

BIA MEETING AGENDA



Date: Wednesday, September 11, 2024
Time: 7:30 am
Location: North Perth Municipal Building - Committee Room
330 Wallace Avenue North, Listowel

Pages

1. **Call to order**
2. **Land Acknowledgement Statement**

“We acknowledge that we are on the traditional land of the Anishnaabe people. We wish to recognize the long history of Indigenous People of Canada and show our respect to them today. We recognize their stewardship of the land, may we all live with respect on this land and live in peace and friendship.”
3. **Declarations of pecuniary interest**
4. **Approval of minutes of previous meeting**
 - 4.1 **July 10, 2024 Listowel BIA Meeting Minutes** 3 - 9

Motion to approve the July 10th, 2024 Listowel BIA Meeting Minutes.
5. **Business Arising from minutes**
6. **Economic Development Update - Kim Kowch, North Perth Economic Development Officer**
7. **Perth County Economic Development Update**
8. **Coordinator's Report - Alyssa Kuepfer, BIA Coordinator** 10 - 13
 - 8.1 **General Updates**
 - 8.2 **Projects for Approval/Discussion**
 - 8.2.1 **Umbrella Purchase** 14 - 15
 - 8.2.2 **Activities to Consider for 2025**

9. Financial Report

16 - 17

Motion to accept the financial report for information.

10. Council Update - Doug Kellum, Deputy Mayor

11. Correspondence

12. Other Business

13. Adjourn

Motion to adjourn the meeting.

Next meeting is scheduled for November 6th, 2024 at 7:30 a.m.

BIA MEETING MINUTES

Date: July 10, 2024
Time: 7:30 am
Location: North Perth Municipal Building - Committee Room
330 Wallace Avenue North, Listowel

Members Present Scott Patterson, Chair
Alana McEachern, Vice Chair
Sean Eaton
Matt Ash
Deborah Bigam-McNaughton
David Dickey

Members Absent Deputy Mayor Doug Kellum

Staff Present Sarah Carter, Acting Clerk/Legislative Services Supervisor
Alyssa Kuepfer, BIA Coordinator
Helen Golob, Perth County Economic Development Officer
Grace Murakami, North Perth Economic Development
Coordinator

1. Call to order

Chair Patterson called the meeting to order at 7:31 a.m.

2. Land Acknowledgement Statement

Chair Patterson stated “We acknowledge that we are on the traditional land of the Anishnaabe people. We wish to recognize the long history of Indigenous People of Canada and show our respect to them today. We recognize their stewardship of the land, may we all live with respect on this land and live in peace and friendship.”

3. Declarations of pecuniary interest

Ashton Romany declared a conflict on item 9.2.2. due to his position as Treasurer for the Municipality of North Perth.

4. Annual General Meeting

4.1 Review of 2023 Annual General Meeting Minutes

Moved by: Sean Eaton **Seconded by:** Alana McEachern

THAT: The 2023 Listowel BIA Annual General Meeting Minutes be approved.

CARRIED

4.2 Business Arising from the 2023 AGM Minutes

There was none.

4.3 Chair's Report, Scott Patterson, Chair

Moved by: Deborah Bigam-McNaughton **Seconded by:** Matt Ash

THAT: The Chair's Report be received for information.

CARRIED

4.4 Coordinator's Report and 2024 Budget - Alyssa Kuepfer, BIA Coordinator

Moved by: Deborah Bigam-McNaughton **Seconded by:** Alana McEachern

THAT: The Coordinator's Report be received for information.

CARRIED

4.5 Unaudited Financial Report - Ashton Romany, Treasurer

Moved by: Sean Eaton **Seconded by:** Matt Ash

THAT: The 2023 Unaudited Financial Statements be approved.

CARRIED

5. Approval of minutes of previous meeting

5.1 May 8, 2024 Listowel BIA Meeting Minutes

Moved by: Alana McEachern **Seconded by:** David Dickey

THAT: The minutes of the May 8, 2024 BIA Meeting be approved as presented.

CARRIED

6. Business Arising from minutes

Chair Patterson advised that Harminder Nijjar has resigned from the board.

7. Economic Development Update - Kim Kowch, North Perth Economic Development Officer

Grace Murakami provided an Economic Development update for the Municipality of North Perth:

- Driftscape; currently working on marketing and engagement project, having the most success with events and attractions (i.e. Home and Lifestyle Show, Listowel Fair). If you are aware of any upcoming events happening in North Perth you can send them to driftscape@northperth.ca to be added.
- Facade Improvement Program - actively pursuing and accepting applications
- Downtown Parkette - *Character Square* as it has been named, had it's official grand opening. Public art and signage will be installed in the future.
- Attainable Housing Project - will be going back to Council on August 12th hopefully to be adopted. Any questions regarding this project can be directed to the Economic Development team.

