



BOARD OF DIRECTORS

MINUTES

Held: Wednesday, February 7th, 2024, 8:00am

Location: Council Chambers

Present: John McKenty, Krista Stead-Mackler, Dawn Bell, Julia Foley, Sheldon Giff, Jane Farrell, Kerri Whan, Councilor Isabel Anne McRae, and Kelsey Dold

Absent: Rob Marois

1. Call to Order

The meeting was called to order by the Chair at 7:59am

2. Disclosure of Pecuniary Interest and General Nature Thereof

There being none, the Chair moved onto the next order of business

3. Disclosure of Additional Items

- a. Policies and Procedures
- b. 2024 SPF Budget
- c. CEM Grant

4. Unfinished Business

a. Procedural Bylaw

- John McKenty and Sheldon Giff had a meeting to discuss and revise the Procedural Bylaw
 - They will meet again after Frost and Fire
 - Once complete, it will be distributed and presented to the Board for approval
- Following, it must be passed by Council at a Committee of the Whole meeting

b. Associate Member Policy

- The Associate Member Policy cannot be changed until the Procedural Bylaw is updated and passed
- Following, it must be passed by Council at a Committee of the Whole meeting
- Associate Members will pay \$300/year
- Current Associate Member: Jewels Gently Used Clothing
- They must have a registered HST number

- They will receive:
 - Monthly newsletter
 - Promotion – social media/events
 - Opportunity to participate in meetings
 - Networking opportunities – i.e., socials
- Kelsey Dold to compose a letter to present to potential Associate Members
- Potential Associate Members:
 - myFM
 - Aspira Carolina Court Retirement Living
 - Area around Jersey Joe's

c. OBIAA Conference

- Historically, the Board would send the Coordinator to the OBIAA conference every two years
- Since still being relatively new to the position, the Board believes it's a good idea to send Kelsey Dold to this year's OBIAA conference
- April 28th-May 1st 2024 in Mississauga
- Early registration \$895 plus tax, this expense has been budgeted
- 2023 expenses were approximately \$2,300
 - Conference
 - Meals
 - Accommodations
 - Gas/mileage
- This is a great wealth of resources for BIAs and will provide networking opportunities as well

BIAB-2024.07.24 BE IT RESOLVED THAT THE DOWNTOWN HERITAGE PERTH BIA WILL SEND KELSEY DOLD TO THE 2024 OBIAA CONFERENCE IN APRIL

Moved by Sheldon Giff, Unanimous

d. Website Consultant Contract

- Krista Stead-Mackler and Sheldon Giff exited the meeting at 8:17am due to conflict of interest
- Three applicants
 - Weblia Creative
 - Crummy Media Solutions
 - Fringe Media
- For future, RFP needs to be posted before the end of the year for budgeting reasons
- The successful candidate is Weblia Creative
- Kelsey Dold to be the sole contact for work to be done by Tracy
- Kelsey Dold met with Weblia Creative and discussed the need for a timeline for tasks
 - Kelsey Dold to provide
- Krista Stead-Mackler and Sheldon Giff rejoined the meeting at 8:23am

BIAB-2024.07.25 BE IT RESOLVED THAT THE DOWNTOWN HERITAGE PERTH BIA RECOMMENDS THE ACCEPTANCE OF THE WEBLIA CREATVE CONTRACT FOR THE BALANCE OF 2024 FOR WEBSITE SUPPORT AND GRAPHIC DESIGN

Moved by Kerri Whan, unanimous

5. New Business

a. Map Survey

- A survey was released to members regarding their preference about the map – would they prefer a switch to an online only format or continue to print the physical maps
- The map survey results will be discussed at the next Promotions Committee meeting and will be brought to the next Board meeting
 - Maps to be ready for Mapfest if the decision is to continue with a physical print

b. Valley Eats > SPF

- A member of the Board to sit on the jury for the vendor marketplace
- Would be great to have local establishments have booths, however, staffing is an issue
- Dawn Bell reached out to Valley Eats to see if there's a way to deliver food from downtown restaurants to somewhere in the park
 - This is possible
 - Festival attendees would order on their phone and Valley Eats would have a staffed booth/pick-up location in the park
 - Must be presented to the SPF committee before looking any further
 - A member of Personnel to attend the next SPF meeting – John McKenty or Dawn Bell
- It's important that members understand the various aspects and roles of the Festival and the link it has with the BIA

