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BIA Board Meeting Agenda

 Creator
BIA Coordinator

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Date and Location

April 29, 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. March 25, 2026
5. **New Business**
 - i. Strategic Plan - Implementation Plan review
 - ii. Treasurer's Report
 - iii. Town Council Report
6. **Next Meeting:** May 27 2026, 8:00am, Council Chambers
7. **Adjournment:**

April 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	Open House held March 30th Implementation Plan drafted and reviewed Member open house end May/early June	on track	feedback on Implementation Plan
Website	Onsite design initiated Review and feedback in June	on track	
BIA Member Interaction	See notes in main report	on track	
Promotions & Marketing	Content Creator to attend some meetings Perth-a-licious complete New Maps distributed	on track	
Beautification	Investigating expansion of planters Preparing proposal for CIB 2027	on track	
SPF	Kick Off to Summer - June 6th Social media contract dissolved Met with promotions committee OCAF grant received - \$15k for promotion Vendor jury met June 16 Artist contracts flooding in	on track	
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:

- Feedback on Implementation Plan

Updates

- **2026 Performance Objectives**

- **Personal Development**

- Coordinator to attend OBIAA Conference April 19-22
 - Summary of learnings and findings to be distributed to BIA Board in May

- **Strategic Plan:**

- Open House well attended, good discussion, general approval of direction
 - Recording of open house sent out to BIA members
 - No further feedback received
- Implementation Plan drafted and reviewed by Chair and Director of Community Services
- **NEXT STEPS**
 - Approve implementation plan
 - BIA member open house end of May beginning of June

- **Website:**

- Onsite design started
- Review and feedback in June

- **Business Interaction:**

- Assisted with policy inquiries
- Checked on needs of members relocating
- Assisted with grant application questions
- Connected with new businesses coming into the BIA:
 - 40 North Street
 - 40 Gore Street
 - 9 Wilson Street
- Coordinated removal of garbage container and bylaw enforcement to dissuade illegal dumping
- Spoke to service members about level of interest to brainstorm ideas to involve service members more in BIA activities (general interest)
- Got a tour of the BMO renovations

BIA Coordinator Board Report, April 2026

- **Promotions and Marketing**
 - Perth-a-licious from April 8-22
 - report to be provided in May
 - BIA Maps printed and distributed April 23 and 24 by group of volunteers
 - Met with SPF to discuss BIA involvement/integration
 - Executive Committee recommended Content Creator join promotions meetings from time to time
 - Priorities for 2027 marketing discussed
 - Re-imagining Once Upon a Christmas
 - Discussed ways to track ROI for Women's Show
- **Beautification Committee:**
 - Discussion about drafting proposal for Communities in Bloom 2027 by September
 - Investigating number and location for potential planters on Foster and North
 - will investigate cost of flowers after
 - Discussion about enhancing Christmas lighting to include suspended lighting across Gore street
- **Stewart Park Festival Committee:**
 - Kick Off to Summer June 6th - motown dance featuring Heatwave
 - Social media contract dissolved
 - Getting deposit refunded
 - Investigating alternative contractors
 - Met with promotions committee
 - OCAF grant received - \$15k for promotion
 - Donations currently at \$18k
 - Sponsorship currently at \$8k
 - Vendor jury met June 16
 - 20 artists sent contracts
 - working to arrange insurance, hotels and deposits
- **General BIA**
 - Election information forwarded to BIA Board Chair for May board discussion
 - Sandwich Board exemptions to continue

