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BIA Board Meeting Minutes

 Creator **BIA Coordinator**  Created **Sep 25, 2025, 07:35**  Last updated **Sep 25, 2025, 09:42**

Date and Location

September 25, 2025, 8:00am, Council Chambers

Present

Brodie Berrigan, Jane Farrell, Dawn Bell, Krista Mackler, **Isabel Anne McRae

Guest: *Cathy McNally, Director of Community Services, Town of Perth

Regrets: Julia Foley

Agenda

1. **Call to Order**
 - i. Meeting was called to order at 8:03am
2. **Adoption of Agenda/Amendments**
 - i. Amendments:
 - a. Decision re: new website build
 - ii. Agenda was adopted with the stated amendments.
3. **Disclosure of Pecuniary Interest and General Nature Thereof**
 - i. None disclosed
4. **Approval of Last Meeting Minutes**
 - i. [September 4, 2025 - Special Board Meeting](#)
 - a. Moved by Isabel Anne McRae
 - b. Seconded by Jane Farrell
 - c. Carried
5. **New Business**
 - i. Governance
 - a. Resignation of Sheldon Giff

1. **BIAB.2025.09.25A - Be it resolved that the resignation of Sheldon Giff, from the BIA Board of Directors be approved.**
 - i. **Moved by Jane Farrell**
 - ii. **Seconded by Kerri Whan**
 - iii. **Carried**
- b. Presentation by Cathy McNally regarding the BIA and Town LOU and Role Expectations
 1. Questions and clarifications from the BIA Board
 - i. Brodie Berrigan - proposing a one year LOU to reset with the new council and BIA Board of Directors and to align with the strategic plan process
 2. Next steps to bring the complete LOU to October meeting
 3. Questions and clarifications regarding Role Expectations
 - i. Isabel Anne McRae - what is the role of the committee chairs?
 - a. Discussion about what the Personnel Committee would look like or could look like.
 - b. Brodie Berrigan provided clarification of where the board is in the transition to a governance model and some considerations of changing the Personnel Committee to a more Executive Committee.
 - ii. Discussion about the movement to oversight of the BIA Coordinator moving to the Director of Community Services
 - a. Question: What is the role of the Director of Community Services in the implementation of the Strategic Plan?
 1. Brodie Berrigan - the board will be driving the strategic plan (setting the direction) and the operations/execution of the strategic plan falls to the BIA Coordinator with oversight of the Director of Community Services. The town Executive will also provide feedback on the BIA Strategic direction from their perspectives.
 - b. Question: Have we looked at other governance models and what if the BIA members want to change our goals?
 1. Cathy McNally - the goals are set by the strategic plan which is set by the board. There has also been discussion with other BIAs.
 2. Brodie Berrigan - the representative from the OBIAA at the August meeting provided insight about various models.
 3. Discussion about transition and reviewing the process.
 4. Discussion about onboarding committee members and evaluating volunteers (board and committees).
 5. Kerri Whan brought forward a model from the BIA in Milton
 - i. Discussion about presented model
4. *Cathy McNally excused herself at 8:52am
5. Discussion about the role of the Content Creator Contract
6. **BIAB.2025.09.25B - Be it resolved that the Downtown Heritage Perth BIA will move forward with a transition of the HR oversight of the BIA Coordinator to the Director of Community Services, the Content Creator Contract will remain under the oversight of the Vice Chair of the BIA Board, the Personnel Committee will be dissolved as currently structured and an Executive Committee created, and that the contracts for BIA staff (including the BIA Coordinator and Content Creator) will remain with the BIA Board of Directors.**
 - i. **Moved by Krista Mackler**

ii. **Seconded by Dawn Bell**

iii. **Carried**

7. Discussion about recruiting a new board member

i. Jane Farrell and Kerri Whan will lead the recruitment process.

ii. Town Council Report

a. Save Algonquin College meeting is tonight.

b. Perth and District Chamber of Commerce awards called Suare coming up.

c. Report circulated about highlights from the COW meetings.

d. Gratitude expressed to BIA representatives at the Junior Volunteer Entrepreneur Program celebration.

e. Town of Perth launched an 11 part video series about local entrepreneurs who changed their dreams into reality called "What's Your Dream Job".

f. Development report will be forwarded to the BIA Board.

