



BIA Board Meetings > BIA Board Meeting - February 2026 > Files column

# BIA Board Meeting Agenda

 Creator BIA Coordinator  Created Feb 18, 2026, 10:01  Last updated Feb 18, 2026, 10:01

## Date and Location

February 25, 2026, 7:30am, Council Chambers

## 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. January 28, 2026
5. **New Business**
  - i. BIA Strategic Plan - Goals and Objectives
    - **Goals and Objectives**
      - **MOTION:** Be it resolved that the Downtown Heritage Perth BIA Board of Directors approves the strategic objectives and goals highlighted in the Strategic Plan Goals and Objectives document, and authorizes staff to proceed with the development of a detailed strategy and implementation plan in alignment with the Strategic Plan critical path.
  - ii. BIA Coordinator Report
    - **Cash Acceptance and Large Bill Policy**

- **MOTION:** Be it resolved that the Downtown Heritage Perth BIA Board of Directors approve the Cash Acceptance and Large Bill Policy for 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
- iii. Treasurer's Report
- iv. Town Council Report
- 6. **Next Meeting:** March 25 2026, 8:00am, Council Chambers
- 7. **Adjournment:**

February 2026

# BIA COORDINATOR REPORT

Prepared for: BIA Board of Directors  
Presented by: Nancy Wing

Goal	Update	Status	Direction Needed?
Personal Development	OBIAA Conference April 19-22	on track	
Strategic Plan	Base document sent to board for review & approval	at risk	Approve objectives and goals
Website	Working on off-site design/content	on track	
BIA Member Interaction	Delivered Perth-a-licious info to all eateries General check-ins with 20% businesses	on track	
Promotions & Marketing	Perth-a-licious campaign launched, Spring art event dismissed, Map with designer	on track	
Beautification	Investigating Communities in Bloom Creating proposal for beautification equity	on track	
SPF	Discussing kick-off event June 6th Clarified role of Treasurer and reporting AI Use Policy approved by Emma Counterfeit Policy re-written	on track	approve policies
General	Clarified promotion workflow with Content Creator, progress made on gift certificate procedure and implementation plan, donation platform switch in progress	on track	

## Decisions Required at this meeting:

- Approve strategic objectives and goals for strategic plan
- Approve Cash Acceptance and Large Bill Policy
- Approve Artificial Intelligence (AI) Use Policy for Public-Facing Content

## Decisions Required

- **BIA Strategic Plan**

- **MOTION:** Be it resolved that the Downtown Heritage Perth BIA Board of Directors approves the strategic objectives and goals highlighted in the Strategic Plan Goals and Objectives document, and authorizes staff to proceed with the development of a detailed strategy and implementation plan in alignment with the Strategic Plan critical path.
- **Decision Needed:** APPROVAL

- **Cash Acceptance and Large Bill Policy**

- **MOTION:** Be it resolved that the Downtown Heritage Perth BIA Board of Directors approve the Cash Acceptance and Large Bill Policy for 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

## Updates

- **2026 Performance Objectives**

- **Personal Development**

- Used deferred payment to register for OBIAA Conference April 19-22 in St. Catharines
  - Workshop preferences:
    - Cultivating Impact - Events spark energy, but lasting success requires measurable engagement and economic outcomes. Learn how BIAs can integrate events, social media, and AI tools to extend impact, track results, and strengthen community connections. Leave with a 90-day growth roadmap, practical tools, and confidence to demonstrate sustainable main street outcomes.
    - Rooted in Strategy - Strategic planning is essential for BIAs to assess current reality, future direction, and neighbourhood needs. This session shows how applying an economic lens can transform planning from a marketing exercise into an actionable tool. Learn how to use push-pull factors to create focused, measurable, staff-driven strategies.
    - Rooted in Relationships - Discover how CAA Niagara and Heartland Forest built a values-driven partnership that prioritizes community impact. Learn practical strategies for BIAs to foster sustainable collaborations, engage stakeholders, and create initiatives rooted in purpose—helping main streets bloom through authentic relationships and shared goals.
    - Maximizing Member Engagement - Learn the challenges, successes, and foundations of building an effective member engagement strategy from the ground up. Work through a practical framework in real time, explore scalable tools for BIAs of all sizes, and collaborate with peers. Attendees will take home a worksheet with ideas, strategies, and next-step actions.
    - Rooted in Insight - Discover how evolving consumer behaviour and spending patterns can inform data-driven BIA strategies. Learn national and provincial trends, tourism insights, and how other BIAs use spending data to support business growth, refine marketing, and measure economic impact, including spending lift from community events.

- **Strategic Plan:**

- Objectives and goals completed for review
- Critical path is three months behind
- **NEXT STEPS** based on revised critical path:
  - Report to be distributed to stakeholders
  - Bring BIA Members together to present objectives and goals
  - Strategic Implementation and communication plan to be created and presented to BIA Board.