8. Perth County Economic Development Update – Helen Golob, Perth County Economic Development Officer

Helen Golob introduced herself as the new Perth County Economic Development Officer and provided an update on behalf of Perth County Economic Development;

- Business Retention Program continues to be busy
- A tour of Between the Lines is being hosted on July 15th
- A tour of LTI is scheduled for August 22nd
- Breakfast before business – is scheduled for September 26th at Hoovers Maple Syrup
- A new series of business features was recently launched to promote local businesses including North Perth businesses; Hoover's Maple Syrup, LTI, Sleep Culture and Between the Lines
- Prosper in Perth County - reviving youth profiles that were created a few years ago, campaign showcases youth who have built successful careers in Perth County.

- Discover More Adventures - 15 signature experiences are active
- Staff redesigned Tourism Brochure which launched in May, currently available digitally
- PC Connect - May record: 767 rides, June 2024 saw a 25% increase compared to June 2023.

9. **Coordinator's Report - Alyssa Kuepfer, BIA Coordinator**

9.1 **General Updates**

New businesses are coming to the Starbucks/Taco Bell plaza; One Plant and Dental Office. Alyssa has been tracking empty spaces in Listowel and will reach out to owners with vacant space to determine whether they're actively trying to fill their spaces or not.

Ladies Shopping Night went well and Alyssa has some ideas to implement for an even more successful event next year.

There have been ongoing conversations about a Joint Accessibility Advisory Committee project that would aim to improve accessibility to businesses through the use of ramps at front entrances.

Summer Sale Days - July 29 - Aug 10 to align with the Spinrite Tent Sale. Staff are proposing a Summer Block Party (Aug 9th, 4 - 8 pm) on Argyle Ave. which would include; inflatable maze, bouncy council, live music to be provided by Exclusive Music Academy, Face Painter and Balloon Artist, Food Trucks (SWAT and Marchellos). Alyssa has reached out to Municipality to get picnic tables delivered and waste receptacles. Working with Municipality on Special Event Permit requirements, has submitted a letter to the Health Unit for permit for the event. Initial Budget was \$5000.00, currently sitting at \$6400.00. Treasurer Romany is looking into insurance for the event. Committees of Council are currently already covered under Municipal Insurance Policy. Discussion occurred regarding volunteers to monitor the bouncy castle and inflatable. Discussion about student volunteers, staff are more comfortable having adults but will consider students. It was suggested that a letter be sent to property owners on Argyle Ave. advising them of the event.

Listowel 150th - Civic Long Weekend 2025, the organizing committee has been advised that the BIA would be interested in partnering to host an antique car show. Staff would like to consider yellow/blue flowers for the downtown planters next year. Investigation the potential of a 150th

banner contest that would see community members submit their designs which would get turned into banners. Discussion occurred regarding the cost of banners being a one-time purchase/use.

Trick or Treating Event - would like to run the event on October 26th (Saturday before Halloween), looking into getting characters for a couple of hours for photo opportunities (Elsa and Spiderman) this would have a budget impact of \$1000.00

Downtown Parkette - company that provided the tables does offer umbrellas (metal), Alyssa will investigate further and report back to the board in September.

9.2 Projects for Discussion/Approval

9.2.1 Branding Project

Branding Project has been returned for BIA Consideration. During design process discussion occurred regarding what is a visual that is recognizable as Listowel - landed on the Clock Tower. Boulevard North suggested that marketing for the BIA should be more vibrant and fun.

Tag Line - *Make Time, or Time Well Spent*. Staff prefer "make time" because it is versatile and can be used in various ways. "Make time for dining, Make time for shopping, etc."

Discussion occurred regarding the following;

- Secondary Logo the L and B blend together and might not be easy to see for those with visual impairment
- Would the yellow A disappear if put on a Banner outside
- There is still one revision available to incorporate feedback from the Board.
- Black background will make the blue disappear and the white will make the yellow very light

Moved by: Alana McEachern **Seconded by:** Deborah Bigam-McNaughton

THAT: The Board accepts the proposed logos and design concept and directs the BIA Coordinator to provide feedback to Boulevard North for final revision.

CARRIED

9.2.2 MOU

Alyssa has been working with Municipality on the draft Memorandum of Understanding (MOU). There has never been an MOU formally passed by the Board with the Municipality.

The following discussion occurred:

- It was suggested that on page 2 item #7 be removed completely
- Date of purchase of trash receptacles, is this important, it might be tied to maintenance commitment
-

Moved by: Scott Patterson **Seconded by:** Sean Eaton

THAT: The MOU be accepted, as amended to remove item #7 under the Banner section.

