



BOARD OF DIRECTORS

MINUTES

Held: Wednesday, March 27th, 2024, at 8:00am

Location: Council Chambers

Present: John McKenty, Krista Stead-Mackler, Dawn Bell, Kerri Whan, Sheldon Giff, Julia Foley, Councilor Isabel Anne McRae, Rob Marois, and Kelsey Dold

Absent: Jane Farrell

1. Call to Order

The meeting was called to order by the Chair at 7:59am

2. Disclosure of Pecuniary Interest and General Nature Thereof

There being none, the Chair moved onto the next order of business

3. Approval of Last Meeting Minutes

Moved by Sheldon Giff

4. Disclosure of Additional Items

There being none, the Chair moved onto the next order of business

5. Delegation – Cathy McNally, Director of Community Services, Town of Perth

→ Presented the 2024 Perth Tourism plan

- Vision and Vision Statement
- Budget
- Economic Development Marketing and Readiness Plan
- Tourism Master Plan

- 2024 schedule
- Perth Tourism and BIA partnership
- The BIA to consider taking a lead role in the Perth Zombie Walk
- Cathy McNally to forward Kelsey Dold the Perth Tourism Marketing Plan for reference

6. Unfinished Business

a. Spring Social

- Discussed at the Personnel Committee meeting
- April 18th 5-7pm
- Approached two locations that weren't interested
- Kelsey Dold to inquire with Coutts Coffee
- Incorporate a brainstorming session
 - Submit feedback/ideas/concerns prior to review before addressing
 - 25 minutes in break out groups with a Board Director present in each

7. Committee Reports

a. Personnel Committee

- Kelsey Dold to attend the OBIAA conference from April 28th-May 1st in Mississauga
 - Determined which workshops she'll be attending
 - Kelsey Dold to update the BIAs OBIAA profile
- Updating the website directory
 - Members are to send Kelsey Dold a horizontal, clear photo of their storefront, along with a 300-word maximum summary of their business, excluding business hours
 - Will be updated only once a year
- Associate Members
 - Operating under what's in the current By-Law, meaning there's a specific boundary in which the BIA can approach potential Associate Members
 - Once the revised Procedural By-Law is approved, the boundary will be larger, expanding our reach, and incorporating more businesses in the BIA
 - 8 of the potential Associate Members within the current boundary do not compete with other BIA businesses
 - Dawn Bell and Kelsey Dold to deliver the Associate Membership packages
- Procedural By-Law
 - On April 4th, John McKenty, Sheldon Giff, and Kelsey Dold are to meet with the Town of Perth's Clerk and Deputy Clerk to go through revisions

- Will then go to the Board for approval, Council to follow
- Job descriptions/roles are included - a good time to go through SPF roles for each member of the committee to be on the same page, Kelsey Dold to coordinate

b. Promotions Committee

- International Women's Day statistics are higher than 2023
 - 2023: FB 3.2k reach, 2.7k IG reach
 - 2024: FB 7.6k reach, 3.6k IG reach
- Kick-Off to Summer
 - Saturday, June 8th, from 1am-4pm
 - John McKenty, Julia Foley, Jane Farrell, and Kelsey Dold spearheading this event
 - Moving parts:
 - Collaboration with Queer Connections Lanark,
 - Businesses to decorate their windows with bright colours,
 - Hula hoop contest,
 - Car show,
 - Sidewalk merchandise,
 - Petting Zoo/Ray's Reptiles,
 - Live entertainment x2,
 - Stilt walkers,
 - Balloon twister,
 - Sidewalk art,
 - Corn hole tournament with bar,
 - Children's activities,
 - Face painting,
 - Reiki, sound baths, and yoga in the park,
 - Barbie photo booth,
 - Caricature portraits,
 - Axe throwing, and more
 - Seeking sponsorships
 - Kelsey Dold to make a call out regarding to restaurants and eateries regarding themed menus – BBQ, strawberry social, encourage grab-and-go/takeaway
- Sheldon Giff prepared a Recognition of Milestones and Condolences Policy
 - \$1,000 budget
 - I.e., a business opening or closing, business anniversaries, retirement of a business owner, death of a business owner, Coordinator, or Board Director, etc.

- Will be reviewed at the April Board meeting
- Committee to review the 2024 map mockup at their next meeting
 - To print before the Festival of the Maples

c. Environment Committee

- Applied for the Community Activator Program Grant
 - Co-applicant with the Town of Perth, supported by Perth Tourism
 - Project focuses on the Crystal Palace area, beautifying the space and drawing in more art and culture
 - Status to be released by the end of April/beginning of May
- In search for bench sponsors
- Will be adding more to the landscaping at the corner of Gore and Herriott beside Conway's Men's Wear
- The committee is currently brainstorming what they would like to see in a short-term beautification plan (1-2 years) and for a long-term beautification plan (3-5 years)
 - This to be reconsidered based on grant response
- Kelsey Dold to inquire about the BIA promotional case for Crystal Palace

d. Stewart Park Festival

- Fundraiser concert on June 8th
- Dawn Bell to attend the next meeting to discuss budget monitoring

e. Town Council

- Councilor Isabel Anne McRae met with the Chair of the Perth and District Community Fund to discuss monies available for the challenges that businesses are experiencing
 - Was interested and agrees
- The Perth and District Chamber of Commerce conducted a survey to address the mental health epidemic, they will be conducting workshops
- Would like to invite the Town of Perth's Director of Planning and Director of Building to the next Board meeting to provide a current development in Perth information session
 - Kelsey Dold to invite Joanna Bowes to the April Board meeting
- By-law No. 3974 repealed and an updated Meetings and Procedural By-law adopted to establish the rules governing the order and proceedings of Council and Committees of The Corporation of the Town of Perth
- Council approved the 2024 SPF budget

8. Closed Session

9. Next Meeting: Wednesday, April 24th, at 8am

10. Adjournment: by the Chair at 9:46am, seconded by Dawn Bell