

AGENDA

For the Meeting of the Board of Directors

Thursday, March 26th, 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 29th, 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 – February 2026**

6.2 – Beautification Committee

- **Receive Meeting Minutes of February 5th, 2026**
- **Receive Meeting Minutes of March 5th, 2026**

6.3 – Parking & Advocacy Committee

- **Receive Meeting Minutes of February 10th, 2026**
- **Receive Meeting Minutes of March 10th, 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 February 12th, 2026**
- **Receive Meeting Minutes of March 12th, 2026**

6.5 – Executive Committee

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

7.0 – NEW BUSINESS

7.1 – Downtown Gift Card Program

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

7.3 – Mission Statement & Mandate Exercise

8.0 – NEXT MEETING

Thursday, April 30th, 2026

7:30am

Lindsay Downtown BIA Office
7 York Street South

9.0 – ADJOURNMENT



MINUTES

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

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 (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 27th, 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 1st to December 31st, 2025. The internal operating budget is in effect until January 31st. She was advised that the receipt of the levy from the municipality is scheduled for March 6th, and she has concerns about the cash flow, as last year's was deposited on February 3rd, 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 13th, 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 22nd, 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 31st 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 24th, 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 8th, 2026
- Parking & Advocacy Committee – Minutes of January 13th, 2026
- Marketing Committee – Minutes January 22nd, 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 26th, 2026

7:30am

BIA Office Boardroom, 7 York Street South

9.0 – ADJOURNMENT -----

Moved By: Reese Burns

Seconded By:

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

Carried RBM2026-06

Lindsay Downtown BIA | 2026 Financials (Operating)

		February	March	April	May	June	July	August	September	October	November	December	January
Opening Bank Balance		34,447.28	78,873.66	52,011.12	85,266.12	60,036.12	47,471.12	50,841.12	24,676.12	52,246.12	67,751.12	86,896.12	47,081.12
Administration	In	101,300.00	2,000.00	-	-	-	22,000.00	600.00	-	700.00	800.00	900.00	-
	Out	12,014.49	12,170.00	16,275.00	10,370.00	9,720.00	9,720.00	9,720.00	9,720.00	12,675.00	12,070.00	9,720.00	10,020.00
Beautification	In	58,588.00	-	65,000.00	-	-	-	-	4,800.00	-	-	-	-
	Out	2,950.72	4,540.00	10,770.00	7,360.00	40,345.00	8,410.00	9,545.00	5,010.00	17,320.00	6,360.00	19,495.00	3,960.00
Marketing	In	95,220.00	-	-	5,000.00	-	-	5,000.00	-	-	2,500.00	-	-
	Out	6,632.68	7,052.54	12,100.00	7,400.00	7,400.00	10,400.00	7,400.00	7,400.00	12,600.00	10,625.00	6,400.00	6,400.00
Parking	In	15,880.00	-	15,000.00	-	-	15,000.00	-	-	15,000.00	-	-	15,000.00
	Out	4,963.73	5,100.00	7,600.00	5,100.00	5,100.00	5,100.00	5,100.00	5,100.00	7,600.00	5,100.00	5,100.00	5,100.00
Opportunity Fund	In	-	-	20,000.00	-	-	-	-	-	-	-	-	-
	Out	-	-	-	-	-	-	-	-	-	-	-	-
Transfers to Chequing	In	-	-	-	-	50,000.00	-	-	50,000.00	50,000.00	50,000.00	-	-
	Out	200,000.00	-	-	-	-	-	-	-	-	-	-	-
TOTALS BY MONTH	In	270,988.00	2,000.00	80,000.00	5,000.00	50,000.00	37,000.00	5,600.00	54,800.00	65,700.00	53,300.00	900.00	15,000.00
	Out	226,561.62	28,862.54	46,745.00	30,230.00	62,565.00	33,630.00	31,765.00	27,230.00	50,195.00	34,155.00	40,715.00	25,480.00
Closing Bank Balance		78,873.66	52,011.12	85,266.12	60,036.12	47,471.12	50,841.12	24,676.12	52,246.12	67,751.12	86,896.12	47,081.12	36,601.12

TOTAL BUDGET SUMMARY	
OPERATING BUDGET	494,735.28
Income Received to Date	305,435.28
Remaining Income Expected	189,300.00
Expenses to Date	26,561.62
Remaining Expenses Expected	411,572.54
<i>Unspent</i>	56,601.12

ADMINISTRATION BUDGET SUMMARY	
TOTAL BUDGET	136,407.76
Income Received	109,407.76
Income Expected	27,000.00
Expenses to Date	12,014.49
Expenses Remaining	122,180.00
<i>Unspent</i>	2,213.27

BEAUTIFICATION BUDGET SUMMARY	
TOTAL BUDGET	144,772.80
Income Received	74,972.80
Income Expected	69,800.00
Expenses to Date	2,950.72
Expenses Remaining	133,115.00
<i>Unspent</i>	8,707.08

MARKETING BUDGET SUMMARY	
TOTAL BUDGET	109,159.36
Income Received	96,659.36
Income Expected	12,500.00
Expenses to Date	6,632.68
Expenses Remaining	95,177.54
<i>Unspent</i>	7,349.14