CARRIED

Moved by: Deborah Bigam-McNaughton **Seconded By:** Alana McEachern

THAT: The date of the next meeting be changed to September 11th, 2024 at 7:30 a.m.

CARRIED

10. Financial Report

Moved by: David Dickey **Seconded by:** Alana McEachern

THAT: The financial report is accepted for information.

CARRIED

11. Council Update - Doug Kellum, Deputy Mayor

Deputy Mayor Kellum was absent from the meeting, no update provided.

12. Correspondence

There was none.

13. Other Business

There was none.

14. Adjourn

Moved by: David Dickey **Seconded by:** Matt Ash

THAT: The meeting adjourns at 8:15 a.m.

CARRIED

CHAIR

SECRETARY

General Updates

BIA's in the News

- Elmvale Farmer's Market goes from brink of extinction to successful season
- Brampton downtown going to be in construction for 3 years starts next month
- Cambridge cost of collecting downtown trash will double with automated cart system

Local Business News

- Thursday, October 24 is the North Perth Chamber Business Excellence Gala
 - The BIA is going to be an award sponsor this year!
 - If you'd like to attend as a BIA director, please let me know at your earliest convenience, if you are wanting to attend under your own business, please reach out to Sharon at the Chamber of Commerce to confirm tickets.
- New Businesses
 - Farmhouse Table – 957 Wallace Ave N., Listowel
 - Noah's Pizza – 163 Main Street W., Listowel

Unoccupied Space (2 less than last report)

- 300 Mitchell Rd. S – 1 unit
- 145 Main Street W
- 171 Main Street W
- 190 Main Street W

Completed Projects

- Branding Project Complete
- Sponsored Blackburn Radio's Listowel Daycation with \$200 Shop Local Dollars
- Summer Sale Days Recap
 - The event ran from July 29 to August 10. This year, we added decorative ribbons to all the downtown light posts for the duration of the event and placed 30 lawn signs around the community, both leading up to and during the event. In 2023, 21 businesses participated, and this year, we had an increased participation with 28 businesses.
 - During the two-week Summer Sale Days, customers could enter ballots—available with any purchase—at any of the 28 participating businesses for a chance to win one of five \$100 Shop Local Dollars. We collected a total of 3,157 ballots. Upon tracking the postal codes, we found that 42% of the ballots were from Listowel, with significant participation also from Palmerston, Atwood, Wingham, Gowanstown, Wroxeter, Brussels, Harriston, and Monkton.
- Listowel Summer Block Party Recap

- Our Listowel Summer Block Party was on August 9, 2024. We had people on the street from 4pm until the event ended at 8pm. We had good feedback on the inflatables, and the face painting and balloon artist were well received. A special thanks to the Municipality for their support and the various departments who helped us bring this event together.
- I originally budgeted \$5,000 combined for both Summer Sale Days and the Summer Block Party, but the total expense was approximately \$7,964. For next year, I plan to budget these activities separately.

Projects in Process

Remembrance Day Banners: Currently assisting the Legion with their Remembrance Day Banners to have them up early to mid-October around the community.

Trick-or-Treat Trail: On October 26, from 10 am to 1 pm, families can follow the Trick-or-Treat Trail at participating businesses. From 10:30 am to 12:30 pm, there will be a meet-and-greet with Elsa and Spiderman at Character Square (the downtown parkette beside TD). In case of bad weather, the characters will move to the lobby of the North Perth Library. I am currently working on communicating this information to businesses, signing them up for the Trick-or-Treat Trail, and creating an advertising plan. Small Business Feature

Small Business Feature: October 21-26 is Ontario Small Business Week. I've selected six BIA businesses to be featured on our social media each day during this week. The selection was based on past features and industry variety. The featured businesses are Bakelaar Jewellers, Divine Wellness Spa, DA Virtual Sports, Kitchen Cupboard and Icebox, Between the Lines, and New Horizons Rehabilitation. My tasks include coordinating shoot dates, photographing each owner, filming a quick reel of each business, and preparing social media content.

Deck the Halls Planning: We are planning to hold Deck the Halls on November 29 (4-8 pm) and November 30 (9 am-1 pm). This year, we're introducing an outdoor vendor market on the sidewalks between businesses to increase foot traffic downtown. I'm collaborating with Shelley, who runs the Listowel Farm and Maker Market, to coordinate with the vendors.

