



BOARD OF DIRECTORS

MINUTES

Held: Wednesday, April 24th, 2024, at 8:00am

Location: Council Chambers

Present: John McKenty, Dawn Bell, Kerri Whan, Jane Farrell, Rob Marois, Julia Foley, and Kelsey Dold

Absent: Sheldon Giff, Councilor Isabel Anne McRae, and Krista Stead-Mackler

1. Call to Order

The meeting was called to order by the Chair at 8:00am

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

Moved by Kerri Whan, all in favor

4. Disclosure of Additional Items

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

5. Unfinished Business

a. Recognition of Milestones and Condolences Policy

→ Board of Directors to review the draft to be approved and/or revised at the May Board meeting

→ Will be back dated for businesses who have had an accomplishment etc., in 2024

b. Code of Conduct

- Board of Directors to resign the Code of Conduct as the Town of Perth just revised theirs
- Kelsey Dold to prepare Board package for Jane Farrell

6. New Business

a. Town of Perth Volunteer Appreciation Night

- Board of Directors and the Stewart Park Festival Committee is invited to the Town of Perth Volunteer Appreciation Night
 - Monday, May 27th, from 4pm-7pm at the Crystal Palace
- Interested Board members and volunteers to RSVP through circulated link

7. Delegation – Joanne Bowes, Director of Development Services, Town of Perth

- Presentation regarding the current developments in Perth
 - Has offered to give this presentation to the BIA members as well at a later date
 - Suggested that the BIA and Perth & District Chamber of Commerce co-host a session for all members
- Critical topic for the business community as growth in Perth, wherever it takes place, will have a dramatic impact on the businesses within our downtown, so the BIA keeps a keen interest in these new developments
- Major legislative changes to the Planning Act
 - Professionals currently trying to catch up on new provincial revisions
- Presentation available upon request

8. Committee Reports

a. Stewart Park Festival Committee

- Continuously gaining new sponsors and renewing commitment from small and large businesses
- PayPal donations have been deposited
- The Town of Perth has been very helpful
- Currently working on the Motown Dance Party Fundraiser
 - Saturday, June 8th, doors open at 7:30pm, Crystal Palace, \$30/ticket
- Sponsorship goal of \$41,000 and on track in terms of 2023 status
- Sponsorship seems lower than in previous years
 - A policy put in place by the Town of Perth in 2023 limits the amount of sponsorship money the Festival can receive from certain sponsors

b. Personnel Committee

- Postponed meeting
- Kelsey Dold vacation days: May 10th, 13th, and 14th

c. Promotions Committee

- The 2024 maps have been printed and collected
 - To be distributed once 2023 maps are used
- Received the blanket merchandise display permit for BIA members
 - Valid until October 12th, 2024
- The Kick-Off to Summer sub-committee has been meeting frequently and has confirmed most activities
 - Posters being made for the Wilson Street parking lot (both Motown Dance Party and Kick-Off to Summer)
 - Once all is confirmed, Kelsey Dold to collaborate with Tracy Fawcett to prepare a map with activities, times, and locations, to be placed onsite and posted on socials
- Working on a non-budgeted event
 - Received \$1,500 from Glitz and Galm, which is no longer taking place in the fall
 - Some yard games have been sponsored by BIA members, as well as the Steel Band
- Kelsey Dold to keep BIA members up to date regarding activities and how they can get involved
- A full list of event activities is available on the website event page
- Kelsey Dold to film Mother's Day and Father's Day content with BIA members

d. Environment Committee

- Waiting for the status of the Community Activator grant application
- If the grant isn't received, the committee will be working on a short-term and long-term beautification plan

e. Town Council

- aQueer Connections Lanark has requested to raise the progress pride flag in June on the Town of Perth's Community flagpole during pride month of June
- The Town of Perth's Chief Administration Officer's employment contract has been renewed

9. Next Meeting: Wednesday, May 29th at 8:00am

10. Adjournment: 9:06am motion to adjourn moved by Kerri Whan, seconded by Jane Farrell