NOTES
Levy (\$267,488) was received from CKL on 02/13 Met with RBC on 02/24, and \$200K was moved back into the redeemable GIC account, earning interest at 2.00%

PARKING BUDGET SUMMARY	
TOTAL BUDGET	79,395.36
Income Received	19,395.36
Income Expected	60,000.00
Expenses to Date	4,963.73
Expenses Remaining	61,100.00
<i>Unspent</i>	13,331.63

OPPORTUNITY FUND BUDGET SUMMARY	
TOTAL BUDGET	25,000.00
Income Received	5,000.00
Income Expected	20,000.00
Expenses to Date	-
Expenses Remaining	-
<i>Unspent</i>	25,000.00

ACCOUNT TRANSFERS	
Remaining in GIC <i>(redeemable)</i>	200,000.00
Remaining in GIC <i>(collateral)</i>	5,150.00



MINUTES

For the Meeting of the Beautification Committee

Thursday, February 5th

8:00am

Lindsay Downtown BIA Office, 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

Mary Hackett | LDBIA Marketing Coordinator

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 8th, 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 1st. 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.

5.5 – Other 2026 Planning

Discussion was held regarding the status of the entryway signs, and Steve Podolsky advised that he had not successfully confirmed restitution from the contractors responsible for the damage to the Lindsay Street sign. The Queen Street and Kent Street West signs are still in good shape and will continue to be utilized until further information is received from Economic Development on the city-wide signage strategy.

6.0 – NEXT MEETING -----

Thursday, March 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 8:47am.

Carried BC2026-07



MINUTES

For the Meeting of the Beautification Committee

Thursday, March 5th, 2026

8:00am

Lindsay Downtown BIA Office, 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

Mary Hackett | LDBIA Marketing Coordinator

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: 8:07am

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

Recording Secretary: Melissa McFarland

Guests: Kevin Brasier

Late Arrivals: None

Early Departures: Theresa Henry (8:55am)

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 BC2026-08

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 February 5th, 2026 be adopted.

Carried BC2026-09

3.0 – DEPUTATIONS -----

None Scheduled

4.0 – CORRESPONDENCE -----

None Received

5.0 – NEW BUSINESS -----

5.1 – 2026 Budget Updates

Melissa McFarland updated. No major changes.

5.2 – Winter & Holiday Installs & Removals

Snowmen can be removed from the bumpouts as soon as the ground is thawed enough to pull the stakes out. Public Works has not yet given an indication about the snowflake removal, but there is no rush, as the additional light at nighttime is still appreciated this time of year.

5.3 – Spring Planning

Melissa McFarland contacted Roger Hill, who advised that he will be ready for the planter inserts the week of March 16th. The Committee will coordinate to assist Scott Wood to gather the inserts for delivery, and place the bases upstairs at the BIA Office. Material will need to be disposed of – it's possible that the material will be difficult to remove from the plastic pot, and the bow would need to be removed – it may be simpler just to dispose of all of the material together at the landfill.

The committee will use the April 2nd meeting for a spring walkabout, weather permitting – otherwise will push it to May. As snow melts, cleaning under the garbage cans will be prioritized.

Tree pits on side streets, especially William Street will need to be addressed this spring, as the 2025 request to the City for metal grates will likely not come to fruition. The pits will need digging out and filled with mulch at sidewalk level as the best short-term option, and mulch glue can be tested to see if helps contain the debris. The committee discussed longer-term options for the use of the those pits if maintaining mulch becomes illogical, including replacing dead trees with larger scale planters (instead of storefront planters on the narrower sidewalks), other landscaping materials, or paving them in completely. The topic can be discussed at further meetings.

5.4 – Historical Banner Update

Melissa McFarland and Steve Podolsky are continuing to gather content from the library, and updated mockups were presented. They are finding that many of the photos, while great content in general, will not be appropriate for banners due to size, resolution or orientation. Melissa McFarland advised that she would like to attempt to engage the Kawartha Lakes Museum & Archives again, as they have a huge amount of valuable content and was not successful previously. She can also reach out to Maryboro Lodge as a further option.

6.0 – NEXT MEETING -----

Thursday, April 2nd, 2026

8:00am

LDBIA Boardroom | 7 York Street South

7.0 – ADJOURNMENT -----

Moved By: Reese Burns

Seconded By: Sandra Falconer

Resolved: That the Beautification Committee Meeting of March 5th, 2026 be adjourned at 9:10am.

Carried BC2026-10



MINUTES

For the Meeting of the Parking & Advocacy Committee

Tuesday, February 10th, 2026

7:30am

Lindsay Downtown BIA Office, 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

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 13th, 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 5th, 2026

8:00am

LDBIA Boardroom | 7 York Street South

7.0 – ADJOURNMENT -----

Moved By: Steve Podolsky

Seconded By: Jim Garbutt

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

Carried PC2026-10



MINUTES

For the Meeting of the Parking & Advocacy Committee

Tuesday, March 10th, 2026

7:30am

Lindsay Downtown BIA Office, 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

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: 7:32am

In Attendance: Councillor Charlie McDonald, Councillor Doble, Wes Found, Jim Garbutt, Steve Podolsky, Wayne English

Recording Secretary: Melissa McFarland

Guests: None

Late Arrivals: None

Early Departures: None

Regrets / Absent: Adam Hayward, 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 PC2026-11

2.2 - Declarations of Pecuniary Interest

None Declared

3.1 - Adoption of Minutes

Moved By: Jim Garbutt **Seconded By:** Councillor Doble

Resolved: That the minutes of the meeting held on February 10th, 2026, be adopted.

