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BIA Board Meeting Agenda - January 2026

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Date and Location

January 28, 2026, 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. November 26, 2026
5. **New Business**
 - i. BIA Coordinator Report
 - **SPF Crystal Palace Coordinator Resignation**
 - **MOTION:** Be it resolved that David Murray's resignation from the position of Stewart Park Festival Crystal Palace Coordinator is approved.
 - **Counterfeit Currency Management Policy**
 - **MOTION:** Be it resolved that the Downtown Heritage Perth BIA Board of Directors approve the Counterfeit Currency Management Policy with immediate implementation
 - **Artificial Intelligence (AI) Use Policy for Public-Facing Content**

- **MOTION:** Be it resolved that the Downtown Heritage Perth BIA Board of Directors approve the Artificial Intelligence (AI) Use Policy for Public-Facing Content, with immediate implementation
- **Vehicle Use Policy**
 - **MOTION:** Be it resolved that the Downtown Heritage Perth BIA Board of Directors approve the Vehicle Use Policy with immediate implementation

ii. Governance

- a. **BIA Coordinator 2026 Performance Objectives** (Cathy McNally)

iii. BIA Gift Certificates (Cathy McNally)

iv. BIA Website Redesign (Nancy Wing)

v. Treasurer's Report

vi. Town Council Report

vii. Closed Session - Personnel Discussion

- a. Be it resolved that the BIA of the Town of Perth resolve itself into a closed session at [TIME], pursuant to the Municipal Act 2001, for the following purpose
 - 1. Personal matter about an identifiable individual, including municipal or local board employee

6. **Next Meeting:** February 25 2026, 8:00am, Council Chambers

7. **Adjournment:**

January 2026

BIA COORDINATOR REPORT

Prepared for: BIA Board of Directors

Presented by: Nancy Wing

Goal	Update	Status	Direction Needed?
Strategic Plan	Reassessed Critical Path agreed to in Sept is now two months behind	at risk	
Promotions & Marketing	OUAC debriefed, Display contest finished/ awarded/ press release done, SSW ballots picked up, BIA Map Ads sold out	on track	Discussion volunteer hour tracking
Beautification	beautification plan for 2026 coming together	on track	
SPF	new potential crystal palace coordinator, counterfeit & AI use policy drafted, EO grant application complete, applying for grants, decision to hire photographer @ \$1000	on track	accept resignation approve policies
General	Vehicle Use Policy revised, new website work underway, gift certificate challenges	attention	Approval of policy

Decisions Required at this meeting:

- Approve resignation of crystal palace coordinator
- Approve Counterfeit Currency Management Policy
- Approve Artificial Intelligence (AI) Use Policy for Public-Facing Content
- Approve Vehicle Use Policy

Decisions Required

- **SPF Crystal Palace Coordinator Resignation**
 - **MOTION:** Be it resolved that David Murray's resignation from the position of Stewart Park Festival Crystal Palace Coordinator is approved.
 - **Decision Needed:** APPROVAL
- **Counterfeit Currency Management Policy**
 - **MOTION:** Be it resolved that the Downtown Heritage Perth BIA Board of Directors approve the Counterfeit Currency Management Policy with immediate implementation
 - **Decision Needed:** APPROVAL
- **Artificial Intelligence (AI) Use Policy for Public-Facing Content**
 - **MOTION:** Be it resolved that the Downtown Heritage Perth BIA Board of Directors approve the Artificial Intelligence (AI) Use Policy for Public-Facing Content, with immediate implementation
 - **Decision Needed:** APPROVAL
- **Vehicle Use Policy**
 - **MOTION:** Be it resolved that the Downtown Heritage Perth BIA Board of Directors approve the Vehicle Use Policy with immediate implementation
 - **Decision Needed:** APPROVAL

Updates

- **Strategic Plan:**

- BIA Board member feedback time was extended into the new year
- Cathy McNally provided feedback on behalf of the Town of Perth
- Critical path is two months behind
- **NEXT STEPS** based on revised critical path:
 - 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:**

