

**MINUTES**  
**DOWNTOWN HERITAGE PERTH BIA BOARD**  
Held: 8:30 a.m. Wednesday, May 4th, 2022  
Via Zoom

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**ATTENDANCE:**

**Present:** John McKenty, Krista Mackler, Penny Flowers, Joan Stephenson-Bowes, Judy Brown, Delores MacAdam, Kendra Hobbs and Mike Sangster

**Absent:** Rob Marois

**Absent on BIA Business:**  
None

**Recording Secretary:**  
Kari Clarke

**Guests:**  
Kim Kuhle

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**1. Fifth Meeting of 2022**

a. Call to Order.

The meeting was called to order by the Chair, at 8:03 AM on Wednesday, May 4th, 2022, with 8 Board members in attendance.  
Kari Clarke is the Recording Secretary.

b. Disclosure of Pecuniary Interest and General Nature Thereof  
There being none, the Chair moved on to the next order of business.

c. Approval of Last Minutes  
Moved by Kendra Hobbs that the Board minutes of March 30th, 2022, be approved.  
CARRIED UNANIMOUS

d. Insurance Verification  
It was confirmed that insurance is in place for the BIA.

**2. Disclosure of Additional items**

**3. Delegations and Presentations**

There being none, the Chair moved on to the next order of business.

**4. Closed Session**

There being none, the Chair moved on to the next order of business.

**5. Open Session**

**6. Matters Arising from the Closed Session**

**7. Confirmation By-law**

No. 2022-090- Confirmation of Proceedings – April 2022

Moved by Delores MacAdam

**CARRIED UNANIMOUS**

**8. Unfinished Business**

**9. Receiving Correspondence and other Communications**

**a. For Information:**

**b.** March 31, 2022-CEM Grant Application – Jennifer Miller- Ireton Fendley Professional Corporation

**c.** April 20, 2022 – Spring Children – Shoplifting Course

- Krista Mackler will reach out to the OPP

**d.** April 22, 2022 - Susan Beckel, Town Clerk – Motion to Reconsider Parking fee

**e.** April 28, 2022 – CEM Grant Application – Julia Foley, Ever After Bridal

**f. Requiring Action:**

April 29, 2022\_– Carole Fuller – KPMG Independent Auditors' Report for 2021

**MOTION BIAB 2022-6.1**

**MOVED BY** Joan Stephenson-Bowes

**BE IT RESOLVED THAT THE BOARD OF THE BUSINESS IMPROVEMENT AREA APPROVES THE FINANCIAL AUDIT SUBMITTED BY KPMG FOR 2021.**

**CARRIED UNANIMOUS**

**Receiving Committee Reports**

**g. Stewart Park Festival Committee – Delores MacAdam (+Minutes)**

- April 22<sup>nd</sup> event, 282 people attended
- Hotel and restaurants saw business

- Waiting to hear about grant
- Social media was the focus with TikTok
- Now the committee is focusing on SPF
- Hotel fully booked for festival weekend
- Festival will proceed with or without the grant
- Funding is in place for festival

**h. Promotion Committee – Penny Flowers (+Minutes)**

- Trying to recruit people for committee
- Meet with SPF for ideas
- What will we do for Night Market?
- Recommended to look at overall town calendar and fill in the blanks
- Radio ads for Mothers Day
- Promote yearly events and a few key events, rather than multiple small events
- Hire someone who can go out and take photos and supply them for social media

**MOTION BIAB 2022-6.2**

**MOVED BY** Judy Brown

**BE IT RESOLVED THAT THE PROMOTIONS COMMITTEE CONSIDER HIRING SOMEONE TO TAKE PHOTOS OF THE DOWNTOWN AND TAKE TIKTOK VIDEOS.**

**CARRIED UNANIMOUS**

**i. Personnel Committee – John McKenty (+Minutes)**

- Discussing if the coordinator contract should it remain as a contract position, or become a full-time position

**j. Downtown Environment Committee – Joan Stephenson-Bowes (+Minutes)**

- Lighting grant for 100,000 was received
- BIA is part of the discussion with the Town of Perth as it reviews lighting options and ideas

**Note: Sheldon Giff joined the Board meeting as a guest**

- Looking at what will happen when trees come down
- The painting of 4 picnic tables to create public art pieces will occur during the Stewart Park Festival as part of a public art event.

