



## **BOARD OF DIRECTORS**

### **MINUTES**

Held: Wednesday, June 26<sup>th</sup>, 2024, at 8:00am

Location: Council Chambers

---

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

---

#### **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. Approval of Last Meeting Minutes**

Moved by Sheldon Giff

#### **4. Disclosure of Additional Items**

##### **a. New member of the Environment Committee**

#### **5. Committee Reports**

##### **a. Personnel Committee**

- Defined BIA Coordinators hours for the Stewart Park Festival weekend
  - Approved 30 hours
- Banked time being used by the BIA Coordinator in a good manner
  - Taking time off here and there opposed to days at a time
- Appreciation for the Personnel Committee regarding all the support and time being put in for BIA reasons
  - More involved than previous boards

- Have been working very closely with the BIA Coordinator
- Running ads on socials and Indeed for the two job positions
  - BIA Coordinator
  - Marketing and Content Creator
- Many BIAs in surrounding areas split the position this way
- Applications close July 4<sup>th</sup>
- Personnel Committee will be conducting interviews on July 10<sup>th</sup> and 11<sup>th</sup>
- An exit interview to be scheduled with current BIA Coordinator and Personnel Committee
- BIA Coordinator working on a transition file
  - Compiling all folders/files
  - Login credentials
- Town Hall is undergoing a reconfiguration to be completed by November 2024
  - Chair to inquire where the BIA office will be situated
- Storage space is necessary
  - Councilor Isabel Anne McRae to inquire about space at the new Town of Perth storage facility

#### **b. Environment Committee**

- Did not receive the grant
- In contract with beautification vendor for another 3 years
- The Town of Perth received the RED grant to replace 19 barrels with new planters
  - Environment Committee would like to purchase an additional 15 planters
  - Would also like to approach the town to purchase an additional 6 planters
  - Totaling 40 planters along the downtown streets
  - Need to map them out
- Decreasing the amount of hanging baskets
- Environment Chair, BIA Chair, BIA Coordinator, and Councilor Isabel Anne McRae to meet with the Town
  - To completely understand the contract before approaching the vendor
  - Will clarify invoices and identify what specific product is being purchased by the BIA
  - Will need to adjust the contract but stick with the same value

#### **c. Stewart Park Festival Committee**

- Festival is in full swing
- Fundraiser was a success

- 253 tickers sold
- Great feedback
- Marketing Coordinator stepped down
  - Marketing efforts now being carried out by the Chair, Festival Administrator, BIA Coordinator, and Website and Graphic Design Coordinator
- Radio ads are running
- Sponsorship has surpassed their goal
- Buttons are being made for committee members to promote donations
- Next Fundraiser is November 30<sup>th</sup>, 2024
  - The Ennis Sisters at St. Paul's Church
- Rob Marois to confirm no food vendor is blocking Peter's Restaurant
- Waiting on the fundraiser invoice from Top Shelf
- Rob Marois to approach Vendor Marketplace Coordinator to give vendors an update letter
  - Many inquiries from vendors being received through the BIA office
- Businesses are reluctant to donate food for backstage
  - Need to be cognizant on how to bridge that gap

#### **d. Promotions Committee**

- Kick-Off to Summer was a success
  - Members feedback survey being released later this week in the newsletter
- Festival of the Maples member feedback being presented at the Chamber of Commerce Board Meeting
- Curbex sign at the Crystal Palace
  - Has a map and QR codes to the business directory and events page
  - Will be there from June 10<sup>th</sup>-September 10<sup>th</sup>
- The Once Upon a Christmas subcommittee has met twice to discuss
  - Will meet again come August
- Not all Shop Stamp and Win prizes were picked up, roll what is left into next year
- Ottawa Women's Show
  - Any volunteers able to be present are welcome
  - Chair of Promotions to finalize the schedule and inform the Board

#### **e. Town Council**

- Property Tax Collection
  - Proposed By-law to establish equitable processes for the purpose of billing and collecting of property taxes

- Fire Break Policy
  - The Town of Perth is seeing an increase in development applications
  - A fire break lot creates a space between areas that are being constructed to prevent or delay the spread of fire on a construction site
- Cat Pound Services Agreement
  - Proposed two-year agreement with the Lanark Animal Welfare Society
- Dog Pound Services Agreement
  - With Andrew Parent
  - Allows for effective execution of the Animal Control By-Law for one year
- Administrative Monetary Penalty System
  - Moving forward, examples of some By-laws that Administrative Monetary Penalty Systems could be applied to may include: the Noise By-law, Property Standards By-law, and Animal Control By-law
  - Staff are to bring forward an amendment to the Fees and Chargers By-law to add Administrative Fees relating to Administrative Monetary Penalty Systems, once the required public notice has been completed
- Yard Maintenance By-law Update
  - Updates are required and will be revised
- Town Hall reconfiguration to be completed by November 2024

## **6. Discussion of Additional Items**

### **a. New Member of the Environment Committee**

**BIAB-2024.06.41 BE IT RESOLVED THAT THE DOWNTOWN HERITAGE PERTH BIA ACCEPTS JANE FARRELL AS A MEMBER OF THE ENVIRONMENT COMMITTEE**

Moved by Sheldon Giff, unanimous

**7. Next Meeting:** Wednesday, August 28<sup>th</sup>, 2024, at 8:00am in the Council Chambers

**8. Adjournment:** Moved by Jane Farrell at 9:30am