- Once Upon a Christmas was debriefed
 - Lessons learned:
 - Need an entire road block for wagon ride
 - Issues with electrical - require more extension cords to reach box at rear of Town Hall
 - Tear down crew needed to help with metal barricades
 - Better signage required throughout the event
 - Desire for clearer expectations for event partners
 - Additional volunteers needed at stations to free BIA Coordinator to rotate more throughout event
- Holiday Merchant Decor Contest:
 - Winners - Perth Chocolate Works, Fawn and Fox, Hive Studio
 - Prizes donated by: McEwens, Perth Museum, Studio Theatre
 - Recognition: social media and press release
- BIA Map 2026 Update
 - Ad spaces are sold out
 - Challenge:
 - Price point for ad spaces did not align with the set budget, shortfall will be made up from printing budget line
 - BIA Businesses provided several opportunities to update address information, changes have been made in the database
 - Graphic Designer contacted and ready to work on update mid-February
- Pop Up Banners
 - Decision to create two ever-green pop up banners for Women's Show: one general and one event focused, working on design
- Shop, Stamp and Win
 - challenge collecting ballots on stated pick up dates of Jan 8th and 9th as many stores were closed and did not make alternate arrangements (NOTE: pick up dates have been published in printed documentation, newsletters and forum posts)
 - Communication sent to promotions team and on social media to announce delay in prize draw until all ballots could be collected
 - Plan to draw winners by Jan 23rd (three outstanding pick ups at time of report)

- **Beautification Committee:**

- To meet on Feb 5th to discuss:
 - Holiday Season debrief
 - Communities in Bloom - <https://cibontario.ca/how-to-participate>
 - 2026 Beautification Plan

- **Stewart Park Festival Committee:**

- BIA Orientation provided to committee at January 8th meeting
- Working through theme for 35th festival
 - Tagline “Harmony + Heart” to reflect Town of Perth’s branding
- Resignation of Crystal Palace Coordinator after medical issues
 - new potential coordinator has joined meetings, decision to be made on position in March
- Climate Network Lanark is being invited to the table to help coordinate planning more efficiently
- Investigating marketing options on Highway 7
- Counterfeit Currency Management Policy created to help volunteers identify and deal with counterfeit currency (see attached)
- As an arts festival, the committee felt strongly about having an AI Use Policy for public facing content (see attached)
- Grants:
 - EO grant application complete for \$20,000
 - Awarded \$20,000 from PDCF
 - One more year left with TD grant (\$10,000)
 - Working on cultural events grant application for potential \$12,000 toward marketing
 - Met with Cathy McNally to clarify grant process
- Photographer to be hired for \$1000 to cover three days
- Will be discussing a kick-off fundraiser to take place in June

- **General BIA**

- Reworked the Vehicle Use Policy based on board feedback (see attached)
- Business Updates:
 - Spoke to every business at least once during December and January
 - Highlights:
 - helping several owners navigate processes related to moves
 - working to connect other owners for purposes of collaboration in town events and business initiatives
 - lent an ear to some business owners to express personal struggles
 - helping with design of ads for BIA Map reprint
 - some businesses seem to be doing well, others are really struggling (considering selling or closing down)

- **General BIA cont...**

- Monday.com
 - Recognizing this work management system was not working as intended for accountability and reporting purposes, BIA coordinator investigated utilizing Microsoft Planner to eliminate Monday.com all together, would have required a lot of time to set-up and learn, did not have the same flexibility needed (including automations and forms)
 - Subscription for Monday.com was reduced to save \$324/year
- MailChimp
 - Subscription keeps increasing in cost as people sign up to community newsletter
 - Investigated several alternatives
 - New website platform (SquareSpace) offers email campaign plans allowing for unlimited contacts. Based on # of emails sent per month, SquareSpace would save BIA approximately \$60/month and provide better automation/reporting
 - Will look to transfer to SquareSpace with launch of new website

SECTION 1: POLICIES

Adopted:

Last Reviewed:

BIA Counterfeit Currency Management Policy

Background: The Downtown Heritage Perth Business Improvement Area (BIA) is a board of management established under the Ontario Municipal Act and operates as a local board of the Town of Perth. The BIA is supported by volunteers, board members, and staff who assist in carrying out approved initiatives such as events, promotions, administrative tasks, and other authorized activities.

From time to time, volunteers, board members, and staff may be tasked to manage cash during an event. This policy outlines expectations, limitations, and responsibilities related to managing counterfeit currency.

Policy Purpose: To establish clear, practical guidance for identifying and managing suspected counterfeit cash during events where high-tech detection tools are not available. It prioritizes public safety, volunteer confidence, respectful interactions, and consistent decision-making.

Scope: This policy applies to all volunteers, board members and staff who are tasked to manage cash during a BIA approved event.