- BIA is applying for a 100,000 Tourism Relief Fund grant and the Town of Perth is in support of this application.
- Grant application is due on May 15<sup>th</sup>
- Kari will reach out to cultural planner in Ottawa
- Various art projects are being considered to draw tourists to Perth
- Indigenous, LGBTQ and Youth organizations will be contacted
- This grant could help us launch an annual event each fall
- The Board supports the application for the Tourism Relief Fund Grant

**MOTION BIAB 2022-6.3**

**MOVED BY** Penny Flowers

**BE IT RESOLVED THAT THE BOARD OF THE BUSINESS IMPROVEMENT AREA APPROVES THE APPLICATION FOR A TOURISM RELIEF FUND GRANT, WITH AN UPSET LIMIT OF \$100,000 AND THE HIRING OF A GRANT WRITER TO SUBMIT THE APPLICATION CARRIED *UNANIMOUS***

- Michael will share info on enhancing awareness of the indigenous community

**k. Town Community Improvement Plan (CIP) Advisory Panel – Judy Brown**

- Two more applications were received

**l. Town Council – Update – Judy Brown**

- Rocky ramp discussion continues
- Truck route North Sherbrook and Chetwynd will return to council in June
- Town received grant of \$50,000 from Shannon family to promote downtown
- Patio sites are being reviewed
- Informal think tank (not BIA) for people invested in the downtown will meet in May

**m. Treasurer Report – (Updated Reports)**

**10. New Business**

**a. Staff Reports**

**None**

**b. Motions Coming out of Committee**

**MOTION BIAP 2022-6.4**

MOVED BY Judy Brown

BE IT RESOLVED THAT THE PERSONNEL COMMITTEE FORWARDS A MOTION TO THE BIA BOARD THAT A CRITERIA IS ESTABLISHED FOR THE WITHDRAWAL OF FUNDS FROM THE BIA RESERVE FUND. FUNDS CAN BE WITHDRAWN FOR THE FOLLOWING REASONS, SUBJECT TO COUNCIL APPROVAL.

- FUNDS NEEDED TO MATCH FUNDS FOR GRANTS
- MOTIVATIONAL SPEAKERS
- SHORTFALLS FOR THE BIA BUDGET
- ITEMS DEEMED ESSENTIAL BY THE BOARD

## **DEFEATED**

### **c. Other**

#### **1. Budget Update - Expenses**

- Not currently available on our accountabilities sheet
- When the 2021 audit is finalized and posted, the Treasury Dept. will input the 2022 budgets on to the Town system for all departments

#### **2. Downtown Map**

- The walking map is useful as it helps our members to give directions to visiting tourists
- All four brochures include a walking map on the back page
- It was decided not to produce an addition walking map for the downtown

### **MOTION BIAB 2022-6.5**

MOVED BY Krista Mackler

**BE IT RESOLVED THAT THE BOARD OF THE BUSINESS IMPROVEMENT AREA WILL NOT PRODUCE AN ADDITIONAL MAP AND WILL RESEARCH A DIGITAL MAP FOR 2023.**

**CARRIED *UNANIMOUS***

#### **3. If SPF does not receive grants, how will it compensate?**

- If the Stewart Park Festival does not receive the larger grant for 2022, it has adequate funds through donations and sponsorships to hold the 2022 festival

#### **4. Will we be looking at alternatives for shade in the downtown?**

- 6 or 7 trees are coming down 2022 not all 13 trees
- The town of Perth has not discussed alternatives for shade

**5. Regional Tourism Relief Fund**

- The BIA will be applying for a \$100,000 grant to bring public art pieces to downtown Perth and launch a fall event that can become an annual event in future years to bring tourists to Perth.

**11. Additional Items to be Discussed.**

There were no additional items to discuss

**12. Next Meeting – May 25<sup>th</sup> at 8 a.m. via zoom.**

**13. Adjournment:** Motion to adjourn by Penny Flowers at 9:25 AM