Carried PC2026-12

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

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.

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

Resolved: That the above report be received.

Carried PC2026-13

5.3 – Spring Walkabout

A walkabout will be scheduled for the April meeting to refresh the maintenance and issues from list from last year. Wayne English advised that he has begun to work on a list for line painting and surface conditions, as that often will take place very early in spring and wants to ensure the recommendations don't come to City Staff too late.

5.4 – Brainstorm: Parking Communication & Marketing Materials

The committee had general discussion about ways to positively promote parking in the downtown, both to the public and the membership. The City's signage strategy is underway, and will heavily affect the BIA's approach to wayfinding. It was suggested to invite Rebecca Mustard to a future Board meeting update on the progress of the strategy.

6.0 – NEXT MEETING -----

Tuesday, April 14th, 2026
7:30am
LDBIA Boardroom | 7 York Street South

7.0 – ADJOURNMENT -----

Moved By: Steve Podolsky **Seconded By:** Jim Garbutt
Resolved: That the March 10th, 2026 meeting of the Parking & Advocacy Committee be adjourned at 8:25am.

Carried PC2026-15

TASK REVIEW -----

Issue / Topic	Desired Outcome	Person(s) Responsible	Date Initiated	Resolution Target
PW Maintenance List	Completion of circulated tasks	Public Works Staff	April 2025	Ongoing
Parking Inventory Increase	CKL Staff (various departments) directed to bring recommendations to Council for increasing parking inventory as per the 2021 Parking Strategy	via Councillor McDonald	Early 2025	Q2 2026
Terms of Reference Review	Committee-approved Terms of Reference submitted to the Board of Directors as a recommendation for adoption	Melissa McFarland	February 2026	March Board Meeting
Lot M3 Signage	Correct signage to designate CIBC vs Municipal Public Parking installed	via Aaron Sloan	February 2026	ASAP

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.



MINUTES

For the Meeting of the Marketing Committee

Thursday, February 12th, 2026

5:30pm

Lindsay Downtown BIA Office, 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

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

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 22nd, 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 1st. 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 3rd – 6th. 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 25th 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 12th, 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 12th, 2026 be adjourned at 7:18pm.

Carried MC2026-07



MINUTES

For the Meeting of the Marketing Committee

Thursday, March 12th, 2026

5:30pm

Lindsay Downtown BIA Office, 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

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

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: 5:37pm

In Attendance: Sandra Patrick, Alex Bartley, Reese Burns, Katelyn Graham, Joel Pringle, Michele Sauve
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: Reese Burns **Seconded By:** Katelyn Graham

Resolved: That the agenda be adopted as circulated.

Carried MC2026-08

2.2 - Declarations of Pecuniary Interest

None

2.3 – Adoption of Minutes

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

Resolved: That the Minutes of the meeting held on February 12th, 2026 be adopted.

Carried MC2026-09

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 1st. Updated items include the Love at First Bite items and the Trent Severn Waterway, Exploring Lindsay and Advocate advertising.

5.2 – Planning: Easter Scavenger Hunt

Mary Hackett updated on the event which is planned for the weekend of April 3rd – 6th. She is still looking to confirm people for mascot characters. Posters are being distributed, and additional window items are being secured.

5.4 – Planning: Summer Kickoff

After lengthy discussion of the pros and cons of various event elements, and the challenges faced by not having use of larger areas for larger entertainment elements, the committee agreed to re-distribute the budgeted funds away from a one-night event into activating the downtown on Saturdays throughout the summer. In addition to the DJ who was already booked for several of the Saturdays, other musical entertainment will be booked to fill in those dates, and brainstorming will take place for other activations that can be added to increase vibrancy throughout.

5.5 – Planning: Pulse Magazine, Spring & Summer

Mary Hackett updated. The rate card was sent out to the membership for advertising, and ad confirmations are starting to roll in. Discussion was held regarding increasing the distribution area of the delivered issues, possibly to Fenelon Falls, Bobcaygeon and/or Port Perry. The ad deadline is March 23rd.

6.0 – NEXT MEETING -----

Thursday, April 9th, 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 March 12th, 2026 be adjourned at 7:08pm.

Carried MC2026-10



MICONEX



HOW IT WORKS

PROGRAM SUMMARY

The Lindsay Downtown BIA would introduce a branded, multi-business gift card program powered by Visa. The program is designed to drive measurable local spending and modernize our current paper-based gift certificate system.

HOW THE PROGRAM WORKS

- The card functions as a **Visa prepaid gift card**, branded for our BIA.
- Cards are redeemable **only at participating downtown businesses**, which we control through a manual onboarding process.
- **No special hardware is required** for businesses — any existing credit card reader will work.
- **No additional fees to businesses** beyond their standard credit card processing fees; all program costs are covered by us as a direct member benefit.
- Businesses receive **same-day reimbursement via Visa**.