- **Website:**

- Continuing to build out content and off-site design

- **Business Interaction:**

- All eateries emailed and visited about Perth-a-licious promotion participation
- General interactions with 20% of business members
- Outreach to business owners experiencing transitions
- Introductions made with new business owners

- **Promotions and Marketing**
  - Discussed promotions budget and priorities for promotions
  - Perth-a-licious dates set (April 8-22) and Event Promotion template filled out for Content Creator
    - Design assets updated and sent to Content Creator
    - Business applications emailed, delivered in person and posted on FB Forum
    - Soft promotion to start February 23<sup>rd</sup> with paid advertising to begin March 19
  - Spring art event dismissed due to resource constraints and conflicts with other events
  - BIA Map being updated with graphic designer, to be printed in March
- **Beautification Committee:**
  - Investigating potential participation in Communities in Bloom provincial competition
    - Perth has previously won this initiative
    - Town unable to commit resources so Beautification Committee would need to fully take on the commitment should it be approved
  - Putting together a proposal to expand beautification into under represented spaces within the BIA
- **Stewart Park Festival Committee:**
  - Investigating financial resources required and themes for kick-off event on June 6
  - Special branding created for 35<sup>th</sup> festival
  - Climate Network Lanark joined as a non-voting member of the committee
  - Role of Treasurer and financial reporting clarified
  - AI Use Policy reviewed and approved by BIA Content Creator, affirmed policy reflects best practices for success on social media
  - Counterfeit Currency Management Policy rewritten into Cash Approval and Large Bill Policy as per BIA Board direction.
    - **NOTE:** A simple large-bill restriction provides one guardrail, but it does not fully prepare volunteers for real-world scenarios or protect the organization from financial loss or liability exposure.
- **General BIA**
  - Clarified promotions workflow and graphic design responsibilities with Content Creator
  - Gift Certificates:
    - Created a master gift certificate tracking spreadsheet for reporting purposes
    - Consolidated 2025 gift certificate purchases/reimbursement from all locations
    - Drafted Gift Certificate procedure with collaboration from Perth Museum & Visitor Information center
    - Working with Director of Corporate Services to implement and communicate new procedure
  - Canada Helps donation platform
    - Cost analysis complete:
      - PayPal (current system) fees 2.9%+\$0.30 per transaction (\$100 donation = \$3.20)
      - Canada Helps 3.75% per donation (\$100 = \$3.75)
    - Benefits:
      - Instant CRA approved tax receipts to donors
      - Reduction in administrative processing time (saves approx \$5 in man hours per donation)
      - Can set minimum donation to align with Donation Policy
    - Cons - does not accept cash donations, cash would have to be handled manually
    - Next Steps:
      - Present to SPF
      - Confirm transition with Director of Corporate Services

# BIA Strategic Direction



Vibrant destination and business hub where people connect, discover and feel at home



## STRATEGY & IMPLEMENTATION



## OBJECTIVES

### ENHANCE OUR DOWNTOWN

Collaborative municipal partnership  
Structured business input  
Business representation in planning

### SHOWCASE THE PERTH BIA

Increased visibility  
Strong merchant participation  
Cohesive & attractive streetscape

### EMPOWER OUR MEMBERS

Clear & consistent communication  
Networking, collaboration & growth  
Increase member satisfaction



## ELEVATE ORGANIZATIONAL EXCELLENCE & GOVERNANCE

Through strong governance, transparent reporting, and measurable impact, we demonstrate value to our members and Council while building a resilient and future-focused organization.



# Strategic Plan Objectives and Goals

Revised: 12/02/2026

## BIA VISION

Downtown Heritage Perth is a vibrant destination and business hub with timeless appeal — a lively, eclectic mix of tastes, treasures, and experiences where people come to connect, discover something new, and feel at home in the beauty and creativity of our community.

## BIA MISSION

The Downtown Heritage Perth BIA strengthens our downtown by enhancing public spaces, championing local businesses, and fostering collaboration among members, partners, and the community. Through connection, creativity, and care, we create a vibrant, inclusive, and resilient destination where local culture thrives, and everyone belongs.

## BIA GOALS

### **Enhance Our Downtown**

Represent the interests of our members by serving as a strong voice for downtown businesses to ensure business needs are reflected in local policy, planning and improvement decisions.

Target Audience – Town of Perth

### GOALS

- By December 2027, the Downtown Heritage Perth BIA will strengthen its role as a collaborative partner with the Town of Perth and our partners, to contribute coordinated feedback that supports a profitable and positive downtown business environment.
  - Performance Indicators:
    - Hold a minimum of four coordination meetings with the Town of Perth and partners by January 2027.
    - Develop and implement a formal mechanism to gather and document business member input on proposed municipal initiatives by March 2027.

