspent</i>	<i>16,302.81</i>

MARKETING BUDGET SUMMARY	
<b>TOTAL BUDGET</b>	<b>110,813.90</b>
<b>Income Received</b>	<b>110,813.90</b>
Income Expected	-
<b>Expenses to Date</b>	<b>109,338.56</b>
Expenses Remaining	-
<i>Unspent</i>	<i>1,475.34</i>

**NOTES**

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

The Beautification Committee's Budget has a higher than anticipated carryover, due to Legacy C.H.E.S.T. Funding for 2026 being received in January.

All other Committee Budgets finished the operating year exactly as anticipated, with modest carryovers. The Opportunity Fund carryover will be rolled into the Administration Budget with a single line item for 2026.

PARKING BUDGET SUMMARY	
<b>TOTAL BUDGET</b>	<b>61,500.00</b>
<b>Income Received</b>	<b>61,500.00</b>
Income Expected	-
<b>Expenses to Date</b>	<b>57,933.74</b>
Expenses Remaining	-
<i>Unspent</i>	<i>3,566.26</i>

OPPORTUNITY FUND BUDGET SUMMARY	
<b>TOTAL BUDGET</b>	<b>58,036.32</b>
<b>Income Received</b>	<b>58,036.32</b>
Income Expected	-
<b>Expenses to Date</b>	<b>46,387.86</b>
Expenses Remaining	-
<i>Unspent</i>	<i>11,648.46</i>

ACCOUNT TRANSFERS	
<b>Remaining in GIC (redeemable)</b>	-
<b>Remaining in GIC (collateral)</b>	<b>5,150.00</b>



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# MINUTES

For the Meeting of the Beautification Committee

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**Thursday, February 5<sup>th</sup>**

8:00am

Lindsay Downtown BIA Office, 7 York Street South

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## **CHAIR**

Steve Podolsky | A&L Investments

## **VICE-CHAIR**

Sandra Falconer | Appleseed Quiltworks

## **VOTING MEMBERS**

Kevin Brasier | Lingerie Loft

Reese Burns | Burns Bulk Food

Theresa Henry | Lingerie Loft

Melissa Wemyss | Wards Lawyers PC

## **LIAISONS**

Tessa Smith | CKL Parks

Melissa McFarland | LDBIA Executive Director

Mary Hackett | LDBIA Marketing Coordinator

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**LINDSAY DOWNTOWN BUSINESS IMPROVEMENT AREA**

7 YORK STREET SOUTH, LINDSAY | 705-324-7710 | HELLO@LINDSAYDOWNTOWN.CA

## 1.0 – CALL TO ORDER -----

**Meeting Called to Order by the Chair:** 8:13am

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

**Recording Secretary:** Melissa McFarland

**Guests:** Ruth Naylor

**Late Arrivals:** None

**Early Departures:** None

**Regrets / Absent:** None

## 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 BC2026-05**

### 2.2 - Declarations of Pecuniary Interest

### 2.3 – Adoption of Minutes

**Moved By:** Theresa Henry                      **Seconded By:** Reese Burns

**Resolved:** That the Minutes of the meeting held on January 8<sup>th</sup>, 2026 be adopted.

**Carried BC2026-06**

## 3.0 – DEPUTATIONS -----

None Scheduled

## 4.0 – CORRESPONDENCE -----

None Received

## 5.0 – NEW BUSINESS -----

### 5.1 – 2026 Budget Updates

Melissa McFarland presented the updated budget for 2026 which began February 1<sup>st</sup>. Payroll costs hinge on receipt of funding from Canada Summer Jobs, and Sandra Falconer advised that if that occurs, a detailed work plan will need to be prepared for that employee, and brainstorming can take place for other practical tasks that can be assigned. Additional costs for holiday décor elements will be considered as the year progresses, especially in the cement winter planters.

### 5.2 – Winter & Holiday Installs & Removals

The Christmas Tree was removed by the Parks team, and the garland was removed by Skedaddle. Snowflakes can stay up until Public Works wants them down. Melissa McFarland advised that Roger Hill will communicate when he is ready for the planter inserts, at which time the winter planters can be removed from the street. The snowmen are buried by snow in the bumpouts and will be removed when able.