Guiding Principles

- Safety first: no confrontation or escalation
- Respect and Dignity: treat all patrons politely and without accusation
- Consistency: Follow the same steps every time
- Transparency: Clearly explain next steps without assigning blame
- Volunteer support: Volunteers are never expected to investigate or argue

General Responsibilities

1. Event Organizer/BIA
 - a. Provide pre-event training and reference materials
 - b. Designate a Cash Supervisor or Event Lead per shift
 - c. Maintain incident records
 - d. Liaise with local authorities if required
2. Cash Supervisor/Event Lead
 - a. Support volunteers in real-time

- b. Make final decisions on refusing bills
 - c. Secure suspected counterfeit bills (if accepted by mistake)
3. Volunteers/Front-Line Staff
 - a. Use basic visual and tactile checks
 - b. Follow the interaction steps in this policy
 - c. Immediately involve a supervisor when unsure

Identifying Suspected Counterfeit Bills

1. Look:
 - a. Blurry images or uneven printing
 - b. Incorrect colours or unusually dull/bright tones
 - c. Missing or poorly aligned security features
 - d. Obvious spelling errors or incorrect images
2. Feel:
 - a. Paper feels unusually smooth, slippery, or waxy
 - b. Bill is too stiff or too flimsy compared to others
3. Compare:
 - a. Compare with another bill of the same denomination
 - b. Look for clear differences in size, colour, or design

Managing Interactions with the Public

- If unsure about a bill, use calm, neutral language then notify Cash Supervisor or Event Lead
- Cash Supervisor determines bill cannot be accepted:
 - Politely decline the bill
 - Offer alternative payment options
 - Return bill to patron
- If patron becomes upset:
 - Stay calm and respectful
 - Do not escalate or argue
 - If safety becomes a concern, follow event safety procedures

Procedure if Suspected Counterfeit Bill is Accepted by Mistake

- Stop using the bill immediately
- Place it in a clearly labelled envelope with date, time, location, denomination, brief description and name of supervisor recorded
- Submit to Event Organizer at the end of the shift

Volunteer Training

- Short review of this policy

- Examples of common counterfeit indicators
- Role-play or scripted language for public interactions
- Clear instructions on when to call supervisor

On-site Supports

- Quick reference sheets at cash stations
- Easy access to Cash Supervisor
- Clear signage noting: “We reserve the right to refuse cash we are unable to verify.”

Policy Review & Approval

This policy will be reviewed at least every three (3) years or earlier if required. All amendments require approval by the BIA Board of Directors.

SECTION 1: POLICIES

Adopted:

Last Reviewed:

BIA Artificial Intelligence (AI) Use Policy for Public-Facing Content

Background: The Downtown Heritage Perth Business Improvement Area (BIA) is a board of management established under the Ontario Municipal Act and operates as a local board of the Town of Perth. The BIA is supported by volunteers, board members, and staff who assist in carrying out approved initiatives such as events, promotions, administrative tasks, and other authorized activities.

From time to time, volunteers, board members, contractors and staff may be tasked to create or approve public-facing content on behalf of the BIA. This policy outlines expectations, limitations, and responsibilities related to artificial intelligence usage for public-facing content.

Policy Purpose: To establish clear guidelines for the appropriate use of artificial intelligence (AI) tools in the creation of public-facing content. It is intended to balance efficiency and innovation with authenticity, trust, and the BIA's commitment to representing real people, places, and experiences.

Scope: This policy applies to all staff, contractors, volunteers, board members and committees creating or approving public-facing content on behalf of the BIA and to all public-facing content including but not limited to websites/landing pages, social media, signage, posters, banners, wayfinding, newsletters, press releases, public communications, event marketing materials, videos, photography and graphics.

Guiding Principles

- **Authenticity:** Public-facing content should reflect real people, businesses, events, and experiences.
- **Transparency:** AI should support human work, not replace it in visible outputs.
- **Quality & Accuracy:** Human review and judgment are required for all content.
- **Trust:** Audiences should be confident that what they see represents reality.
- **Ethical Use:** AI should be used responsibly and in alignment with organizational values.