g. **Isabel Anne McRae left at 9:21am

iii. Treasurer's Report

a. Discussion about the process of putting together the 2026 BIA Budget and remaining questions about levy and staff contracts

b. Discussion about the levy increase process and options with an example from Milton BIA doing an incremental increase.

c. Draft will be sent out to the BIA Board for review.

d. Final draft to be brought to the October meeting.

iv. BIA Coordinator Report [[REPORT HERE](#)]

a. Discussion about the proposed bucket category titles.

b. Decision to plan for October 21 for BIA Board Strategic Plan session.

c. Decision that the Zombie Walk and Dance may have use of Crystal Palace

d. Decision re: new website build

6. **Next Meeting:** October 22, 8:00am, Council Chambers

7. **Adjournment:** Meeting was adjourned at 9:49am

Town of Perth/BIA LOU + Role Expectations

Cathy McNally|
September 2025



Today:

- Review Current commitments and proposed commitments
- Review Expectations of Roles (Director of Community Services + BIA Coordinator)

Town's Current Commitment versus Proposed Commitment

| Item | Current Value | Proposed Value |
|--|--|--|
| Payroll | \$2,400 | \$2,600 |
| Technology Services | \$2,300 | \$2,500 |
| Cell Phone | \$400 | \$600 |
| Photocopying/Printing | \$500 | \$500 |
| Office Space | \$2,400 | \$2,400 |
| 1 Parking Pass | \$600 | \$600 |
| Audit Fees | \$600 | \$700 |
| Insurance | \$700 | \$1,000 |
| HR/Management* | - | \$6,200 (in kind) |
| Christmas Decorations | \$6,000 | \$6,000 |
| Stewart Park Festival Logistics Support (toilets and electrician permit) | \$5,500 | \$7,700 + \$600 = \$8,300 |
| Barrel/basket Replacement | \$2,500 | \$2,500 |
| Holiday Décor | \$4,800 | \$4,800 |
| Stewart Park Festival rental + Once Upon a Christmas | Three days of SPF + four free rentals = \$850/day x7 = \$5,950 | \$850 per day Three days of SPF; OUAC = \$3,400 |

What's not listed for Town support:

- 140 hours of annual in-kind staff time for Stewart Park Festival Preparation
- Treasury support for bill payments/financial tracking.

BIA Contributions

- Cost of flowers: \$20,500 (Update with current price plus 2.5% annual inflation)
- Membership and Merchant Promotion: \$26,200
- Holiday Decor: \$3, 000

Director of Community Services/BIA Coordinator: Overview of Expectations

The Director of Community Services and BIA Coordinator will have weekly one on one meeting

The Director of Community Services attends first three BIA Board meetings (October, November, December)

The Director of Community Services meets with BIA Coordinator and BIA Chair monthly (Sept to June) – one of the weekly one on ones will count as this

The Director of Community Services will lead the BIA Coordinator Performance Assessment and conduct the review with Chair each year

The Director of Community Services will address all HR-related components with BIA Coordinator

The Director of Community Services will work with the BIA Coordinator to set up annual goals and complete quarterly review of goals

Director of Community Services/BIA Coordinator: Overview of Expectations

The BIA Coordinator includes The Director of Community Services on all communications with Board members and SPF members

The BIA Coordinator sends any internal (BIA membership) and external communications to The Director of Community Services for review and approval

The BIA Coordinator consults with the BIA Treasurer on budget spending before committing (example: review budget for OUAC and review spending) and finalizes the budget

The BIA Coordinator follows Town of Perth protocols including code of conduct, dress code and communications.

September 2025

BIA COORDINATOR REPORT

Prepared for: BIA Board of Directors

Presented by: Nancy Wing

| Goal | Update | Status | Direction Needed? |
|------------------------|--|----------|--------------------------------------|
| Strategic Plan | critical path reassessed, buckets identified | at risk | Approve buckets Set board retreat |
| Promotions & Marketing | OUAC planning going well, promotion plan approved, SSW promo to start Nov 15, | on track | |
| Annual General Meeting | Fiddleheads booked, RSVP going out in Oct newsletter, choosing food | on track | |
| Beautification | Winter barrels to be planted Nov 3 with the permission of the legion, BIA and Town to send out a press release | on track | |
| SPF | reset meeting went well, volunteer coordinator role filled, working on filling chair and graphic design role | on track | |