### 5.3 – Spring Planning

A walkabout will be scheduled for the committee, likely in April, weather permitting. A great deal of maintenance and cleanup will likely be required at that time. Lists will be made for needed replacements and what will be required for materials.

### 5.4 – Historical Banner Update

Melissa McFarland and Steve Podolsky are beginning to curate the content from the library, and will update the committee on the banners as they progress. They received permission to scan and file the photos from the reference department on their own to lessen the burden on library staff and expedite the process.





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# MINUTES

For the Meeting of the Parking & Advocacy Committee

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**Tuesday, February 10<sup>th</sup>, 2026**

7:30am

Lindsay Downtown BIA Office, 7 York Street South

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## **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

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**LINDSAY DOWNTOWN BUSINESS IMPROVEMENT AREA**

7 YORK STREET SOUTH, LINDSAY | 705-324-7710 | HELLO@LINDSAYDOWNTOWN.CA

## 1.0 – CALL TO ORDER -----

**Meeting Called to Order by the Chair:** 7:36am

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

**Recording Secretary:** Melissa McFarland

**Guests:** None

**Late Arrivals:** Jim Garbutt (7:41am)

**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 PC2026-06**

### 2.2 - Declarations of Pecuniary Interest

None Declared

### 3.1 - Adoption of Minutes

**Moved By:** Wes Found **Seconded By:** Councillor Doble

**Resolved:** That the minutes of the meeting held on January 13<sup>th</sup>, 2025, be adopted.

**Carried PC2026-07**

## 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. A walkabout will be scheduled for the May meeting to refresh the maintenance and issues from list from last year. Wayne English advised that he will be going to work on a list for line painting as soon as the snow melts, as that often will take place very early in spring.

### 5.2 – Community Liaison Report

Discussion was held regarding the ongoing issues with snow accumulation south of the guardrail in M1, and the lack of clarity in property lines of the buildings to the south, and the responsibility of the snow removal in that area. Wayne English is working with City Staff to attempt to better understand the above, and the solution may need to be a coordinated effort among those properties, who are all currently using their own private contractors, who do not all have the ability to fully remove the snow they are clearing.

An update was given on the new hire for Parking Control, training is underway, but many shifts have been canceled due to cold weather.

**Moved By:** Wes Found **Seconded By:** Jim Garbutt

**Resolved:** That the above report be received.

**Carried PC2026-08**

### 5.3 – Committee Structure & Terms of Reference

Discussion was held on the recommendations made in the Strategic Plan in reference to the Terms of Reference and structure of this committee, and how the committee's goals and objectives could be better addressed with these changes.

**Moved By:** Wes Found

**Seconded By:** Steve Podolsky

**Resolved:** That the Parking & Advocacy Committee recommends the following to the Board of Directors:

- That the Parking & Advocacy Terms of Reference be amended to achieve the following:
  - That Advocacy items be removed from the Specific Activities
  - That Frequency of Meetings will be amended to ‘minimum of four meetings annually’, with the meeting schedule to be determined on an ongoing basis by the committee;
- and that the Executive Committee direct the other sub-committees to include advocacy-themed items on their agendas and develop an Escalation Framework for advocacy items;
- and that the Community Liaison report be included on the Board Agenda on a monthly basis

**Carried PC2026-09**

Correspondence was received from Reese Burns, who had previously sat on the committee, with his recommendation that a standalone Advocacy Committee be formed. This can be further discussed at the Board of Directors meeting.

**6.0 – NEXT MEETING** -----

Thursday, March 5<sup>th</sup>, 2026

8:00am

LDBIA Boardroom | 7 York Street South

**7.0 – ADJOURNMENT** -----

**Moved By:** Steve Podolsky

**Seconded By:** Jim Garbutt

**Resolved:** That the February 10<sup>th</sup>, 2026 meeting of the Parking & Advocacy Committee be adjourned at 8:41 am.