We're also considering food trucks, which would be located on Argyle Ave. This would require a request to council for road closure approval. I am arranging with Carson's to provide a team of horses for carriage rides on both days (up to 3 hours per day), and I'm waiting to hear back from the Listowel Lions about volunteer support for managing the carriage rides. I'm also considering a new route for the carriage rides and may proceed with selling tickets in advance through Eventbrite, similar to last year.

In addition, I'm exploring live music options, including local musicians, walking carolers, and a community carol sing. The North Perth Library Listowel Branch has been contacted to offer a kids' activity during the event.

My responsibilities will include:

- Ongoing communication with Shelley for the vendor market
- Coordinating activities with businesses

- Submitting a road closure and noise exemption request to council
- Filing a Special Event permit request with the Municipality
- Coordinating insurance with Carson's and the Municipality
- Setting up a ticketing system on Eventbrite
- Booking and coordinating musicians
- Developing an advertising plan

Holly Jolly Loyalty Card: I plan to run the Holly Jolly Loyalty Card again for the month leading up to Christmas. This year, I propose increasing the prize money to \$2,000 in Shop Local Dollars, with one grand prize of \$1,000 and five smaller prizes of \$200 each. My work will involve signing up businesses for the card, designing the materials, and creating an advertising campaign.

Business and Resident's Decorating Contest: I am preparing to launch this contest at the end of November.

Projects for Approval/ Discussion

- Umbrellas for Character Square (Downtown Parkette)
 - **Description:** The umbrellas are 7ft wide with an aluminum frame, stainless steel posts, and panels designed to withstand a snow load of 200+ lbs. (*see attached description*)
 - **Quote:** Maglin quoted \$12,813.50 (*see attached quote*)
 - **Color Scheme:** The umbrellas are available in blue, yellow, and orange, matching our new color scheme. I suggested using three different colors, but the Municipality recommended a uniform color for all three.
 - **Recommendation:** I recommend that the Board approve transferring the total cost of the umbrellas from reserves to the Municipality. This purchase will be submitted as part of Strategic Initiatives/Economic Development's 2025 Budget Process as a capital project, with the Municipality responsible for maintenance. Since the Municipality's purchase is scheduled for 2025, the transfer of funds could also wait until then.
 - **Board Direction:** I am seeking guidance on whether to proceed with the transfer now or wait until 2025.
- Activities being considered for 2025 and their estimated budget impacts
 - **2025 Budget Discussions:** The County of Perth and the Municipality are using an inflation guideline of 3.1%. I am still waiting to receive the BIA assessment growth data to determine if additional properties will impact the levy. Our draft budget is scheduled to go to council on November 13.
 - **Budget Items:**
 - Canada Day Banner Maintenance: \$1,000 for replacing faded banners.
 - 150th Community Designed Banners: \$4,500.
 - Paddyfest Temporary Photo Installation: \$1,000.
 - Community Spring Clean: \$3,000.
 - Listowel Summer Block Party: \$6,000.
 - Summer Sale Days: \$4,000.
 - Trick-or-Treating: \$3,500.
 - Deck the Halls: \$5,500.
 - Holly Jolly Loyalty Card Program: \$5,500.

- **Board Direction:** I am requesting feedback on the proposed projects outline as I finalize the budget for the board's endorsement at the November 6th meeting, prior to its submission to council on November 13.

Priorities until November 6 Meeting

- Supporting Remembrance Day Banners
- Trick-or-Treating
- Small Business Feature
- Deck the Halls
- Holly Jolly Loyalty Card Program
- Completing Draft 2025 Budget

ROMA SERIES

MUM-3200-00001



DESCRIPTION: 3200 Series - Roma Sun Shade: 7FT W, Aluminum Frame and Panels, Laser Design 1 - Summit Pattern, Stainless Steel Post

FINISH: The sun shade post is stainless steel. The frame and panels are powdercoated aluminum.

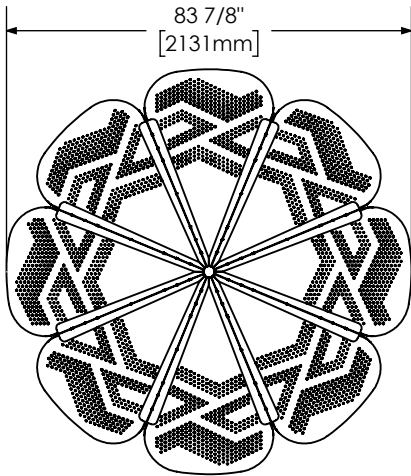
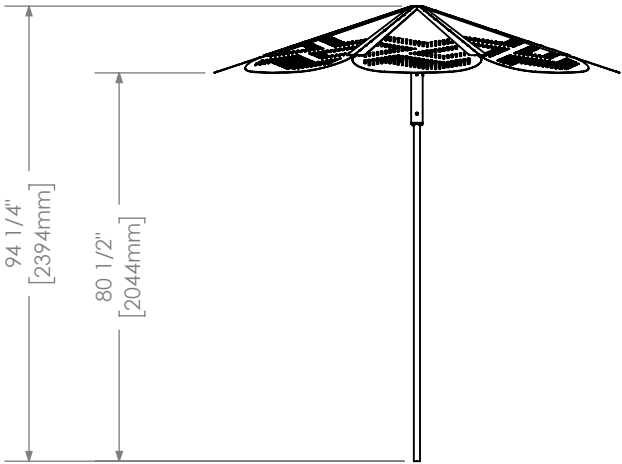
INSTALLATION: The sun shade comes partially assembled. Contact your Maglin representative for installation instructions.