- Achieve at least 60% business participation in annual feedback mechanisms by December 2027.
- Facilitate BIA representation on relevant Town working groups and major initiatives.
  - Ensure BIA representation on 100% of major Town initiatives directly impacting downtown businesses.
- Achieve at least 80% of businesses surveyed reporting that they feel informed and represented in municipal decision-making.

### **Showcase the Perth BIA**

Enhancing Perth's unique character and charm while promoting downtown as a destination for residents, visitors, and investors.

Target Audience – visitors/residents

### **GOALS**

- Marketing Plan:
  - By September each year, the Downtown Heritage Perth BIA will develop and a comprehensive marketing plan for the following year that compliments – but does not duplicate - the Town of Perth's tourism strategy, with a focus on the unique offerings of Perth's downtown heritage BIA. The marketing plan will broaden media and promotional reach and deepen local community engagement within the downtown area.
    - Performance Indicators:
      - Review and analysis of the success of previous promotional efforts including events, advertising, and promotions by June each year.
      - Budget analysis and proposal complete in conjunction with the BIA Treasurer by August each year.
      - Marketing plan completed and approved by September of each year .
      - Launch an annual schedule of promotions by January each year.
      - Minimum 3-4 promotions executed per year
      - Participation from at least 40-50% of merchants for each campaign
      - Campaign-specific KPIs tracked (foot traffic, merchant feedback).
- Beautification:

- By March each year, the Downtown Heritage Perth BIA will develop and implement a beautification plan in collaboration with the Town of Perth, outlining seasonal enhancements, holiday decor, plantings, streetscape additions, and maintenance priorities, and ensure beautification efforts are evenly distributed across BIA boundaries with clear visual continuity.
  - Performance Indicators:
    - By February, beautification inventory updated annually.
    - 1-2 new beautification enhancements implemented each year (e.g., planters, banners, patioscape elements, lighting, etc.)
    - 100% of BIA boundary represented in beautification plan.
    - Audit photographs completed at the beginning and end of each season.
    - Annual member satisfaction with downtown appearance increases by 10% annually.

## **Empower Our Members**

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.

Target Audience – BIA Business Members

### **GOALS**

- Member Communication and Engagement Strategy
  - By April 2027, the Downtown Heritage Perth BIA will implement a structured communication strategy to keep members informed and engaged.
    - Performance Indicators:
      - Assessment of current communication strategy by February 2027
      - Development and approval of new communication strategy by March 2027
      - Increased engagement of business members by 15% annually.
      - Increased participation in BIA initiatives, events, or consultations compared to baseline.
      - Member satisfaction with communication increases by minimum 10% per year.

- Business Development and Capacity Building
  - By October 2027, the Downtown Heritage Perth BIA will create and implement a structured program of networking, collaboration and business development opportunities for BIA business members, designed to strengthen relationships, encourage knowledge sharing, foster joint initiatives, and support professional development.
    - Performance Indicators:
      - At least 2-3 business development events held per year.
      - 30% of BIA members attend at least one event annually.
      - 80% positive feedback on event relevance and usefulness.
      - At least 2 collaborative initiatives (co-marketing, joint events, shared resources, etc.) launched annually as a result of the program.

## **Elevate Organizational Excellence & Governance**

Committing to high standards of leadership, financial stewardship, and accountability to ensure the BIA operates with excellence. Through strong governance, transparent reporting, and measurable impact, we demonstrate value to our members and Council while building a resilient and future-focused organization.

Target Audience – BIA Board of Directors

### **GOALS**

- Governance & Board Functionality
  - Strengthen Board effectiveness through clear roles, decision-making processes, and annual work planning.
    - Performance indicators
      - Annual Board work plan created each January
      - Board orientation completed each year (including Governance 101)
- Financial Planning and Accountability
  - Strengthen budgeting, procurement, and reporting transparency.
    - Performance Indicators:
      - Annual budget approved by Town deadlines
      - Mid-year and year-end reports to members
- Member Value Demonstration

- Annually report achievements, impact metrics, financials, and next-year priorities.
  - Performance Indicators
    - Annual Report published by February each year
    - Member perception of BIA value increases annually

## **SECTION 1: POLICIES**

**Adopted:**

**Last Reviewed:**

---

### **BIA Cash Acceptance & Large Bill 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.

**Policy Purpose:**

To reduce financial risk and support volunteers in managing cash transactions safely and consistently during events.

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

**Policy:**

To minimize the risk of counterfeit currency and reduce cash handling challenges:

- The BIA will not accept \$100 bills at events.
- Clear signage will be posted at all cash stations.
- Volunteers should politely advise patrons of this policy before completing transactions when large bills are presented.
  - Volunteers are not expected to justify the policy beyond what is stated.
  - If a situation escalates or feels unsafe, follow event safety procedures and notify the Event lead immediately.

Event leads may determine in advance whether additional large denominations (e.g. \$50 bills) will be limited based on event size, cash float, or risk considerations.

**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.