**Carried PC2026-10**

## Mandate / Mission

To support and advise the Board of Directors on downtown parking-related matters within the LDBIA district, with a focus on improving parking experience, operational effectiveness, and communications. The Committee helps identify issues, coordinate with municipal partners, and contributes to public education and marketing efforts to increase parking inventory and user satisfaction.

## Specific Activities

The Committee will oversee and carry out activities that achieve the above mission, that include, but are not limited to;

- Receive regular updates from the Community Liaison on the downtown parking experience, and on staffing operations for Parking Control Officers, including by-law enforcement challenges, equipment issues, and other barriers to performance.
- When needed, assist staff in researching and resolving issues impacting enforcement and parking operations.
- Serve as the primary conduit to Public Works for road and sidewalk conditions, snow removal, winter maintenance, and parking lot conditions, via the Community Liaison, and track signage, lot maintenance, accessibility, and other factors affecting the parking experience.
- Facilitate timely communication between staff, Public Works, and the Board on issues that may affect enforcement or user experience.
- Liaise with Municipal Staff to obtain information and research on parking programs, policies, and infrastructure affecting the LDBIA district, with a strong emphasis on advocating to the municipality for long-term investment to increase parking inventory.
- Develop and present evidence-based recommendations to support strategic goals for expanding parking capacity within the district, prioritizing initiatives that improve throughput, accessibility, and user experience.
- Review and track member feedback, input, and concerns related to the parking experience, integrating community perspectives into advocacy and research efforts.
- Brainstorm and guide the development of marketing materials to inform and educate stakeholders about parking options, location, and improvements.

## Composition

The Committee will be comprised of at least one Board Director, and the balance shall consist of other interested parties, who may include other Board Directors, members of the BIA's general membership of business owners, operators or staff, or interested members of the public.

## Frequency of Meetings

The Committee shall meet as needed and on a schedule agreed upon by members of the Committee, with a minimum of four (4) meetings occurring annually.

## Committee Member Expectations

By agreeing to formally sit on the committee, members will be expected to:

- Make their best effort to attend every meeting, on time and prepared—members who miss more than 3 consecutive meetings may be asked to leave the committee.
- Lend their personal and business expertise in carrying out the activities of the committee.
- Participate in the execution of committee-led initiatives outside of the meetings whenever possible.
- Take into consideration the best interests of the organization and its membership with each decision made.



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# MINUTES

For the Meeting of the Marketing Committee

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**Thursday, February 12<sup>th</sup>, 2026**

5:30pm

Lindsay Downtown BIA Office, 7 York Street South

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## 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

Joel Pringle | Coldwell Banker/Pringle Real Estate Team

Michele Sauve | Gridley's Creative Bath & Body

## LIAISONS

Melissa McFarland | LDBIA Executive Director

Mary Hackett | LDBIA Marketing Coordinator

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**LINDSAY DOWNTOWN BUSINESS IMPROVEMENT AREA**

7 YORK STREET SOUTH, LINDSAY | 705-324-7710 | HELLO@LINDSAYDOWNTOWN.CA

## 1.0 – CALL TO ORDER -----

Meeting Called to Order by the Chair: 8:45pm

**In Attendance:** Sandra Patrick  
**Recording Secretary:** Melissa McFarland  
**Guests:** None  
**Late Arrivals:** Nicki Dedes (5:47pm), Katelyn Graham (5:53pm)  
**Early Departures:** None  
**Regrets / Absent:** None

## 2.0 – ADMINISTRATIVE BUSINESS -----

### 2.1 - Adoption of Agenda

**Moved By:** Reese Burns **Seconded By:** Michele Sauve

**Resolved:** That the agenda be adopted as circulated.

**Carried MC2026-05**

### 2.2 - Declarations of Pecuniary Interest

None

### 2.3 – Adoption of Minutes

**Moved By:** Alex Bartley **Seconded By:** Reese Burns

**Resolved:** That the Minutes of the meeting held on January 22<sup>nd</sup>, 2026 be adopted.

**Carried MC2026-06**

## 3.0 – DEPUTATIONS -----

None Scheduled

## 4.0 – CORRESPONDENCE -----

None Received

## 5.0 – NEW BUSINESS -----

### 5.1 – 2026 Budget Updates

Melissa McFarland presented the updated budget for 2026 which began February 1<sup>st</sup>. Updated items include the Love at First Bite items and the Trent Severn Waterway publication advertising.