TO SPECIFY: Select: MUM-3200-00001
Choose
- Powdercoat Color

HEIGHT: 94 1/4" (239.4cm)

WIDTH: 83 7/8" (213.1cm)

WEIGHT: 75 lbs (34kg)



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QUOTATION / ORDER CONFIRMATION

DATE: 9/6/24

QUOTE #: 00069898

COMPANY NAME:

Listowel BIA

PROJECT NAME:

Listowel BIA Umbrellas - Listowel, ON

COMPANY ADDRESS:

580 Main Street West
Listowel ON
CA

SHIP TO LOCATION:

CONTACT

NAME: Alyssa Kuepfer

OFFICE NUMBER: 519-444-8233

CELL NUMBER:

EMAIL: akuepfer@northperth.ca

REQUESTED DELIVERY DATE:¹

PAYMENT TERMS: Special Terms

MODEL #	DESCRIPTION	COLOUR	QTY	LIST PRICE	SUBTOTAL	SUBTOTAL AFTER DISCOUNTS
MUM-3200-00001	N/A 3200 Series - Roma Umbrella: 7ft W, Aluminum Frame And Panels, Laser Design 1 - Summit Pattern, Stainless Steel Post, No Base		3	\$4,505.00	\$13,515.00	\$12,163.50
FREIGHT	FREIGHT Freight		1	\$650.00	\$650.00	\$650.00

Total before discount: \$14,165

Your Savings: \$1,352

Grand Total: \$12,813.50*

***If this project is tax exempt, the tax exemption certificate must be provided to Maglin at the time of order placement.**

Is this order tax exempt? yes no

*SALES TAX NOT INCLUDED.

Applicable sales tax is subject to sales tax rate at time of shipping.

¹Order completion will be scheduled and you will be contacted by your Maglin representative to advise of scheduled completion date.

("Production Confirmation" notice)

Average lead time of standard products is 6 weeks. Average lead time for modified / original products is 12 weeks.



Municipality of North Perth

BIA

Budget VS Actuals

Run Date: 6-Sep-2024

	2024	2024
	BUDGET	ACTUALS
09 Business Improvement Area		
9300 BIA		
0000 General - Administration		
R Revenue		
Other Revenue		
59100 Fundraising	-1,000	-761
59900 Recoveries		
Total Other Revenue	-1,000	-761
Taxation		
51000 Property Tax	-6,200	-129,930
Total Taxation	-6,200	-129,930
Total R Revenue	-7,200	-130,691
E Expense		
Goods and Services		
63200 Materials & Supplies	-2,000	1,100
63000 Professional Services	-15,000	1,679
63800 Telecom		136
Total Goods and Services	-17,000	2,915
Other Expenses		
65100 Fundraiser/Donations Expenses	10,000	4,597
65050 Miscellaneous	-331	50
65300 Public Communication		
09-9300-0000-65310 Advertising	-2,000	12,970
09-9300-0000-65330 Postage		4
09-9300-0000-65340 Copy/Printer		20
09-9300-0000-65350 Website	-100	342
65200 Sponsorships		600
Total Other Expenses	7,569	18,583
Personnel		
61600 Salaries Wages Benefits	9,812	38,422
61800 Reimbursements	16	1,830



Municipality of North Perth

BIA

Budget VS Actuals

Run Date: 6-Sep-2024

	2024	2024
	BUDGET	ACTUALS
Total Personnel	8,812	40,252
Total E Expense	-619	61,750
TRF Internal Transfer		
Internal Transfers		
92000 Transfer from Reserve	5,660	
94000 Internal Allocations	2,159	12,105
Total Internal Transfers	7,819	12,105
Total TRF Internal Transfer	7,819	12,105
Total for Location		-56,836
Total 9300 BIA		-56,836
Total 09 Business Improvement Area		-56,836