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# 20260128-BIA Board Meeting Minutes DRAFT

 Creator **BIA Coordinator**  Created **Jan 28, 2026, 07:28**  Last updated **Jan 28, 2026, 09:44**

## Date and Location

January 28, 2026, 8:00am, Council Chambers

## Present:

Kerri Whan, Julia Foley, Shawn Vernier, Jane Farrell, Krista Mackler, Isabel Anne McRae, Dawn Bell, Brodie Berrigan, \*\*Nancy Wing

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

## Minutes

1. **Call to Order**
  - i. Meeting was called to order at 7:57am
2. **Adoption of Agenda/Amendments**
  - i. Moved by Isabel Anne McRae
  - ii. Seconded by Julia Foley
  - iii. Carried
3. **Disclosure of Pecuniary Interest and General Nature Thereof**
  - i. None disclosed
4. **Approval of Last Meeting Minutes**
  - i. November 26, 2026
    - a. Moved by Isabel Anne McRae
    - b. Seconded by Julia Foley

- c. Carried

## 5. New Business

### i. BIA Coordinator Report

- a. Question about board meeting again as a working group to drill into the strategic plan
  - 1. Decision to look into a date for a working group
- b. Discussion about Shop, Stamp and Win ending before Christmas
  - 1. Forward to Promotions Committee
- c. Discussion about tracking volunteer hours to report at the AGM and Council
  - 1. Decision for board members to send monthly hours to Jane Farrell
- d. Discussion about annual report to Council
  - 1. Connect with clerks about an appropriate time to provide a report
- e. Question about Tay Basin Design competition for university
  - 1. Cathy McNally provided clarification
  - 2. Big dig within 5-6 years, recommended that beautification focus on this time frame

- **SPF Crystal Palace Coordinator Resignation**

- **BIAB.2026.01.28A: Be it resolved that David Murray's resignation from the position of Stewart Park Festival Crystal Palace Coordinator is approved.**
  - **Moved by Shawn Vernier**
  - **Seconded by Kerri Whan**
  - **Carried**

- **Counterfeit Currency Management Policy**

- Question about why the policy was brought forward
- Decision to rewrite the policy to reflect accepted denominations and revisit in following years

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

- Questions about a need for a policy and implications for social media content creator
- Discussion about the benefit and risk of having the policy as a BIA policy
- Decision to have content creator review policy
- Decision to rewrite specifically for Stewart Park Festival and include AI music, and bring back to February meeting.

- **Vehicle Use Policy**

- Question about Town of Perth rate and the alignment with CRA
- **BIAB.2026.01.28B: Be it resolved that the Downtown Heritage Perth BIA Board of Directors approve the Vehicle Use Policy with immediate implementation**
  - **Moved by Dawn Bell**
  - **Seconded by Krista Mackler**
  - **Carried**

ii. Governance

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

1. Cathy McNally presented four Performance Objectives for the BIA Coordinator
2. Question about the purpose and use of the objectives
  - i. Clarifying that these are check-in points throughout the year and will act as the north star for the year end performance review
  - ii. Clarifies expectations for the BIA Coordinator
3. Discussion about uploading minutes from all committees on the website
  - i. BIA Coordinator to upload minutes
4. Question about access to grants and business resources
  - i. Cathy McNally provided insight into yearly communications to business members
  - ii. Isabel Anne McRae will also bring the question to Perth Chamber of Commerce
5. Question about OBIAA Annual Conference
  - i. BIA Coordinator to look into the OBIAA credit

iii. BIA Gift Certificates (Cathy McNally)

- a. Discussion about issues around BIA Gift Certificates during the holiday season.
  1. Recommendation to push them over to the Visitor Information Center that is open 7 days a week instead of offering them at Town Hall.
    - i. Question about setting a switchover date.
    - ii. Question about holiday hours at the Visitor Information Center.
    - iii. Question about e-cards.
      - a. New platform would allow for on-line sales but would still have to be created by hand and picked up.
    - iv. **BIAB.2026.01.28C: Be it resolved that the BIA Gift Certificate purchase point be eliminated at Town Hall and moved to Visitor Information Center, and that an implementation plan be created and communicated to the public.**
      - a. **Moved by Krista Mackler**
      - b. **Seconded by Jane Farrell**
      - c. **Carried**

iv. BIA Website Redesign (Nancy Wing)

- a. Presented the update, site map and initial content.
- b. Suggestion to have a call for volunteers
- c. Question about feedback mechanisms
- d. Question about accessibility and website testing
- e. \*Cathy McNally left at 9:24am

- f. Suggestion to have map accessible right off the bat
    - g. Suggestion to link to vacant spaces
    - h. Suggestion for information on gift certificates
  - v. Treasurer's Report
    - a. Question about the role of the Treasurer under the new governance structure.
    - b. To be discussed at the Executive Committee Meeting on February 3rd.
  - vi. Town Council Report
    - a. Councillor McRae brought a report from council.
      - 1. Notification regarding Caivan to be released in the media soon.
      - 2. ROMA Conference attended by town staff and councillors.
        - i. Ultra High-Speed Train from Toronto to Quebec coming in the future.
      - 3. EGTS given go ahead to design the tertiary road from hwy 7
      - 4. Update on the complexities of snow removal
      - 5. 50th anniversary Festival of the Maples
  - vii. Closed Session - Personnel Discussion
    - a. **BIAB.2026.01.28D - Be it resolved that the BIA of the Town of Perth resolve itself into a closed session at 9:39am, pursuant to the Municipal Act 2001, for the following purpose**
      - 1. **Personal matter about an identifiable individual, including municipal or local board employee**
        - i. **Moved by Dawn Bell**
        - ii. **Seconded by Jane Farrell**
        - iii. **Carried**
    - b. **\*\*Nancy Wing left the meeting at 9:39am**
- 6. **Next Meeting:** February 25 2026, 8:00am, Council Chambers
- 7. **Adjournment:** Meeting was adjourned at 10am