### 5.2 – Update: Love at First Bite

Mary Hackett updated. Six restaurants are participating, and the event kicks off tomorrow. Discussion was held regarding future events and planning the timing for when restaurants are at their least busy to increase engagement and enthusiasm.

### 5.3 – Planning: Easter Scavenger Hunt

The event is planned for the weekend of April 3<sup>rd</sup> – 6<sup>th</sup>. The window items and ballots will be available all weekend, but DJ entertainment is planned for the Saturday, as well as the mascot characters, who still need to be sought. Spring / summer themed gift baskets will be assembled for prizes.

### 5.4 – Planning: Summer Kickoff

The date at the last meeting was determined for Thursday, June 25<sup>th</sup> with an overall theme of summer / school's out. Discussion was held about general structure and use of the ValuMart lot may be possible under the new tenancy, and will be a factor in determining event elements going forward, such as a live band and/or beer garden. The DJ has been confirmed, and can be a complement to live music if its able to be booked. Smaller scale activations and activities can be planned throughout the downtown to increase foot traffic and overall vibrancy for all ages (not specifically child-themed, but family friendly), and further discussion of the above will be top of the agenda for the March meeting once some of those details are confirmed, including potential use of the lot.

### 5.5 – Planning: Pulse Magazine, Spring & Summer

The theme of the spring and summer edition is ‘The Beauty of Spring’ with much of the content being generally directed towards that theme. Discussion was held about ideas for content. Mary Hackett presented the draft of the rate card, which will be circulated to the membership for advertising. Discussion was held about the distribution, and locations and targets to directly receive it, and whether there is value of direct distribution outside of the K9V postal codes as in the past. The committee brainstormed ideas for locations to have the magazines available.

### 5.6 – Other Promotions, Advertising & Updates

The Committee was updated on the status of the new website, and given a sneak peek. Target for completion is for early spring.

### 6.0 – NEXT MEETING -----

Thursday, March 12<sup>th</sup>, 2026

5:30pm

LDBIA Boardroom | 7 York Street South

### 7.0 – ADJOURNMENT -----

**Moved By:** Alex Bartley

**Seconded By:** Reese Burns

**Resolved:** That the Marketing Committee Meeting of February 12<sup>th</sup>, 2026 be adjourned at 7:18pm.

**Carried MC2026-07**

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**From:** Kawartha Art Gallery <Art@kawarthagallery.com>

**Date:** Tuesday, February 17, 2026 at 11:51 AM

**To:** Erastus Burley <events@pieeyedmonkbrewery.com>, Terry Guiel <ed@lindsaychamber.com>, Wesley Found <wfound@linborough.com>, Mary Hackett | Lindsay Downtown BIA <marketing@lindsaydowntown.ca>, mgr@academytheatre.ca <mgr@academytheatre.ca>, Kawartha Lakes Arts Council <kawarthalakesartscouncil@gmail.com>

**Subject:** Re: Moving forward with Activate Kawartha! the special events committee

Hello all

I hope that this email finds that all is well with each of you.

This email is to provide everyone with an update regarding the special events committee.

Re: Funding update:

The Gallery has realized \$5,500 in support for the committee for a 2026 event.

Regarding the attached Terms of Reference:

When we applied for the LEAP grant in 2025, we used the name Activate Kawartha! for the application and that is why that name is referenced in the attached.

I want to make it clear to the committee that the Gallery is in place as an incubator for the special events committee, but as the funds are coming from a Gallery source there needs to be a level of financial accountability as outlined in the attached terms. A document like this will also be necessary when applying for any grants.

Re:2026 event:

The recommendation before the committee is for a 2026 winter event held during the Santa Claus weekend.

Attached is a site plan using Mark Reid's square. Conversation about using this space is ongoing with Mark and Graham.