SALES & DISTRIBUTION

- Cards can be purchased **in person at the BIA office or online**.
- Online purchasers may:
 - Pick up a physical card from the BIA
 - Have a physical card mailed from Miconex
 - Keep the card digital (Apple Wallet / Google Pay)
- The BIA receives software to **load cards, process payments, and manage sales**.

BUSINESS PARTICIPATION

- Target launch goal: **40–50 participating businesses**, with the ability to onboard additional businesses at any time.
- Participating businesses receive **window decals and promotional materials** identifying them as card locations.
- Ongoing **training, onboarding support, and marketing resources** are provided during implementation and beyond.





HOW IT WORKS (continued)

REPORTING & MEASUREMENT

- The BIA receives access to a reporting platform with:
 - Sales, redemption, and accounting reports
 - 'Total spend' reporting to **measure incremental spending above the card value**
- This provides significantly improved tracking and accountability compared to the current paper system.

SUPPORT & ADMINISTRATION

- **Full implementation support** including training, meetings, and campaign planning.
- **Ongoing customer and merchant support** (lost cards, questions, technical issues) is included as part of the monthly fee and can be handled directly with participating businesses.

PROMOTIONAL OPPORTUNITIES

- The BIA can run promotions such as:
 - Discounted card sales (e.g., \$100 card sold for \$80)
 - Early-bird incentives
 - Giveaways and campaigns
- Promotional funding is managed directly through the platform and paid from the BIA budget, creating a **clean, auditable accounting process**.

KEY BENEFITS

- Drives increased downtown spending and foot traffic
- Simplifies administration compared to paper gift certificates
- Provides real-time, measurable economic impact data
- Offers a modern, flexible gifting solution for residents, visitors, and corporate purchasers
- **Provides a highly visible, tangible demonstration of BIA value**, offering a clear and direct benefit to downtown businesses. The program makes our role in driving sales and supporting members immediately recognizable, complementing our many behind-the-scenes initiatives that are perhaps less visible.