6. Committee Reports

a. Personnel Committee

- Personnel meetings now take place the last Tuesday of the month to provide input for the following months newsletters and social media marketing plan
- The Board to send Kelsey Dold any newsletter topics or social media ideas
- Kelsey Dold prepared a document to track all banked hours, vacation, sick days, etc.
- Social media:
 - Don't highlight one specific business, however, there are exceptions: new business, only business providing a certain service, special events, TGIFashionFriday and otherwise themed
 - Stories to have single business highlights instead
- Idea: prom themed post

b. Promotions Committee

- The map survey will be reviewed at the next meeting
- Frost & Fire
 - BIA adult geared scavenger hunt within downtown businesses
 - \$25 x2 BIA gift certificates as draw prize winnings
- International Women's Day
 - Same initiative as last year
 - Kelsey Dold to capture photos of female business owners to show our support through social media
- Ottawa Travel Show

- Lanark County Tourism has a booth and will bring BIA materials with them
- Potential to purchase a booth for the fall show
- Kick-off to Summer
 - June 8th
 - SPF Fundraiser same evening – Motown band, Heatwave

c. Environment Committee

- The committee did a review of a different beautification plan in which has the same direction as Perth in terms of beautification plans
 - Working on a multi-year beautification plan
- Possibility of a Wilson Street parking lot mural
- Approaching potential sponsors to implement more benches
- Thinking about removing some hanging baskets and using funds to make others more full
- Thinking about another selfie/Instagram station
- Would like to discuss the Tay Basin landscaping with the Town

BIAB-2024.07.26 BE IT RESOLVED THAT THE DOWNTOWN HERITAGE PERTH BIA REQUESTS THAT THE DEPARTMENT OF COMMUNITY SERVICES FOR THE TOWN OF PERTH CONTACT PARKS CANADA ABOUT THE LANDSCAPING UPKEEP OF THE TAY BASIN WITH A REPORT BACK BY THE APRIL 2024 BIA BOARD MEETING

Moved by: Jane Farrell, unanimous

BIAB-2024.07.27 BE IT RESOLVED THAT THE DOWNTOWN HERITAGE PERTH BIA REQUESTS THAT THEY MEET WITH THE DEPARTMENT OF COMMUNITY SERVICES FOR THE TOWN OF PERTH TO DISCUSS THE CURRENT CONTRACT OF THE FLOWERS AND GREENERY IN THE DOWNTOWN

Moved by: Jane Farrell, unanimous

BIAB-2024.07.28 BE IT RESOLVED THAT THE DOWNTOWN HERITAGE PERTH BIA RECOMMENDS THAT THE TOWN OF PERTH FORM A TASK FORCE MADE UP OF BUSINESS OWNERS, COMMUNITY MEMBERS, AND TOWN STAFF/COUNCIL TO PROVIDE INPUT INTO THE IMPLEMENTATION OF THE 2024 ECONOMIC DEVELOPMENT PLAN

Moved by: Sheldon Giff, unanimous

d. Stewart Park Festival

- Representative absent

e. Town Council

- Major Judy Brown on leave
- The 2024 Experience Ontario SPF grant submission has been sent for \$20,000
- The Town is currently revisiting their Strategic Plan
- Provincial Building Codes are changing, members to be aware
- Will provide an update regarding Perth Tourism budget
 - What funds are being used for in 2024

7. Discussion of Additional Items

a. Policies and Procedures

- There are some processes that need to be updated within the structure of meetings
- Kelsey Dold to have a meeting with Susan Beckel once S to discuss policies and procedures
- Sheldon Giff to bring procedures to next Board meeting
- The BIA to collaborate with the Perth Chamber of Commerce and the Town of Perth to provide an information session or presentation for BIA members to find out what their stressors are to learn how we can best accommodate and address issues

BIAB-2024.07.29 BE IT RESOLVED THAT THE DOWNTOWN HERITAGE PERTH BIA HAVE A DISCUSSION WITH THE PERTH CHAMBER OF COMMERCE AND THE TOWN OF PERTH TO WORK TOGETHER ON AN EDUCATIONAL PRESENTATION FOR STRESSORS IN OPERATING A BUSINESS

Moved by: Jane Farrell, unanimous

b. 2024 SPF Budget

- The Personnel Committee is satisfied with the proposed 2024 SPF budget

BIAB-2024.07.30 BE IT RESOLVED THAT THE DOWNTOWN HERITAGE PERTH BIA APPROVES THE PROPOSED 2024 STEWART PARK FESTIVAL BUDGET

Moved by: Sheldon Giff, unanimous

c. CEM Grant

- Differed

8. Next Meeting: Thursday, February 29th, 2024, at 8:00am in the Council Chambers

9. Adjournment: by the Vice-Chair at 10:01am