Attached is budget for potential purchases for the 2026 winter event.

A conversation is in place with Baker Tilly about the committee taking over the management of the Santa Claus parade.

A conversation is in place with an area high school shop teacher about the construction of wooden outdoor vendor huts, instead of tents, for a winter market.

Re: Funding:

I found a grant application for up to \$10,000 that I would like us to try for, deadline is February 27<sup>th</sup>.

Re: Next steps:

If all are in agreement with the proposed documents and proposed winter event, I would need the following from each of you by February 20<sup>th</sup> for a grant application:

-Your vote, yes or no, if in favour of:

- Moving forward under the attached terms of reference. That the first event be a winter event the weekend of the Santa Claus parade. That the committee work to take over the management of the Santa Claus parade.
- A letter of support from each of your organizations
- A letter of support from the Pie Eyed Monk as a business
- A letter of support from Mark/Graham re use of their space for the winter event

I would propose a Monday March 23<sup>rd</sup> meeting at 2:30pm for the next committee meeting. Please let me know if you have any questions.

All the best  
Susan

**Activate Kawartha!**  
**Special Events Committee**

**Executive Summary**

Activate Kawartha! is a collaborative Special Events Committee established to strengthen Downtown Lindsay through coordinated event development, strategic fundraising, and shared infrastructure investment. The Committee brings together nonprofit and business stakeholders to increase economic activity, improve event quality, and build long-term sustainability for community events.

Incubated by the Kawartha Art Gallery, Activate Kawartha! operates with independent decision-making authority over strategy, fundraising priorities, and expenditures. The Kawartha Art Gallery serves as fiscal sponsor, providing financial administration, grant eligibility, charitable tax receipting, and compliance oversight. This model combines community-led leadership with established financial governance and institutional credibility.

By centralizing fundraising efforts and investing in shared event infrastructure, Activate Kawartha! reduces duplication, lowers costs, enhances professionalism, and strengthens sponsor confidence.

The result is a coordinated, transparent, and sustainable framework that supports vibrant downtown events and contributes to the economic vitality of Lindsay

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# **Activate Kawartha!**

## **Special Events Committee**

### **Terms of Reference**

#### **1. Purpose**

Activate Kawartha! is a collaborative Special Events Committee established to strengthen Downtown Lindsay through coordinated event development, strategic fundraising, and event equipment and infrastructure investment.

The Committee works to:

- Support and enhance community-based events
  - Increase downtown economic activity and vibrancy
  - Secure sponsorship and grant funding
  - Invest in event equipment and infrastructure
  - Improve event sustainability
- 

#### **2. Governance & Authority**

Activate Kawartha! operates as an incubated initiative of the Kawartha Art Gallery.

The Committee holds decision-making authority over:

- Event strategy and planning
- Fundraising and sponsorship initiatives
- Budget recommendations and expenditure approvals
- Equipment purchases and asset utilization

All decisions are made by majority vote of members present, with quorum defined as 50% + 1 of voting members.

Members must declare conflicts of interest and abstain from related discussions and votes.

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#### **3. Fiscal Sponsorship**

The Kawartha Art Gallery serves as fiscal sponsor and financial administrator.

In this role, the Gallery:

- Holds Committee funds in a segregated account
- Provides regular financial reporting
- Administers grant applications where charitable status is required
- Issues charitable tax receipts for eligible sponsorships and donations
- Ensures legal and fiduciary compliance

The Gallery does not direct Committee strategy or spending decisions except where necessary to meet charitable or regulatory obligations.

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## **Activate Kawartha!**

### **Special Events Committee**

#### **Terms of Reference**

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#### **4. Membership**

Membership reflects a cross-section of nonprofit and business stakeholders supporting Downtown Lindsay, with representation from:

- Kawartha Art Gallery
- The Pie Eyed Monk
- Linborough Property Corp.
- Lindsay Chamber of Commerce
- Lindsay Downtown BIA
- Kawartha Lakes Arts Council
- Flato Academy Theatre

Members serve renewable one-year terms.