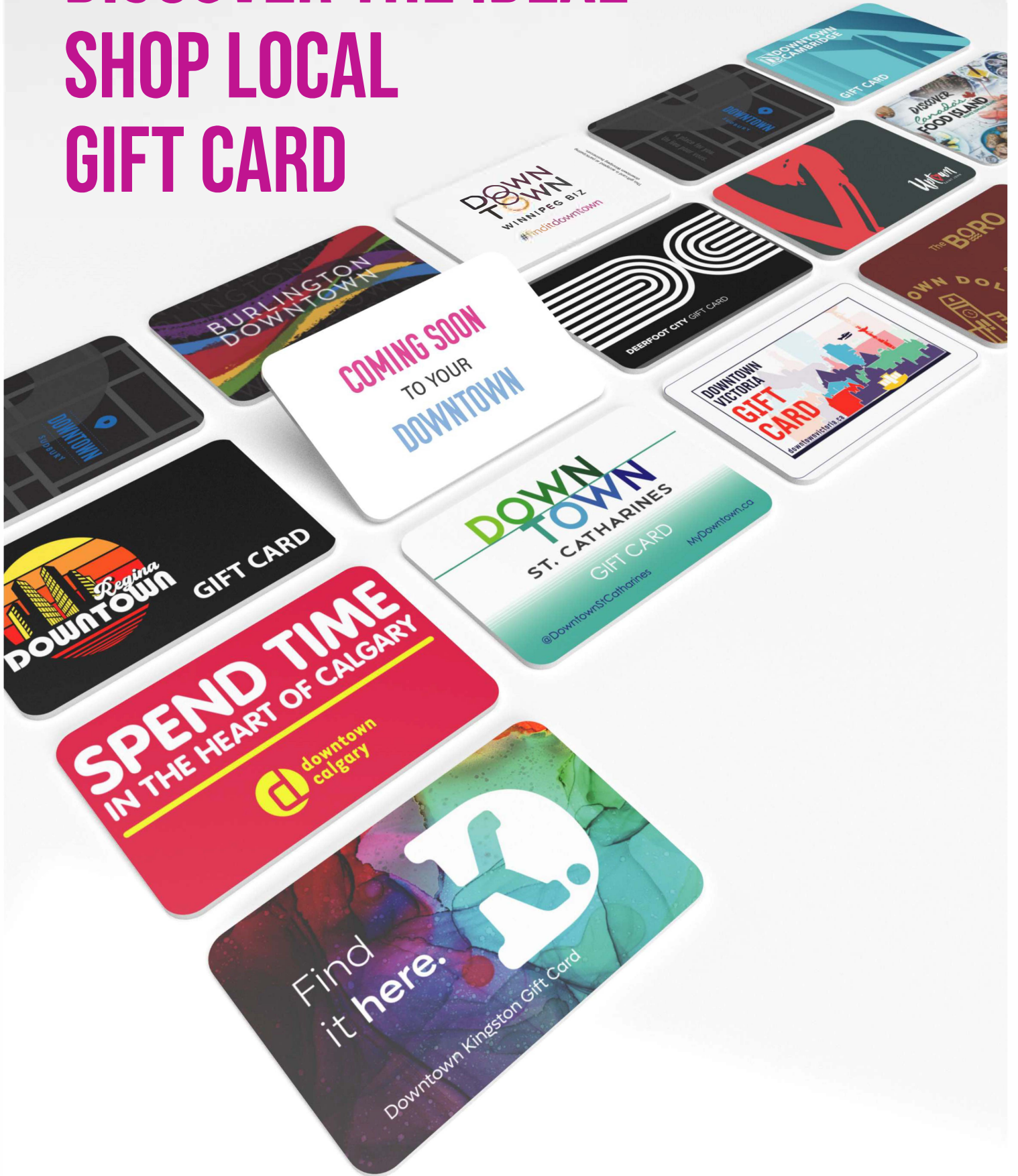
12 WEEK PROGRAM IMPLEMENTATION

Week 1-2	Project Documentation	<ul style="list-style-type: none"> • Contracts signed • Required forms - accounting, merchant registration, etc
Week 3-6	Focus on Promotion	<ul style="list-style-type: none"> • Promotional plan completed • Initial designs for marketing materials sent for approval
Week 7-10	Build the Network	<ul style="list-style-type: none"> • Onboarding businesses • Production, print & delivery of physical cards
Week 11	Launch	<ul style="list-style-type: none"> • Final training and testing of software and reporting tools • Final approval of launch marketing materials

COSTS

Item	Cost	Funded By
<p style="text-align: center;">One-Time Setup & Implementation</p> <p>(domain & hosting with Visa, online sales platform, training, merchant support, content development). Reflects 10% OBIAA member discount</p>	\$7,400.00	Opportunity Fund
<p style="text-align: center;">One-Time - Physical Cards</p> <p>(production of 2500 uniquely branded Visa gift cards)</p>	\$2,680.00	Opportunity Fund
<p style="text-align: center;">Monthly - Physical & Digital Program</p> <p>(Visa program fees, software for reporting / funds management / card loading, online sales platform for consumers, support for cardholders and merchants, growth support, marketing support) <i>8 months remaining in 2026</i></p>	\$7,200.00	Opportunity Fund
Total Investment for 2026 from Opportunity Fund (including HST)		\$19,526.40

DISCOVER THE IDEAL SHOP LOCAL GIFT CARD



LOCAL SPEND, DELIVERED



Convert ‘Shop Local’ Demand into Increased Local Spend

Downtowns across Canada are capitalizing on the ‘shop local’ opportunity and diverting online spend back into their local economies with Downtown Gift Cards. Support for local has never been stronger, with both consumers and organizations. And a Downtown Gift Card program converts this sentiment into increased local spend.

Impactful, measurable and proven, a Downtown Gift Card program is designed to minimize administration and maximize return ROI, with powerful reporting so you can demonstrate the positive impact of your program for your business community. With over 200 programs launched worldwide, and \$50+ million in local spend, are you ready to discover the game-changing Downtown Gift Card program?

96%

of people are keen to support their local businesses

94%

of people prefer a multi-business Gift Card over single-store

98%

of organizations said supporting local was important when planning rewards

(Source: Miconex research, 2023)

Easy for you. Easy for businesses. Loved by all

Selkirk Biz Buck\$ Gift Card

“In 2023, our Selkirk Biz Buck\$ program thrived thanks to the community’s steadfast commitment to local businesses. The cards, designed to encourage local spending, not only boosted the local economy but also fostered a sense of community pride and resilience. Our Gift Card incentivised residents to explore and rediscover the diverse offerings of their hometown, creating a ripple effect of increased foot traffic and sales for local merchants.” **Alice Skalesky, Executive Director at Selkirk Biz, Manitoba.**

Downtown London

“Our Downtown Dollars Gift Card has been hugely successful for consumer sales and also as a community engagement tool.” **Vicki Smith, Manager of Operations, Downtown London BIA.**

Wild Rock Outfitters

“Gift Cards are a great way to get people through the door, so having the Boro Gift Card gets people into the Downtown. There are benefits over the old paper system. There is no way we’d have taken \$6000 in paper dollars in 5 months. People are more willing to use the Boro Gift Card as I think they find it easier.” **Tori Silvera, Co-owner of Wild Rock, Peterborough.**

David E. White

“The Gift Card absolutely does bring us new business, and it means we’re a part of something bigger than our own store; this is a Gift Card that can be spent with a whole district of shops. It’s a great tool for London. When we have a successful local Gift Card, and a vibrant downtown core, everyone benefits.” **Brian Watts, David E. White, London.**



A Journey of Local Discovery Awaits

Every time someone receives a Downtown Gift Card, an exciting journey of local discovery begins. 50% of recipients use their Gift Card with businesses they've never visited before with many going on to become regular customers of that business. Almost all spend more than the Gift Card value, typically within 3 months. Downtown Gift Cards drive spend to your downtown, quickly and are a proven route to new and loyal customers for your businesses.

91%

of recipients spend over the value of the Gift Card on redemption

34%

spend **70% - 100%** more than the value of the Gift Card on redemption

1-3 months

is the most common time-frame for redemption of Gift Cards

*Miconex 2023 research and GCVA data.





How it Works: Minimizing Administration

VISA

Apple Pay

Google Pay



A Downtown Gift Card is a prepaid Visa which can be spent at registered businesses only. Both big-box stores and independent businesses can easily accept Downtown Gift Cards with no additional equipment required. Cards are issued as either physical cards, or digital cards which can be spent using Google and Apple wallets.

