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20260225-BIA Board Meeting Minutes

 Creator
BIA Coordinator

 Created
Feb 18, 2026, 10:01

 Last updated
Feb 25, 2026, 09:46

Date and Location

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

Present:

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

Agenda

1. **Call to Order**
 - i. Meeting was called to order at 7:33am
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. January 28, 2026
 - a. Moved by Kerri Whan
 - b. Seconded by Julia Foley
 - c. Carried

5. **New Business**

- i. BIA Strategic Plan - Goals and Objectives
 - a. Discussion about the objective of today's meeting being to come into alignment with the goals and objectives.
 - b. Clarification that visual and document are a draft.
 - c. Discussion about objective categories and target audiences.
 - d. Request to include relationships with broader organizations in Perth and measuring the impact of our marketing initiatives.
 - 1. Other directors supported including relationship building with broader organizations and affirmed the goal of helping businesses networks and building bonds with businesses and sharing impact of marketing initiatives.
 - e. Emphasis on the need for the BIA to clearly articulate how council can support our businesses.
 - 1. It was affirmed that one of the main goals of the strategic plan process is to be able to do that and clarified our goal to better represent our members in both content and delivery method.
 - f. Clarification about the pillars and where we are in the strategic plan goals and objectives document not being a final product but a base document to build out the full strategic plan.
 - g. Suggestion that Beautification should have its own pillar and not be included under the pillar for showcasing the downtown.
 - 1. Discussion about changing the pillar title.
 - 2. Further support for separating out the Showcasing the Perth BIA.
 - 3. Decision to separate the marketing and beautification and create new pillar titles
 - h. *Brodie Berrigan left the meeting at 8:24am.
 - i. Discussion about renaming the first pillar to Champion our Downtown.
 - j. Document presented from another BIA showing how best to communicate to members.
 - k. Worked through each goal and objectives to get agreement.
- **Goals and Objectives**

- **BIAB.2026.02.25A: 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 with discussed verbiage adjustment, and authorizes staff to proceed with the development of a detailed strategy and implementation plan in alignment with the Strategic Plan critical path.**
 - **Moved by Shawn Vernier**
 - **Seconded by Dawn Bell**
 - **Carried**

ii. BIA Coordinator Report

- **Cash Acceptance and Large Bill Policy**
 - Discussion about this policy as not being sufficient or aligned with the intent of the policy.
 - Suggestion to defer to March meeting.
 - Clarification of the intent of the policy is to protect volunteer liability.
 - Clarification that a counterfeit policy would not pertain to donations but to money given in exchange for goods.
 - Discussion about what should be involved in a policy and concerns about deterring.
 - Decision to rewrite and present to SPF and bring to March board meeting
- **Artificial Intelligence (AI) Use Policy for Public-Facing Content**
 - **BIAB.2026.02.25B: 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**
 - **Moved by Shawn Vernier**
 - **Seconded by Julia Foley**
 - **Carried**
- Suggestion BIA Coordinator attend the Wednesday morning workshop on towns under construction at the BIA Conference in April.
- Request to have a more fullsome report monthly on concerns from downtown members.
- Questions about SPF Marketing contract.
- Presentation of the Communities in Bloom initiative.
 - Will be speaking with the Town to get feedback and permission.
 - Anne McRae will transfer from the Promotions Committee to the Beautification Committee for this initiative

- Decision to move forward with investigating Communitees in Bloom
 - Forward social media calendars to Board of Directors
 - Discussion about social media focus and possible new avenues to include services.
- iii. Treasurer's Report
 - a. Nothing to report
- iv. Town Council Report
 - a. Councillor McRae brought an update about developments and activities of the town.
- 6. **Next Meeting:** March 25 2026, 8:00am, Council Chambers
- 7. **Adjournment:** Meeting was adjourned at 9:37am