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#### **5. Meetings & Structure**

The Committee shall meet at least quarterly.

Leadership roles may include:

- Chair
- Vice Chair
- Secretary
- Treasurer (liaison with fiscal sponsor)

Subcommittees may be established as required.

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#### **6. Financial Oversight & Assets**

All funds are administered by the Kawartha Art Gallery.

All equipment and assets purchased through Committee funds are held in trust by the Gallery on behalf of Activate Kawartha!.

Assets will be inventoried, maintained, and used in support of the Committee's purpose.

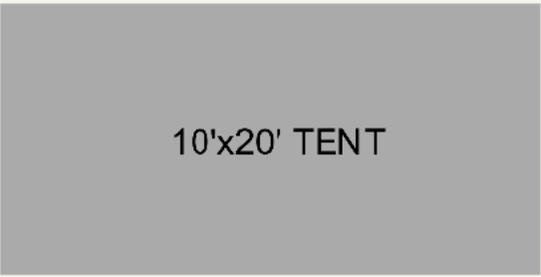
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#### **7. Review & Amendment**

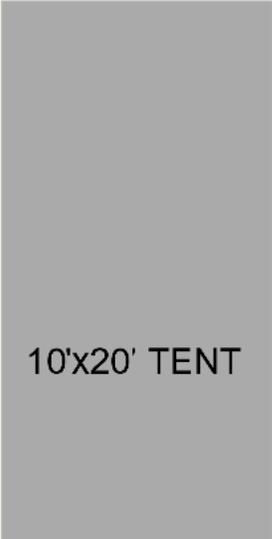
These Terms of Reference may be reviewed annually and amended by majority vote, subject to alignment with fiscal sponsorship obligations.



