



## **BOARD OF DIRECTORS**

### **AGM AGENDA**

Held: Wednesday, October 11th, at 5:30pm

Location: The Locks Perth, 82 Peter Street

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#### **BIA Board**

John McKenty, Krista Stead-Mackler, Dawn Bell, Kerri Whan, Jane Farrell, Rob Marois, and Councilor Isabel Anne McRae

#### **BIA Board Members Absent**

Sheldon Giff and Julia Foley

#### **Guests**

Kathryn Jamieson and Gail Logan

#### **Recording Secretary**

Kelsey Dold

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#### **1. Welcome**

- The meeting began at 6:00pm
- The Chair, John McKenty, welcomes the members
- Introduced the Board members, including the newly elected Director, Jane Farrell, as well as Kathryn Jamieson, Manager of Tourism & Culture, the BIA Council representative, Councilor Isabel Anne McRae, and the Executive Director of the Perth Chamber of Commerce, Gail Logan

#### **2. Annual Report**

- Recognized those who have had anniversaries and accolades throughout the year
- The BIA continue to meet with Perth Tourism, the Perth Chamber of Commerce, and the Town of Perth biweekly
  - Important dates/events

- Municipal topics
- Collaboration
- Continue to lobby with the Perth Chamber of Commerce to include Foster street in Maplefest
- Introduced a business directory on the BIA website
- Perth was highlighted in the Boom and Bust TVO production
- Introduced the Canada Day window display contest in collaboration with the Smiths Falls & District Arts & Culture Council, in which Mariposa Design Inc. won
- The BIA took part in the development of the Town of Perth's Economy Development Plan for 2024
  - Focused on promoting Perth as a destination for the film industry and ecommerce
- The Communications Sub-Committee was formed to develop a Social Media Policy and new members only platform
  - Received a report regarding different platform avenues
  - Still in motion
- Currently updating the Procedural Bylaw
- Hosted two successful socials and will continue to do so
- Working in collaboration with the Town of Perth to add a Downtown Heritage Perth banner underneath the Perth highway seven signs
- A sponsorship policy was introduced by the Town of Perth in which presented difficulties with the Stewart Park Festival, however, the Town was receptive and passed an amendment
- The BIA and the Town of Perth are working on available parking on Wilson Street
- The BIA will continue to advertise in the Humm, on Lake 88.1, and other platforms
- Some social media statistics from November 2022 up to date include:
  - 401 new followers on Instagram, 2023 new followers on Facebook
  - Instagram reach is around 22,000 people, Facebook reach has increased by 195.3%, reaching 295,000 people

### **3. Approval of 2022 AGM Minutes**

- Motion to approve the AGM 2022 Minutes was moved by Tanya Jamieson and seconded by Alison Manning

### **4. Committee Reports**

#### **i. Personnel Committee**

- Almost at the end of the Coordinator's contract, up for renewal
  - The committee has met to discuss and formulate the new contract
  - 2-year contract rather than a 1-year contract
- The Committee will meet with the Coordinator to present a performance review
- It was a year with a new Board, new Coordinator, and new Director of Community Services, but everything has come together

## **ii. Environment Committee**

- Green Acres first year of doing the flower baskets and barrels
- Green Acres was receptive in terms of suggestions and comments regarding this years and next year's flowers
  - The baskets and barrels to be more cohesive and distributed when already flourished
- Currently working on the winter baskets and barrels
- Flower barrels will be put back into clusters of 3
- 2024 plans include a mural in the Wilson Street parking lot

## **iii. Promotions Committee**

- Produced paper copies of the 2023 downtown map and added a QR code that leads to the online business directory
- Show your Love for Perth will be restructured in 2024 to be a digital shopping campaign
- Will continue to showcase digital campaigns such as the 2023 Mother's Day and Father's Day initiatives
- The kickoff to summer event, Lawn Chairs & Lemonade, will evolve next year
  - Decorated window displays were noticed and appreciated by residents and visitors
- Implemented a sign at the Stewart Park Festival in which listed all the restaurants and eateries in the downtown
  - Was well receptive and will evolve in 2024
  - Fostered collaboration
- Spring Children is conducting the Trick or Treat initiative downtown
- The Shop, Stamp, and Win initiative will take place again this year
  - Adding more prizes
  - Have asked members to donate a gift certificate or prize to the winnings and have received some
- Merry & Bright will take place on Thursday, November 16<sup>th</sup>
  - Rubies in the Rough will be performing at the corner of Gore and Herriott Street at the Perth sign
  - There will be a mechanical fire at the corner as well
- Once Upon a Christmas will take place on Saturday, November 25<sup>th</sup>
  - Many moving parts to this event
  - There have been lots of meetings
  - The event has greatly evolved from last year
- Highlighted the importance of keeping the downtown vibrant
- Encourages members to share posts and events
- Encourages members to join the committee or give ideas/suggestions

## **iv. Stewart Park Festival**

- The 2023 Stewart Park Festival was a major success
- Consisted of local and international entertainment
- The Festival brings visitors from different regions, as well as visitors from abroad
  - A quarter of the visitors were new to Perth
  - There was a spread of ages, a quarter of them being under 40 years old
- 71% of Festival attendees said they have, will, or will come back to spend money in downtown businesses
- There was tremendous support from local and corporate sponsors
- Discussion to come regarding a spring fundraiser
- The first Stewart Park Festival meeting will take place on October 12<sup>th</sup>, 2023
- The committee is excited for what 2024 has in store for the Festival

## **5. 2022 Audited Financial Statement**

- The statement is available through the BIA office and was conducted through the Town of Perth's auditor

## **6. 2024 Proposed Budget**

- Dawn Bell, the BIA Treasurer, met with each Committee Chair to discuss budget expectations
  - Dawn Bell presented each category and their respective budgets
- There is a 5% levy increase for 2024
- The BIA has welcomed sponsorship opportunities and hopes to continue in 2024
  - Perhaps park benches, barrels, etc.
- Negotiated a new contract with the BIA Coordinator
  - There is a 3.5% increase in salary each year for 2 years
- The budget is balanced at \$122,800 for 2024

## **7. Membership Questions**

- Will the contract renewal for the Website and Social Media Consultant be announced to the members before renewing?
  - Yes, the 2024 contract renewal will be presented before renewing for any inquiries
- Can the Perth Night Market take place more than once a year? \*Question presented to Kathryn Jamieson
  - The previous spring night market was cut as the original one received grants and they are no longer available
  - Kept the fall night market to spread out from Maplefest in the spring
  - Funding is the key issue, as well as staff hands
  - Perhaps members can help in the organizing of the spring night market to be able to bring it back

## **8. Adjournment:** by the Chair at 7:03pm, moved by Susan Storie