Decisions Required at this meeting:

- Approve Strategic Plan goal buckets
- Decide on a date for board strategic plan “retreat”

Decisions Required

- **Strategic Plan Overview Buckets**

- **Opportunity:** With the LOU from the Town being under consideration, the strategic plan committee felt it important to gain agreement on the general areas of focus for the BIA moving forward. Data collected through the strategic plan process lent itself to 3 potential buckets that we wanted to name in a way that made the bucket/category for goals clear.
- **Recommendation:**
 - **Building Our Downtown** (Economic Development, Infrastructure, Advocacy)
 - Positioning the BIA as a partner with the Town and other stakeholders to strengthen the core—through advocacy, investment in infrastructure, and support for policies that enable economic development and growth.
 - **Showcasing the Perth BIA** (Beautification, Marketing, Promotion)
 - Enhancing Perth’s unique character and charm while promoting the downtown as a destination for residents, visitors, and investors. This is about the “outward face” of the BIA—making downtown attractive, welcoming, and vibrant.
 - **Empowering Our Members** (Capacity Building, Training, Communications)
 - Supporting business owners with the tools, training, and communication they need to succeed. This ensures the BIA is not just promoting downtown, but also investing in the people who make it thrive.
- **Decision Needed:** APPROVAL

- **Strategic Plan Board Social**

- **Opportunity:** The BIA Board needs time to dig into and provide feedback on the strategic plan to ensure the vision, values and goals make sense from a board perspective and that it is the direction the board wants to go. This gathering would provide space to enjoy time together and work together as a team toward the preferred future.
- **Options:**
 - October 20, 2025 - 6:30-8:30pm
 - October 21, 2025 - 6:30-8:30pm
- **Decision Needed:** DECISION

Updates - For Information Only

- Strategic Plan critical path reassessed with target completion of March 2026
 - Communication sent to BIA members
- Promotion Committee:
 - Once Upon a Christmas plans underway:
 - Collaboration with Perth Museum on Children's Programming
 - Collaboration with Perth Curling Club on Learn to Curl
 - Collaboration with Embers on marshmallow station and chill zone
 - 26 vendor applications
 - Bowes Brothers booked and sponsored
 - Possible entertainment: rubies in the rough, Matt Dickson, valley youth singers
 - Approved Winter Sponsorship and Promotion Plan
 - delivering sponsorship package to corporate businesses
 - emailing opportunity to BIA business members
 - actively seeking sponsors outside the BIA in October
 - New holiday webpage being created
 - Discussion about a Spring art-focused event for June 4 and 5
 - New Event Cards printed and distributed ahead of Night Market
 - Shop, Stamp and Win advertisement will begin on November 15th, all assets to be delivered ahead of time
 - Rashka Berrigan has resigned from the committee
 - BIA will be attending the Women's Show on October 18 and 19
- Beautification Committee:
 - Approved Holiday Merchant Decor Contest - promoting in October newsletter
 - Approved Winter Sponsorship and Promotion Plan
 - Winter barrel planting set for Nov 3 with Legion permission, working on a media release to inform the public
 - Spring florals chosen
 - Working with the Town to encourage businesses to help with watering planters
- Stewart Park Festival Committee:
 - Reset meeting on September 11
 - \$4k expense to upgrade electrical for vendors
 - Final sponsorship received
 - Working to complete the Experience Ontario grant report
 - Volunteer Coordinator role filled
 - Working to fill Chair role and website/graphic design role
- BIA Annual General Meeting:
 - Set for November 5th at Fiddleheads
 - Casual meeting with recognition rewards and approval of 2026 budget
 - Working on RSVPs and menu
- General BIA:
 - Kilt Run - feedback has been submitted to the organizers with a request to have the BIA more involved in future planning
 - Determining road closures - road closures are determined through a permitting process that involves the input of town directors and the OPP, determining when roads are closed comes down to many logistical requirements as well as experience