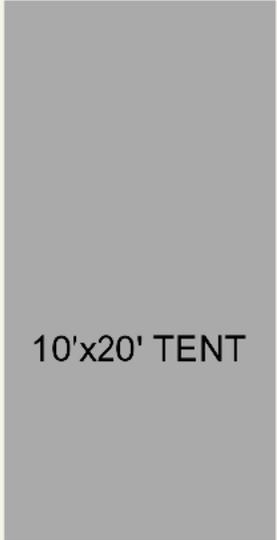
RESTROOMS



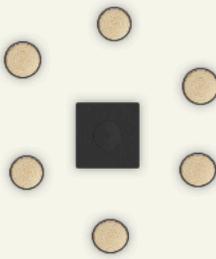
10'x20' TENT



10'x20' TENT

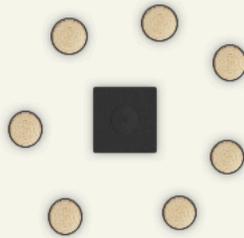


10'x20' TENT



FIRE PIT WITH LOG SEATS

Parking



FIRE PIT WITH LOG SEATS

LIVE MUSIC & ICE CARVING

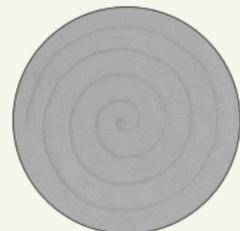


BAR

WARMING DOMES

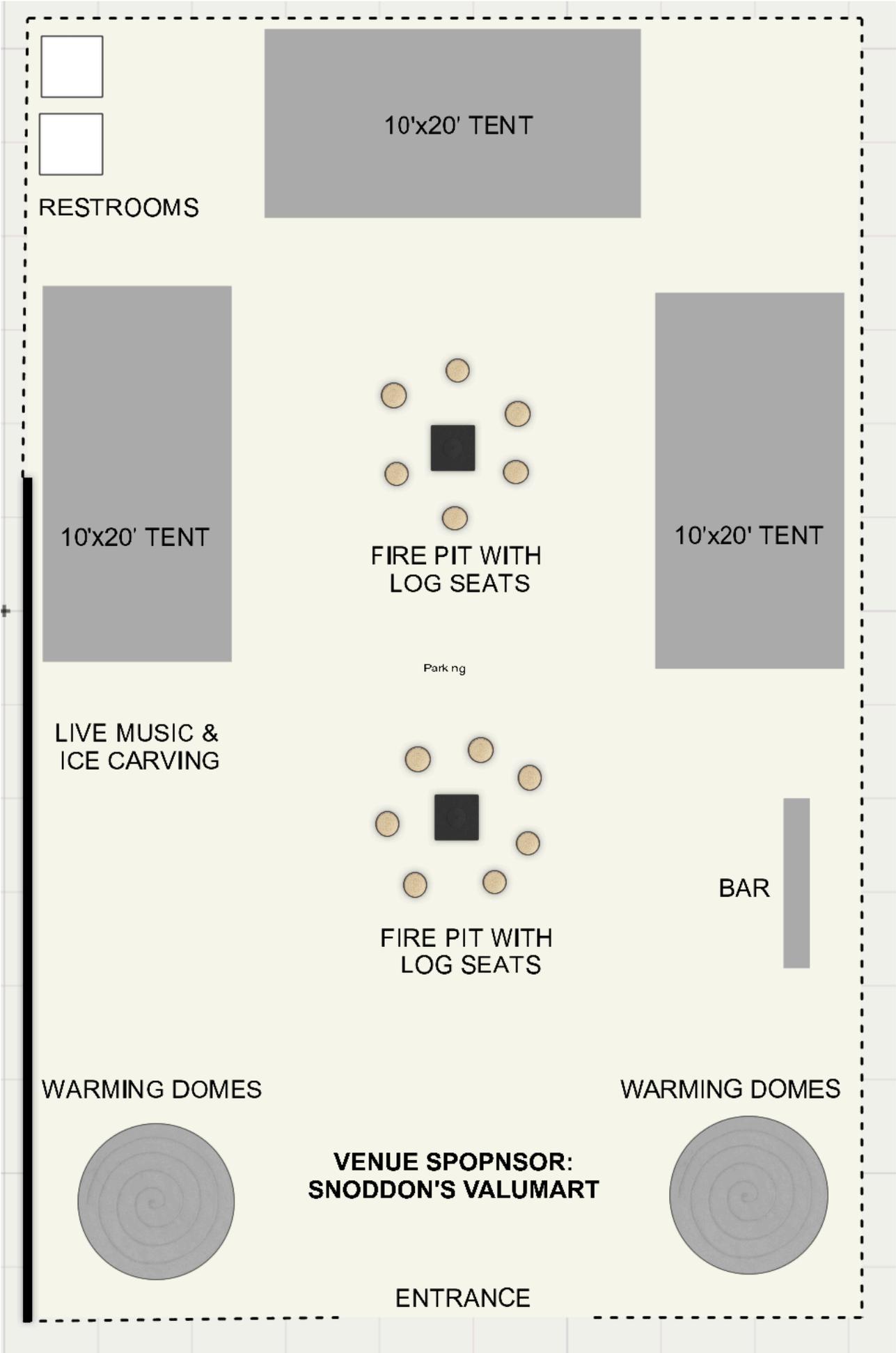


WARMING DOMES



VENUE SPONSOR:  
SNODDON'S VALUMART

ENTRANCE

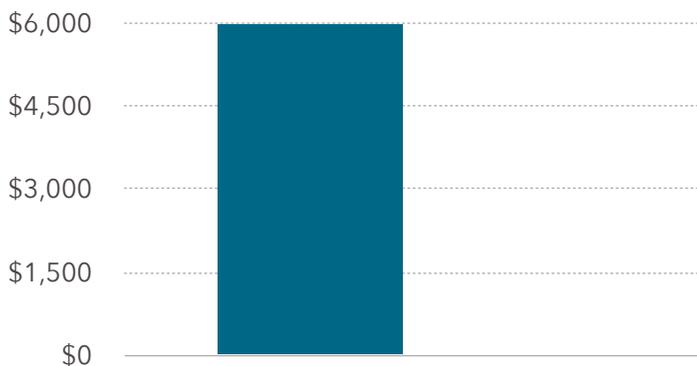


# KAG: WINTER MARKET BUDGET

TOTAL BUDGET \$6,000.00

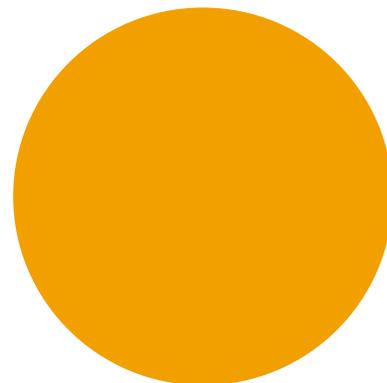
Description	Budget	Actual	Difference
Venue Donated by Snoddon's Valumart	\$0	\$0	\$0
3 10' x 20' Vendor Tents	\$2,000		-\$2,000
2 Warming Domes	\$1,800		-\$1,800
2 Fire Pits	\$250		-\$250
Ice Carver	\$500		-\$500
Live Music	\$300		-\$300
Generator	\$600		-\$600
Delivery Costs	\$300		-\$300
Signage	\$250		-\$250
<b>Total</b>	<b>\$6,000</b>	<b>\$0</b>	<b>-\$6,000</b>

SUMMARY



■ Budget  
■ Actual

ACTUAL COSTS



- Venue Donated by Snoddon's Valumart
- 3 10' x 20' Vendor Tents
- 2 Warming Domes
- 2 Fire Pits
- Ice Carver
- Live Music
- Generator



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**SERVICES**

Description	Cost	Sub Total
		\$0
<b>Subtotal</b>		<b>\$0</b>

**MATERIALS**

Description	Cost per sq. ft.	Sq. ft.	Sub Total
			0
			0
<b>Subtotal</b>			<b>0</b>

**PRODUCTS**

Description	Cost	Qty	Sub Total
		1	0
		1	0
<b>Subtotal</b>			<b>0</b>

**LABOUR**

Description	Cost per hour	Hours	Sub Total
			0
			0
<b>Subtotal</b>			<b>0</b>

**TOTAL**

Subtotals			\$0
Overage			\$0
<b>Total</b>			<b>\$0</b>







## Letter of Support | Rural Ontario Development Fund Application

### ACTIVATE KAWARTHA!

Dear Review Committee,

This letter confirms our strong support for Activate Kawartha! and its application to the Rural Ontario Development Fund.