Permitted Uses of AI (Internal Support Only)

AI tools may be used to support workflow and internal processes, including:

- Drafting initial text outlines or content ideas

- Editing for grammar, clarity, tone, and readability
- Brainstorming headlines, captions, or themes
- Summarizing long documents or notes
- Translation or accessibility support (with human review)
- Generating internal planning documents or concepts

All AI-assisted content must be:

- Reviewed by a human
- Edited for accuracy, tone, and relevance
- Approved through normal content approval processes

Prohibited Uses of AI for Public-Facing Content

- Fully AI-Generated Content
 - Entirely AI-written articles, posts, or copy published without meaningful human authorship and editing
 - AI-generated testimonials, quotes, or stories presented as real
- AI-Generated Visual Media
 - Fully AI-generated images, illustrations, or graphics intended to represent real places, people, businesses, or events
 - AI-generated video footage or avatars used as primary public content
 - AI-generated stock imagery used in place of real photography when representing the community
- Misrepresentation
 - Content that implies AI-generated material depicts real individuals or events
 - Synthetic images or video that could reasonably mislead the public

Acceptable Use with Restrictions

- AI-assisted photo enhancement (cropping, lighting correction, background cleanup) where the original image is real
- AI-assisted design support (layout suggestions, colour palettes, font pairing)
- AI-generated placeholder visuals for internal drafts only

Policy Review & Approval

This policy will be reviewed at least every three (3) years or earlier if required. All amendments require approval by the BIA Board of Directors.

SECTION 1: POLICIES

Adopted:
Last Reviewed:

BIA Vehicle Use Policy

Background: The Downtown Heritage Perth Business Improvement Area (BIA) is a board of management established under the Ontario Municipal Act and operates as a local board of the Town of Perth. The BIA is supported by volunteers, board members, and staff who assist in carrying out approved initiatives such as events, promotions, administrative tasks, and other authorized activities.

From time to time, volunteers, board members, and staff may choose to use their personal vehicles in support of approved BIA business. This policy outlines expectations, limitations, and responsibilities related to that use.

Policy Purpose: To establish clear guidelines for the voluntary use of personal vehicles for authorized BIA business, while recognizing personal responsibility for vehicle operation, insurance, and risk.

Scope: This policy applies to all volunteers, board members and staff who choose to use their personal vehicles for authorized BIA-related activities, meetings, events, or errands.

Definitions:

- **Authorized BIA Duty:** Activities formally approved in advance by the BIA Coordinator or Board, including events, meetings, deliveries, and other operational tasks.
- **Personal Vehicle:** Any vehicle owned, leased, or rented by the volunteer, board member, or staff person and used in connection with BIA activities.

General Responsibilities of Volunteers/Staff

1. Individuals must hold a valid driver's license appropriate for the class of vehicle being operated.
2. Individuals must maintain valid and active automobile insurance as required by law.
3. Individuals are responsible for ensuring their vehicle is safe, roadworthy, and legally registered at all times.
4. Participation in any activity requiring the use of a personal vehicle is strictly voluntary.

Insurance & Liability

1. Volunteers, board members, and staff are solely responsible for the operation, safety, maintenance, insurance, and legal compliance of their personal vehicles at all times.
2. The BIA assumes no responsibility or liability for damage, loss, collisions, theft, injuries, fines, mechanical failure, or any other incidents arising from the use of a personal vehicle.
3. Personal automobile insurance is the primary and only insurance applicable to any claims arising from vehicle use.
4. The BIA does not provide insurance coverage for physical damage to personal vehicles, personal injury to the driver, or increased insurance premiums, deductibles, or rating changes.
5. The use of a personal vehicle for BIA purposes is undertaken entirely at the individual's own risk.

Mileage Reimbursement

- Mileage reimbursement is not guaranteed and is strictly discretionary, subject to available budget and approval.
- Prior written approval must be obtained from the BIA Coordinator before any travel occurs. No retroactive approvals are implied or assured.
- If approved, mileage may be reimbursed at the rate established by the Town of Perth at the time of travel.
- A completed mileage log must be submitted, including date of travel, purpose of travel, start and end odometer readings (or total kilometers traveled), and proof of prior written approval.
- The BIA reserves the right to deny or limit reimbursement for any travel deemed unnecessary, unauthorized, insufficiently documented, or unrelated to approved BIA business.
- Reimbursement, if approved, does not alter or transfer any insurance or liability responsibility from the individual to the BIA.

Policy Review & Approval

This policy will be reviewed at least every three (3) years or earlier if required by legislative, insurance, or operational changes. All amendments require approval by the BIA Board of Directors.