How to create your own Downtown Gift Card

Backed by our experienced implementation team, we'll support you to introduce your program:

Design

Design your Gift Card to reflect your brand and place

Register

Register businesses using a simple one-time process

Set up

Set up online and in person sales channels.

20,000
businesses
signed up

200+
programs
worldwide

\$50m+
in local spend
delivered

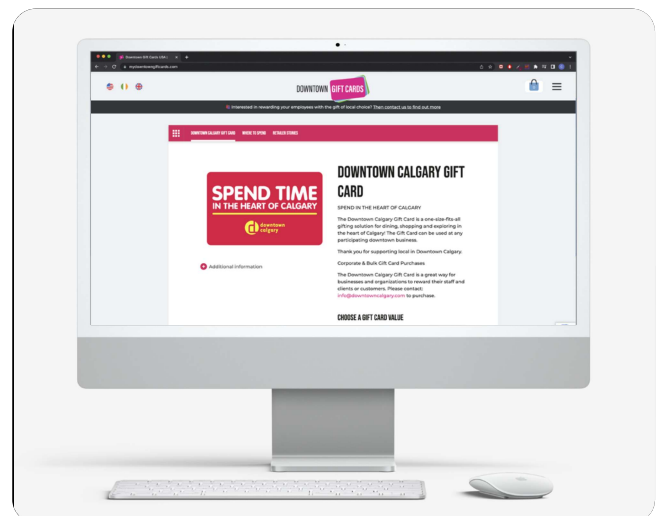
How to Sell Your Downtown Gift Card: Online and In Person



Your Downtown Gift Card will be available to buy via our fully supported e-commerce site, making it easy for consumers from far and wide to purchase your card, add a gift message, and send directly to the recipient.

Consumers and organizations also appreciate the ability to pick up your Downtown Gift Card in person, particularly at key times of the year such as end of the school year and the Holidays, driving sales for your program.

We'll work with you to implement the best options, helping to assess sales points, Load This Card and kiosk locations.



Case Studies

HOW PEI USED THEIR GIFT CARD TO DRIVE \$7.4 MILLION TOURISM BOOST

With regular tourism campaigns unable to take place due to the pandemic, we look at how Food Island Partnership introduced their Gift Card to stimulate the economy and lock in local spend, supported by the government. Through clever marketing campaigns, the Canada's Food Island Gift Card continues to grow in success with over \$7.4 million in sales since 2020.



The Canada's Food Island Gift Card powered by Miconex and EML is easy to work with and easy for customers to use and has been a great success. We continue to use the card within exciting campaigns to showcase all that we have to offer here on beautiful Prince Edward Island, providing tangible support for our tourism sector and other local businesses.

Crystal MacGregor, Director of Marketing and Communications, Food Island Partnership.



\$7.4m

Local Spend Delivered

353%

Year-on-year Growth

335

Businesses Benefitting

HOW PETERBOROUGH DELIVERED \$720,000 IN LOCAL SPEND

We look at how Peterborough DBIA made the move from their time consuming paper program to a high tech, secure Gift Card with Miconex, boosting customer experience and allowing them to compete in the growing Gift Card market, securing the equivalent of 5 years of sales of their old paper system in just one month, plus impressive year on year growth.



The Boro Gift Card is incredibly popular in our community and it truly is the gift of possibility. It gives the recipients an opportunity to explore our local downtown businesses and treat themselves, while at the same time making it an easy choice for those who aren't sure what to buy for the person they are looking to treat.

Amanda Bedford, Peterborough DBIA.



\$720,000

Local Spend Delivered

91

Businesses Benefitting

Read all of our full case studies [here](#)

mi-cnx.com/casestudies-canada

Supported Success: How We Work With You

Our priority is the success of your Downtown Gift Card program. Backed by our multi-award winning technology and industry leading support, you can minimize administration and maximize return as you convert shop local demand into sales. From a successful launch to ongoing support and growth, we're here for you every step of the way.

A Successful Launch

Your new Downtown Gift Card is an exciting initiative for your downtown, and key to the success of your program is an effective launch, targeting key stakeholders and building awareness and interest in your Gift Card from day one. With our support, we'll help you to craft and deliver an impactful launch campaign.



Support

With over 200 programs successfully launched worldwide, our responsive support team is here to answer your queries, manage customer service enquiries, and ensure the smooth running of your program as it continues to grow.

- Knowledge base for quick self-serve responses to your queries
- Online 'where to spend' guide for your program
- Fulfilment service manages all aspects of consumer and corporate orders
- Customer service team to answer Gift Card queries from Gift Card customers
- Funds management and compliance services

Growth

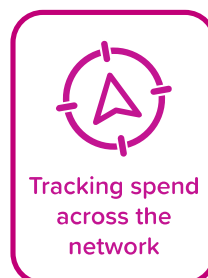
Managed by your dedicated Growth Manager, we'll work alongside you to develop your program, explore opportunities for sales, and share best practice from across our network.

- A steering group of high performing clients shares success and ensures the support we're offering hits the mark
- Dedicated Growth Manager provides key updates, support and access to resources
- Marketing toolkits targeting various segment and purchase occasions throughout the year
- Exploration of partnership opportunities
- Development of local sales channels



Measuring Success

Downtown Gift Cards are truly measurable so you can prove the impact of your program for driving footfall and spend in your community. With real-time sales and redemption reporting, this is a program that continues to deliver.