Reassessed Critical Path for BIA Strat Plan

| Phase | Category | Purpose | Key Actions | Method | Date | | |
|--|--|---|--|---|----------|------------|-------|
| 2 | Identity & Goals | Gather insights from the feedback and collaboration of stakeholders to ensure the BIA's vision, mission, values and goals align with stakeholder expectations and needs | Revisit/establish the organizations vision (future aspirations). | BIA Board of Directors strategic day | October | | |
| | | | Reassess/define the mission (purpose and primary objectives) | | | | |
| | | | Identify/reaffirm the core values guiding the organizations culture and decisions. | | | | |
| | | | Identify key strategic areas | | | | |
| | | | Develop SMART goals | | | | |
| | | | Prioritize goals based on their importance and feasibility | | | | |
| | | | REPORT TO MEMBERSHIP | | | AGM | 5-Nov |
| | | | Feedback from other stake holders | Email distribution of report to stakeholders. | November | | |
| Compile the information for Phase 3 | Report preparation | | | | | | |
| Communicate to key stakeholders | Email distribution of report to stakeholders and post to website | | | | | | |
| 3 | Strategy Formulation | Develop actionable strategies to achieve the identified goals. | Brainstorm and evaluate potential strategies and initiatives. | Strat Plan Team | December | | |
| | | | Align strategies with organizational strengths and market opportunities. | Collaboration between BIA and Town | January | | |
| | | | Assess resource requirements/contraints. | | | | |
| | | | Select and prioritize strategies that will have the most impact. | | | | |
| | Implementation Planning | Develop an actionable plan to execute the strategies | Business members to review vision, mission, values and goals | Facilitated workshops | February | | |
| | | | Create detailed action plan with timelines, responsibilities, and milestones | Strat Plan Team | | | |
| | | | Assign roles and responsibilities to teams and individuals | | | | |
| 4 | Finalization of Strategic Plan | Pull everything together in order to present to BIA membership for approval | Develop a communication plan to ensure alignment and commitment | Strat Plan Team | March | | |
| | Approval of Plan | | Establish a monitoring and reporting process to track progress. | | | | |
| | | | Draft strategic Plan revised into a final format | | | | |
| | | | Send final strategic plan to membership for review. | | | | |
| | | | Present full plan to membership and motion for approval | BIA Membership Special Meeting | | | |
| Implementation/Monitoring/Reporting | | | | | | | |

Strategic Plan Data Summary

The following is a summary of the data acquired from the surveys of residents, visitors, historic community leaders, and BIA business members.

BIA LEADERSHIP

The BIA Board of Directors is responsible for upholding the BIA Mandate from the Municipality which is to oversee improvement, beautification & maintenance of BIA municipally owned land, buildings & structures, and to promote the area. The following is a summary of the feedback that falls within the BIA's mandate.

Building Our Downtown

- **Economic development:**
 - Work with local municipalities to create a regional economic strategy
 - Advocate for mechanism to vet/actively seek potential new businesses to complement existing BIA Businesses, reduced competition, and provide greater variety to customers year-round. This mechanism will also provide an opportunity to onboard potential businesses to the intricacies of doing business within a Heritage BIA.
- **Downtown Infrastructure Improvements:**
 - Accessibility
 - Sidewalk maintenance/safety (snow removal, uneven concrete, merchandise, etc.)
 - Parking/EV Charging stations
 - Wayfinding/signage and more visible displays (directories, events, etc.)
 - Lighting
 - Gathering areas
- **Beautification**
 - More flowers
 - More frequent clean-ups and waste disposal receptacles
 - More seasonal decor (banners, flags, lights, etc.)
- **Policies, Procedures and Permits**
 - Help to simplify/create clarity around requirements for operating a business in the BIA
 - Emergency planning and safety guidelines

Showcasing the Perth BIA

- Marketing Plan:
 - Develop the “story” of the Perth BIA beyond the “historic” narrative
 - More media exposure
 - Expand boundaries of promotion
 - Focus on local residents, not just tourists
- Events:
 - Most beneficial event/initiative for BIA Business Members are after hours events
 - Desire for fresh ideas that are more engaging
 - Strong response to food-focused events, night markets/evening events, live music, family focused, and arts/culture events
 - More local focused events

Empowering Our Businesses

- Communication with BIA Business Members
 - Provide more updates
 - More one-on-one engagement with businesses
 - Member’s only area on the BIA website
 - Eliminate FB group
- Business Development
 - Networking opportunities beyond the AGM to build the BIA business community
 - Workshops for:
 - Social Media
 - Grant/Funding opportunities
 - Theft Prevention
 - Conflict Management
 - E-Commerce
 - Tenancy - negotiating leases and insurance
 - Help generate collaboration ideas between BIA businesses