

MOUNT FOREST BUSINESS IMPROVEMENT

ASSOCIATION MEETING MINUTES June 10th, 2025

Meeting Room Mount Forest Arena

CALLING TO ORDER – Andrew Coburn; Chair Mount Forest BIA

PRESENT ATTENDEES

Members: Andrew Coburn, Dwight Benson, Jessica McFarlane, Bill Nelson, Amanda Boylan, Erin Kiers

Staff: Robyn Mulder

Community Members: Penny Renken

ABSENT MEMBERS

Sherry Burke, Rachel Whetham, Kyle Dellaire

WELCOME AND INTRODUCTIONS

Andrew

REVIEW AND ADOPTION OF THE AGENDA

Andrew

Dwight motions to add new business to the agenda regarding updates to flowers and brackets, seconded by Erin Kiers. Carried.

ITEMS FOR DISCUSSION

1. Tanya Matthews Admin Coordinator

Andrew

- Tanya is currently a freelance graphic designer and volunteers at the Durham BIA. She also has a background in admin duties
- Tanya showed a presentation of some of the work she's done regarding social media, websites she has created, branding, advertising, email campaigns
- **Bill makes a motion to hire Tanya as our new admin coordinator. Dwight seconded. Carried.**

2. Quorum and March Motions

Andrew

- Andrew discussed the importance of attending meetings with the BIA so we can have quorum.
- Dwight makes a motion to remove Maggie Schram and Allison Litt from the board. Bill Nelson seconded. Carried.
- Dwight makes a motion to hire Jaimes Hartright starting May 24th weekend, and to be paid \$130 each week on a bi-weekly basis. Seconded Amanda Boylan. Carried.
- Bill motions to proceed with the proposal that Dwight has presented of \$25,000 and that we approach the town for a 50% cost sharing over the course of 2025 or 2026 budget year. Seconded Erin. Carried.

- Dwight motions to proceed with the website domain renewal of \$4.75. Seconded by Erin. Carried.
- Bill motions to purchase a necessary amount of rods to keep them up. Second Dwight. Carried.

3. **Light Posts**

Dwight

- Dwight made a couple calls following up to the Township regarding the new light posts. There is a concern about the cost increasing from the original quote. Ideal Supply is supplying the lights and Yake Electric would do the work.
- A trial area is suggested. Robyn suggests going back to the Township to confirm who will pay for the trial areas.
- Concerns if we have to wait for Townships response, the prices may go up for the trial area. Bill makes a motion to proceed with the BIA paying for the trail run. Dwight seconded. Carried.
- Dwight will confirm with Tammy from the Township what trial areas can be done.

4. **Fireworks**

Jessica

- Sponsorship letter from the Chamber was distributed to the BIA committee via email.
- Jessica makes a motion for the BIA to sponsor the Fireworks Festival for \$2,000. Erin seconded. Carried

5. **Reimagined Laneway**

Jessica/Andrew

- Jessica met with Thomas Meyer the Pizza Hut building owner. He's confirmed that he is in favour of the project. Clayton from Robertsons landscaping was also in attendance.
- Jess and Andrew are going to meet with Scott Hastie the building owner on the other side to review the project.
- The project will allow Robertson Landscaping to add a low maintenance garden and pathway through the laneway and artwork on the walls. There will be a ramp coming from the municipal parking lot, allowing the community to park in the parking lot, and walk down the laneway to the main street. It will be blocked off from the main street, stopping any vehicles from driving down the laneway.
- BIA will pay for ongoing costs of the low maintenance gardening but will not be responsible for the snow removal. This was addressed with Thomas. It is suggested that we approach the Township so see if they would be willing to remove the snow with their sidewalk snowblower.

6. **Economic Development**

Robyn

- Panini and Pour has applied for a CIP grant for building and signage for their new business.
- Driftscape app is being worked on. Casey the Township summer student is uploading trails, bus tours, and there will be a soft launch in a couple weeks.
- Community signage – two sites in Mount Forest. One is outside the parkette in front of the BMO and the second is at the library. This will be an info board for Chamber, BIA, and Township advertise events. There will be key access through the Township.

- Farmers Market – starting this weekend. New location so there it will be more visible and closer to the highway.
- Dwight inquired about a crosswalk by the Scotiabank. The BIA is not in favour of a bump out because it would take up additional parking spaces. Robyn and Penny will confirm this.

7. **Mural**

Erin

- Erin has taken on the cost of the mural paint for now so she could get the project going. In the future, Erin can keep receipts and request reimbursement for the cost of the paint for this project.
- The mural will be bright and have 'high happy and healthy'
- Erin has brought up the concern of safety and adding security cameras to the downtown core. Dwight has experience with a two blocker alarm system, it's an alarm that is extremely loud, and also sounds outside in addition to inside.

8. **Flowers and brackets**

Dwight

- Flowers are out and supplied by Mount Forest Greenhouse. It was difficult to position the pots but Dwight was able to move them around.
- Bracket hangers are being done worked on by Maple Lane.

NEXT MEETING

Tuesday, July 8th 2025 8am in the Meeting Room @ Mount Forest Arena

ADJOURNMENT

Meeting adjourned by Andrew.