The creation of Activate Kawartha! represents a coordinated special events initiative that aligns with the Lindsay Downtown BIA's mandate to foster a vibrant, economically resilient, and welcoming downtown Lindsay. By consolidating fundraising, enabling shared infrastructure, and promoting collaborative governance, the initiative complements our work with BIA members, the municipality, and community stakeholders. While incubated by the Kawartha Art Gallery, Activate Kawartha! operates with independent strategic authority and benefits from robust financial oversight and compliance through its fiscal sponsorship model—an arrangement that resonates with our commitment to responsible stewardships of public and private investment.

Provincial investment through the ROD Fund will directly contribute to:

- Attraction of new private-sector sponsorship and philanthropic investment by providing a consolidated, transparent funding structure that increases investor confidence.
- Leveraging additional public-sector funding, including municipal and regional contributions, by demonstrating coordinated planning and long-term sustainability that support downtown vitality.
- Retention of existing event-related investments that may otherwise decline due to fragmented governance, duplicated costs, and limited infrastructure capacity—an outcome central to preserving the unique character and heritage of Lindsay's historic downtown.
- Reinvestment of operational efficiencies into local procurement, workforce engagement, and expanded programming that drives visitor spending and strengthens the downtown's public realm.

Activate Kawartha! aligns directly with rural economic development objectives by increasing investment readiness, mobilizing additional capital, and sustaining long-term economic activity in Downtown Lindsay—the very outcomes that the Lindsay Downtown BIA seeks to advance in partnership with all stakeholders.

On behalf of the Lindsay Downtown BIA, I wholeheartedly endorse this application and its potential to further our mandate and the broader well-being of Lindsay's Downtown.

Sincerely,



Melissa McFarland  
Executive Director  
Lindsay Downtown BIA