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20260325_BIA Board Meeting Minutes

 Creator
BIA Coordinator

 Created
Mar 24, 2026, 15:04

 Last updated
Mar 25, 2026, 09:44

Date and Location

March 25, 2026, 8:00am, Council Chambers

In Attendance

Brodie Berrigan, Shawn Vernier, Dawn Bell, Krista Mackler, Julia Foley, *Isabel Anne McRae, Nancy Wing

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

Regrets: Kerri Whan, Jane Farrell

Agenda

1. **Call to Order**
 - i. The meeting was called to order at 7:59am
2. **Adoption of Agenda/Amendments**
 - i. Moved Town Council Report
 - ii. Agenda adopted
3. **Disclosure of Pecuniary Interest and General Nature Thereof**

- i. None disclosed

4. **Approval of Last Meeting Minutes**

- i. February 25, 2026
 - 1. Moved by Dawn Bell
 - 2. Seconded by Krista Mackler
 - 3. Carried

5. **New Business**

- i. Town Council Report
 - a. Report was brought by Councillor McRae including updates on:
 - i. Chamber board of directors and representation across Lanark County
 - 1. ACTION: BIA Executive Committee to meet with new Executive of Chamber
 - a. Introductions, collaborations, etc.
 - ii. Chamber Advocacy Committee meeting at Curling Club to hear from residents and business owners
 - iii. Joint meetings between BIA/Chamber/Town/Tourism starting monthly on March 26th
 - 1. Discussion about intention of the meetings
 - iv. Economic Development grant
 - v. High-speed train
 - vi. Communities in Bloom support in future years
 - vii. Proposed Bell Tower on highway 7
 - 1. ACTION: Send letter to Town Clerk
 - viii. Discussion about presentation to Committee of the Whole
 - 1. Clarity on what we do, how we do it, expectations from council to support the BIA (ex. Communities in Bloom, economic development)
 - 2. ACTION: Follow up with BIA Board re: presentation points via email
- ii. BIA Coordinator Report
 - **Counterfeit Currency Management Policy**
 - Discussion about the process of the policy revisions and content
 - **BIAB.2026.03.25A - Be it resolved that the Downtown Heritage Perth BIA Board of Directors approve the Counterfeit Currency Management Policy with immediate implementation**
 - **Moved by Shawn Vernier**

- **Seconded by Julia Foley**
 - **Carried**
- **Crystal Palace Coordinator**
 - **BIAB.2026.03.25B - Be it resolved that David Cotten be accepted as a voting member of the Stewart Park Festival as the Crystal Palace Coordinator for the 2026 festival season.**
 - **Moved by Shawn Vernier**
 - **Seconded by Isabel Anne McRae**
 - **Carried**
- **SPF Reserve Fund**
 - **BIAB.2026.03.25C - Be it resolved that the BIA Board of Directors authorizes the use of Stewart Park Festival reserve funds, if necessary, for the purposes of hiring headlining artist.**
 - **Moved by Shawn Vernier**
 - **Seconded by Isabel Anne McRae**
 - **Carried**
- Strategic Plan
 - Discussion about Strategic Plan document
 - Discussion about Strategic Plan Open House
 - Discussion about creation next steps and implementation plan
 - Discussion about shifting BIA Coordinator's strategic plan objective timeline from April to August
 - Discussion about Board investment
 - **ACTION: BIA Coordinator to redo and redistribute critical path to BIA Board**
- *Isabel Anne McRae left meeting at 9:10am
- Discussion about face-to-face interaction expectations
- BIA Gift Certificate Procedure
- iii. Stewart Park Festival Cross-Promotion (Shawn Vernier)
 - a. Discussion about involving the BIA businesses in the Stewart Park Festival
 - b. Discussion about including this conversation in the Promotions Committee
- iv. BIA Website Redesign (Nancy Wing)
 - a. Offline design template presented
 - b. Next steps to design online

- v. Treasurer's Report
 - a. Discussion about Canada Helps platform
 - b. Discussion about delayed reports
 - 1. ACTION: Board Chair to address with CAO

6. **Next Meeting:** April 29 2026, 8:00am, Council Chambers

7. **Adjournment:** Meeting was adjourned at 9:44am

- i. Moved by Dawn Bell
- ii. Seconded by Krista Mackler
- iii. Carried