



BIA Board Meetings > 8:00am BIA Board Meeting - November > Files column

## BIA Board Meeting Agenda

 Creator **BIA Coordinator**  Created **Nov 18, 2025, 14:18**  Last updated **Nov 18, 2025, 14:29**

### Date and Location

November 26, 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. October 22, 2025
  - ii. October 23, 2025
5. **New Business**
  - i. BIA Coordinator Report
    - **SPF Committee Chair Appointment**
      - **MOTION:** Be it resolved that Shawn Vernier's recommendation to the position of Stewart Park Festival Committee Chair is approved for the 2026 season in accordance with the Stewart Park Festival Terms of Reference.
    - **Appointment of SPF Committee Chair as BIA Board Director**
      - **MOTION:** Be it resolved that the BIA Board of Directors wish to nominate Shawn Vernier to the BIA Board in accordance with the Stewart Park Festival Terms of Reference.
  - ii. 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
  - iii. Governance
    - a. **Volunteer & Vehicle Use Policy**
      - **MOTION:** Be it resolved that the Downtown Heritage Perth BIA Board of Directors approve the Volunteer & Vehicle Use Policy with immediate implementation
    - b. **Town of Perth and BIA LOU (Cathy McNally)**
      - i. **MOTION:** Be it resolved that the Downtown Heritage Perth BIA Board of Directors approve the Town of Perth and BIA LOU.
  - iv. Treasurer's Report
  - v. Town Council Report
6. **Next Meeting:** January 28 2026, 8:00am, Council Chambers
7. **Adjournment:**

November 2025

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# BIA COORDINATOR REPORT

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Prepared for: BIA Board of Directors

Presented by: Nancy Wing

Goal	Update	Status	Direction Needed?
Strategic Plan	Draft vision, mission and goals prepared based on BIA Strategic Plan session	attention	feedback needed by December 10th
Promotions & Marketing	fall/winter promo plan continues with print ads, radio ads, press releases, & events challenges re: social media & newsletter	on track	
Beautification	spring flowers ordered, winter barrels complete, bandstand decorated	on track	
SPF	SPF budget revised as requested, pre-paid items approved for 2026 season, SPF chair candidate identified	on track	appointment of SPF chair and BIA Board Member
General	A volunteer & vehicle use policy has been drafted for BIA Board review	attention	Direction re: vehicle use policy

## Decisions Required at this meeting:

- Approve BIA vision, mission and goals for strategic plan
- Approve appointment of SPF committee chair and new BIA Board member
- Decision re: Volunteer & Vehicle Use Policy

## Decisions Required

- **SPF Committee Chair Appointment**

- **MOTION:** Be it resolved that Shawn Vernier's recommendation to the position of Stewart Park Festival Committee Chair is approved for the 2026 season in accordance with the Stewart Park Festival Terms of Reference.

- **Decision Needed:** APPROVAL

- **Appointment of SPF Committee Chair as BIA Board Director**

- **MOTION:** Be it resolved that the BIA Board of Directors wish to nominate Shawn Vernier to the BIA Board in accordance with the Stewart Park Festival Terms of Reference.

- **Decision Needed:** APPROVAL

- **Volunteer & Vehicle Use Policy**

- **MOTION:** Be it resolved that the Downtown Heritage Perth BIA Board of Directors approve the Volunteer & Vehicle Use Policy with immediate implementation

- **Decision Needed:** APPROVAL

## Updates

- **Strategic Plan:**
  - BIA Board Strat Plan session was October 21 at 6:30pm at North52
  - Worked through vision and mission exercises and discussed the goals presented through the Strategic Plan survey and BIA member workshops
  - A draft document outlining a vision, mission and goals has been prepared and presented to the BIA Board.
  - Update on the progress and direction of the Strategic Plan provided at the AGM to BIA Membership
  - **NEXT STEPS** based on revised critical path:
    - Board to revise/approve the vision, mission and goals of the strategic plan
      - Feedback needed from board members by December 10th
    - Report to be distributed to stakeholders for feedback
    - Feedback compiled and revisions made to base document
    - Distribute revised base document to stakeholders
    - Strat Plan Team to meet to brainstorm and evaluate potential strategies and align strategies with organizational strengths and market opportunities.
- **Promotion Committee:**
  - November ad placed in theHumm, additional ad submitted for December
  - Press release sent out regarding Shop, Stamp & Win, Once Upon a Christmas and Holiday Merchant Display Contest
  - Radio ads have been set for November and December
  - Radio interview conducted on November 20t with Bob at myFM, release date TBD
  - Event webpages continue to be updated
  - Holiday Merchant Display Contest
    - 29 businesses signed up for the contest
    - social media ad boosted
    - voting QR code distributed
    - voting opened November 22
  - Once Upon a Christmas:
    - Occurred November 22
    - Promotions committee will meet to debrief
  - SSW
    - assets distributed to BIA businesses
    - promotion started on November 15th
    - additional ballots handed out by volunteer on November 19th
  - **CHALLENGES**
    - Since October, we have encountered ongoing deliverability problems between our Mailchimp system and the Perth.ca domain. Despite providing all requested details to the domain provider, the resolution took 4 weeks to resolve. It is now resolved.

- **Beautification Committee:**
  - Spring flowers ordered
  - Winter barrels switched over on November 3
    - **Lessons Learned:**
      - Reduce next year's greenery by  $\frac{1}{3}$  for next year
      - Better coordination needed regarding removal of leftover greenery from Crystal Palace
  - Additional greenery from winter barrels used to make garland at town bandstand, additional decor purchased for bandstand and set up by town and volunteers
- **Stewart Park Festival Committee:**
  - SPF budget was revised and approved according to BIA Board direction
  - "Pre-paid" festival expenses for 2026 were approved for processing in 2025 to a total of \$21,455.
  - Shawn Vernier has been recommended as the chair for the 2026 Stewart Park Festival season
- **General BIA**
  - Investigated and worked on a Volunteer & Vehicle Use Policy