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BIA Board Meeting Agenda

 Creator
BIA Coordinator

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Oct 07, 2025, 10:11

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Oct 08, 2025, 16:37

Date and Location

October 22, 2025, 8:00am, Council Chambers

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

Agenda

1. **Call to Order**
2. **Adoption of Agenda/Amendments**
3. **Disclosure of Pecuniary Interest and General Nature Thereof**
4. **Approval of Last Meeting Minutes**
 - i. [September 25, 2025](#)
5. **New Business**
 - i. Closed Session - Personnel Discussion
 - a. Be it resolved that the BIA of the Town of Perth resolve itself into a closed session at 8:03am, pursuant to the Municipal Act 2001, for the following purpose

1. Personal matter about an identifiable individual, including municipal or local board employee
 - ii. Governance
 - a. Town of Perth and BIA LOU (Cathy McNally)
 - iii. Treasurer's Report
 - a. MOTION - Request for Reserve
 1. As recommended by Committee of the Whole, be it resolved that the Council of the Town of Perth approve the withdrawal of funds from the Perth Business Improvement Area (BIA) reserves to an upset limit of **\$25,127.10**, to purchase new planters in the Business Improvement Area (BIA).
 - i. Moved by Dawn Bell
 - ii. Seconded by Krista Mackler
 - b. 2026 BIA Budget
 - iv. BIA Coordinator Report [[REPORT](#)]
 - v. Town Council Report
6. **Next Meeting:** November 26, 8:00am, Council Chambers
7. **Adjournment:**

October 2025

BIA COORDINATOR REPORT

Prepared for: BIA Board of Directors

Presented by: Nancy Wing

Goal	Update	Status	Direction Needed?
Strategic Plan	BIA Board strat plan session Oct 21	on track	
Promotions & Marketing	OUAC planning on track, SSW prizes coming together, Businesses signing up for display contest, radio ads to start in Nov	on track	
Annual General Meeting	RSVPs due by October 24 th , send info in newsletter and on forum	on track	
Beautification	press release and social post send re:: winter barrel planting, committee pulling items together for planting Nov 3rd	on track	
SPF	SPF have submitted their budget proposal for 2026, they are asking to hire a marketing manager and new webmaster	on track	Motions for budget, hiring, and voting members

Decisions Required at this meeting:

- Approve SPF voting membership for 2026 season
- Approve SPF hiring of marketing manager and webmaster (proposals attached)
- Approve SPF budget

Decisions Required

- **SPF Voting Members**

- **MOTION:** Be it resolved that Diana Bracegirdle, Peter Cochrane, Susan Thompson, Gary Waterfield, Anne Davis, Tom Nephin, Shannon Riley, Shawn Vernier, Dawn Bell, David Kroetsch, David Murray, and Jamie Campbell are appointed as voting members of the Stewart Park Festival for the next year in accordance with the terms of service.
- **Decision Needed:** APPROVAL

- **SPF Hiring Marketing Manager**

- **MOTION:** Be it resolved that the Stewart Park Festival will hire Kimberly Sinclair for 3 months at Tier 1 as per the proposal presented.
- **Decision Needed:** APPROVAL

- **SPF Hiring Webmaster**

- **MOTION:** Be it resolved that the Stewart Park Festival will hire Steev Morgan as webmaster as per presented proposal.
- **Decision Needed:** APPROVAL

- **SPF Budget**

- **MOTION:** Be it resolved that the Stewart Park Festival budget is approved by the BIA Board of Directors and will be submitted to the Town of Perth for further approval.
- **Decision Needed:** APPROVAL

Updates - For Information Only

- Strategic Plan:
 - BIA Board Strat Plan session October 21 at 6:30pm at North52
- Promotion Committee:
 - Fall for Perth ad in theHumm, additional ads set for November and December
 - Working with myFM on radio ads for November and December
 - Winter webpage created and linked on homepage
 - Once Upon a Christmas:
 - assets and content shared with Emma
 - webpage created
 - SSW
 - webpage created
 - prizes being collected
- Beautification Committee:
 - Working to clarify the distribution of the cost of new flower planters
 - Holiday Merchant Display Contest
 - Sign-up set up and sent out in newsletter and in forum
 - 3 prizes for top winners: Tickets to Studio Theatre, GC for MacEwan's, Perth sweater
 - Press release sent regarding early switchover of winter barrels
 - Barrels to be switched over on November 3rd, logistics finalized
- Stewart Park Festival Committee:
 - Experience Ontario grant report completed
 - PDCF grant report completed
 - Nominated Peter Cochrane for the FEO Volunteer of the Year Award
 - Took a 2 day Crisis Communication course which will be valuable in expanding the effectiveness of the SPF Emergency Plan to create the Emergency Communication Plan
 - SPF Committee has decided to bring back the Wendy Laut Stage for the 35th Anniversary
 - Lots of excitement around the 35th Anniversary with a desire to really make it big
 - Proposals for marketing and website work reviewed and approved
 - Position posting for SPF Chair will run until October 31st, one application so far
 - Some difficulties regarding the donation receipts. Met with Nev Jande to discuss. Working to provide the back up documentation required for her to sign the receipts. Receipts will be emailed where possible due to the Canada Post strike. Others will be distributed utilizing purolator or town hall pick up.
- BIA Annual General Meeting:
 - Collecting RSVPs
 - Working on milestones certificates
 - Finalizing agenda with Brodie
 - Documents and agenda to be sent out this week