



BOARD OF DIRECTORS

MINUTES

Held: Thursday, February 29th, 2024, at 8:00am

Location: Council Chambers

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

Absent: Kerri Whan and Rob Marois, Sheldon Giff left at 9:19am

1. Call to Order

The Chair called the meeting to order 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. Approval of Last Meeting Minutes

Approved by Jane Farrell

4. Disclosure of Additional Items

a. Spring Social

5. Unfinished Business

a. Procedural Bylaw

- Bylaw 0200
- John McKenty and Sheldon Giff have been meeting to discuss and revise the current Procedural Bylaw
 - Following the Municipal Act and Best Practices from other BIAs
 - Included definitions that were excluded in the current bylaw
 - Added the BIA Coordinator's job description

- Kelsey Dold and the Town of Perth's Clerk to have a meeting and discuss the changes
 - Kelsey Dold to make a post in the forum letting members that it's in review
- Must be approved by Council

BIAB-2024.02.31 BE IT RESOLVED THAT THE DOWNTOWN HERITAGE PERTH BIA BOARD OF DIRECTORS ACCEPTS THE DRAFT PROCEDURAL BYLAW 0200

Moved by Julia Foley, **seconded by** Councilor Isabel Anne McRae

Unanimous

b. Associate Memberships

- Until the Procedural Bylaw is approved by council, the BIA is bound to the policy that currently stands which means the BIA has a designated associate member area
- A fee of \$300
 - c. CEM Grant
- Dawn Bell and Sheldon Giff collaborated to revise the application form
- Put emphasis on collaboration
 - The event must mutually benefit each participating BIA business
 - Contributions to prizes/swag bags/etc., does not count as collaborative
- Added that members have access to either the \$400 grant, or a waived rental fee for the Crystal Palace
- Need to encourage follow up reports
- Members outside of the BIA do not qualify as an eligible collaborator
- Sheldon Giff to edit spelling error – 40 days in advance opposed to 45

BIAB-2024.02.32 BE IT RESOLVED THAT THE DOWNTOWN HERITAGE PERTH BIA ACCEPTS THE REVISED 2024 CEM GRANT APPLICATION FORM

Moved by Jane Farrell

Unanimous

6. New Business

a. Town of Perth Building and Planning Department

- The Town of Perth Building and Planning Department has come forth to answer any questions the BIA may have for them

- Board Directors to send Kelsey Dold any inquiries to be addressed
- Any inquiries received can be addressed by the Building and Planning Directors at a Board or Personnel meeting
- At the previous meeting, the topic of associability was discussed
 - Businesses in need of railings or ramps
 - Every case is different, accessibility is being discussed at Town level and an update is to come
- Kelsey Dold to post in the forum an update on the sign bylaw
 - The updated bylaw will be presented to the BIA before a report is made to Council

7. Committee Reports

a. Personnel Committee

- Discussed the March newsletter
- Discussed the March Marketing Plan
- The committee will decide which courses Kelsey Dold will attend at the OBIAA conference in April, considering what our BIA is focused on
- Discussed the My Main Street grants
 - Kelsey Dold made members aware of the Business Sustainability stream
 - Kelsey Dold to attend the Community Activator stream seminar to see if the BIA and Town of Perth can apply for a project
- Kelsey Dold to discuss website updates and development with our Website Consultant
- Kelsey Dold to find local resources to create a package for business owners
 - Consultants, professionals, health and wellness providers, etc.

b. Promotions Committee

- Show your Love for Perth is coming to an end on March 5th
 - This initiative will be revisited for 2025
- Frost and Fire
 - 21 people completed the scavenger hunt
- Kick-Off to Summer
 - Saturday, June 8th
 - BIA event x SPF fundraiser
 - John McKenty, Jane Farrell, and Julia Foley have formed a sub-committee, Kelsey Dold to attend all sub-committee meetings
- Map
 - The committee has decided to print 2025 maps
 - The maps will be smaller than the 2024 – Trifold, standard 8.5x11

- There will be no business listings inside, feedback was that the actual map doesn't show where the business listing is located
- 8 ads are available for \$300 each
- Currently working on the design

BIAB-2024.02.33 BE IT RESOLVED THAT THE DOWNTOWN HERITAGE PERTH BIA EXTENDS AN INVITATION TO THE DIRECTOR OF COMMUNITY SERVICES AND THE MANAGER OF TOURISM AND CULTURE FOR THE TOWN OF PERTH TO PRESENT THE 2024 TOURISM PLAN AT THE UPCOMING BIA BOARD MEETING

Moved by Councilor Isabel Anne McRae, unanimous

c. Environment Committee

- No update at this time, meeting to follow this afternoon

d. Stewart Park Festival

- Dawn Bell and Krista Stead-Mackler to attend the next SPF committee meeting to discuss event promotion and festival food options
- No other updates at this time

e. Town Council

- Councilor Isabel Anne McRae advocating for affordable housing
- Has been taking CPR training for both the Town of Perth events and the SPF
- The Economic Development Plan and Marketing Plan should be released any day now
- Town of Perth grant application to be submitted to the Ontario Trillium Foundation Capital Fund to an upset limit of \$200,000 to fund the retrofit and renovations for the Community Centre's mezzanine (Motion #24-032)
- 2023 Drinking Water System Summary Report, 2023 Annual Report, and the 2023 Infrastructure Review Report for the municipality's drinking water system received (Motion #24-033)
- Town of Perth updated 2023-2027 Strategic Plan approved by Council (Motion #24-034)

8. Discussion of Additional Items

a. Spring Social

- Thursday, April 18th, 5-7pm
- John McKenty to approach The Garage as the venue
 - If at The Garage, approach Twisted Fork to cater

9. Next Meeting: Wednesday, March 27th, 2024, at 8:00am

10. Adjournment: by the Chair at 9:29am, moved by Councilor Isabel Anne McRae