Impactful. Measurable. Proven.

The Downtown Gift Cards team is ready to work with you to deliver increased local spend for your business community.

Convert Demand

There is high demand for a multi-business Gift Card which supports local businesses. Use this demand to divert spend back into your local economy.

Minimize Administration

Backed by Visa, Downtown Gift Cards are easy for businesses, easy for consumers and easy for you to manage.

Maximize Return

Our experienced team will work with you to successfully launch the program and then support you to increase sales from individuals and organizations.

Measure Impact

Access real-time reporting to track every dollar spent and understand the impact on the local community.

Hear from those that have successfully implemented their own Downtown Gift Card program.

The Downtown Gift Cards network is a supportive environment where we celebrate growth and success so we can positively impact our towns and cities.

If you want to speak to a Downtown Gift Cards client who has been where you are now, let us know, we'll be happy to connect you.



Why work with Miconex?

Miconex is the global leader in local Gift Card programs for a reason. Our experienced and dedicated team will work with you to **convert demand** for shop local into increased local spend.

We'll show you how you can **minimize administration** and **maximize return** for your business community with our proven, multi-award winning Downtown Gift Card program.

Take the first step on your Downtown Gift Cards journey today:

mi-cnx.com

hello@mi-cnx.com

LOCAL SPEND, DELIVERED

MICONEX

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 27th.

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 20th 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 23rd 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

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.

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.

Activate Kawartha!
Special Events Committee
Terms of Reference

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.

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.

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!.

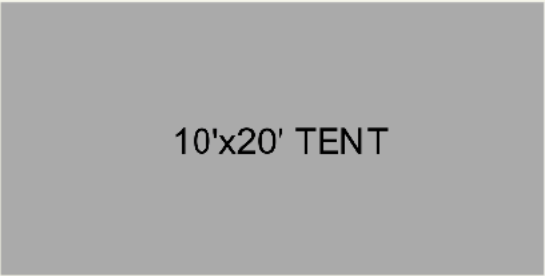
Assets will be inventoried, maintained, and used in support of the Committee's purpose.

7. Review & Amendment

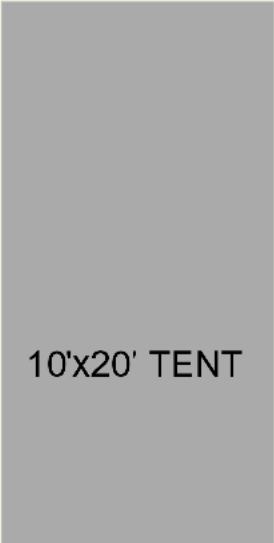
These Terms of Reference may be reviewed annually and amended by majority vote, subject to alignment with fiscal sponsorship obligations.



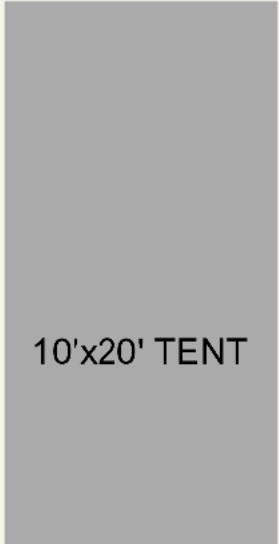
RESTROOMS



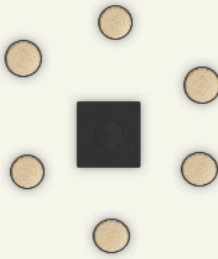
10'x20' TENT



10'x20' TENT

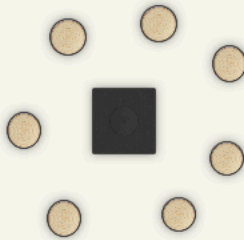


10'x20' TENT



FIRE PIT WITH LOG SEATS

Parking



FIRE PIT WITH LOG SEATS

LIVE MUSIC & ICE CARVING



BAR

WARMING DOMES

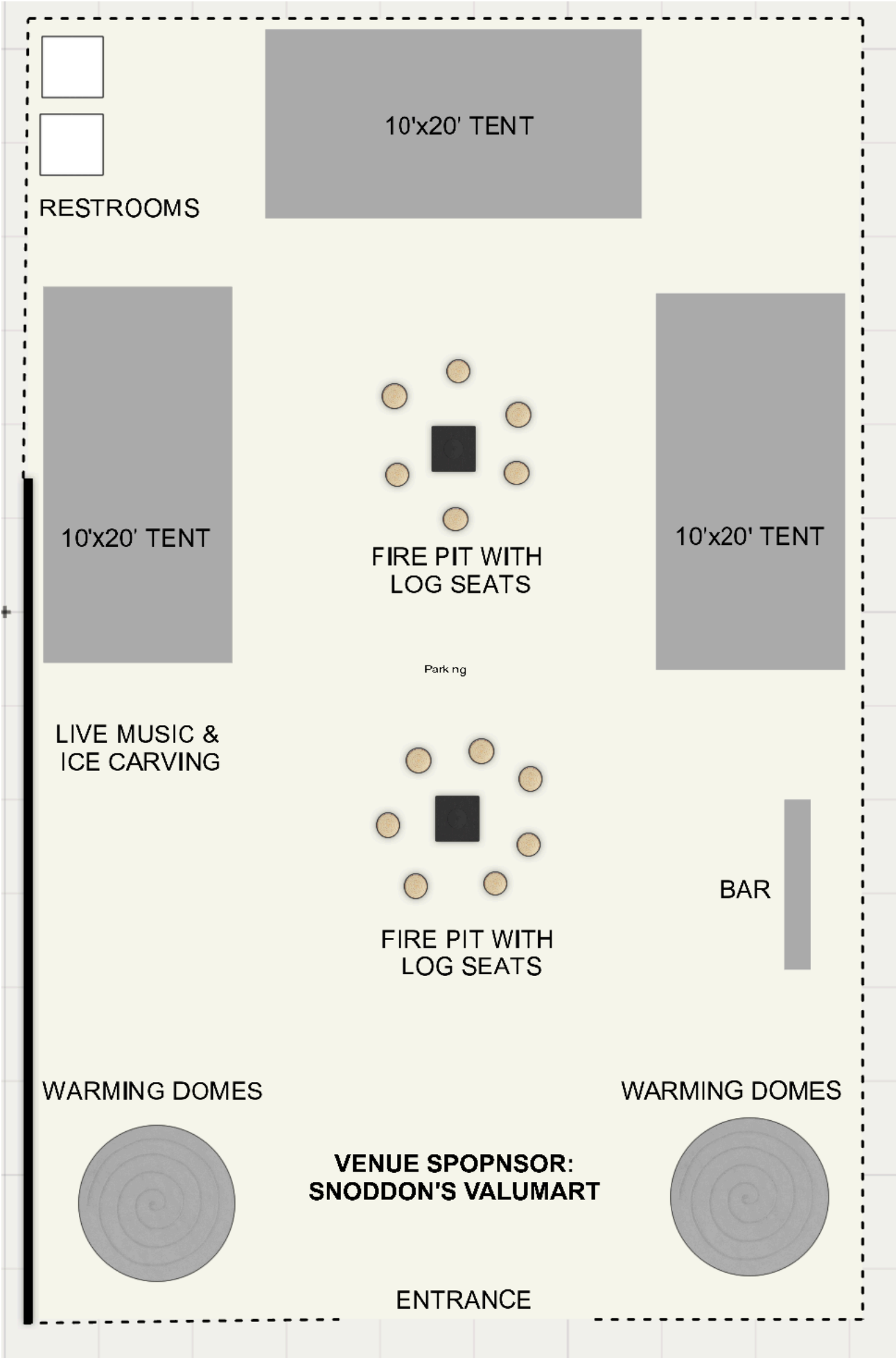


WARMING DOMES



VENUE SPONSOR:
SNODDON'S VALUMART

ENTRANCE

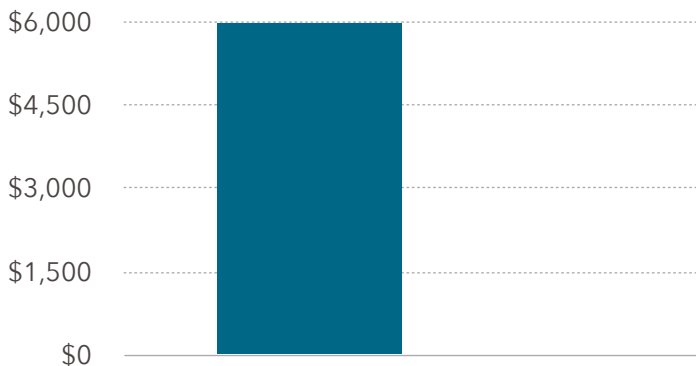


KAG: WINTER MARKET BUDGET

TOTAL BUDGET \$6,000.00

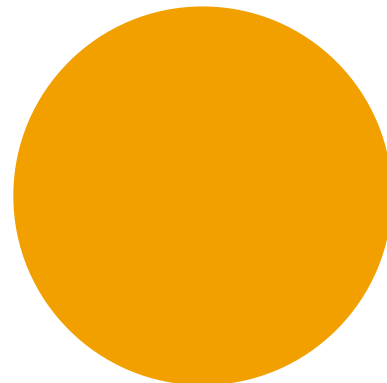
Description	Budget	Actual	Difference
Venue Donated by Snoddon's Valumart	\$0	\$0	\$0
3 10' x 20' Vendor Tents	\$2,000		-\$2,000
2 Warming Domes	\$1,800		-\$1,800
2 Fire Pits	\$250		-\$250
Ice Carver	\$500		-\$500
Live Music	\$300		-\$300
Generator	\$600		-\$600
Delivery Costs	\$300		-\$300
Signage	\$250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

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

SERVICES

Description	Cost	Sub Total
		\$0
Subtotal		\$0

MATERIALS

Description	Cost per sq. ft.	Sq. ft.	Sub Total
			0
			0
Subtotal			0

PRODUCTS

Description	Cost	Qty	Sub Total
		1	0
		1	0
Subtotal			0

LABOUR

Description	Cost per hour	Hours	Sub Total
			0
			0
Subtotal			0

TOTAL

Subtotals			\$0
Overage			\$0
Total			\$0

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