



MOUNT FOREST BUSINESS IMPROVEMENT

ASSOCIATION MEETING MINUTES August 12th , 2025 @ 8:00 AM

Meeting Room Mount Forest Arena

CALLING TO ORDER – Andrew Coburn; Chair Mount Forest BIA

PRESENT ATTENDEES

Members: Andrew Coburn, Kyle Dallaire, Jessica McFarlane, Rachel Whetham, Erin Kiers

Staff: Robyn Mulder, Tanya Matthews

Community Members: Penny Renken

ABSENT ATTENDEES

Sherry Burke, Dwight Benson, Bill Nelson, Amanda Boylan

WELCOME AND INTRODUCTIONS

Andrew

REVIEW AND ADOPTION OF THE AGENDA

Andrew

- Accepted by Jessica, seconded by Kyle, all in favour, carried.

ITEMS FOR DISCUSSION

1. Light Posts

Dwight

- Andrew provides an update in Dwight's absence. Dwight is making some progress - there will be two up, two down, just waiting on some last-minute items. Will be revisited in the September meeting, before test trials are complete.

2. Reimagined Laneway

Jessica

- Jessica has been working with Robertson's Landscaping. At this point the last hiccup is regarding the maintenance of the laneway itself. Jess had discussed this with Councillor Burke, and Councillor Burke had thought this might be an issue for the township to assist. Brooke Lambert had called Andrew, and had a conversation. There were concerns regarding the insurance aspect, but Andrew had assured that there would be minimal impact for the township's exposure. Snow removal from a liability standpoint is not a big exposure, but what is, is the actual snow removal from someone else's property, and it sets a precedent for other landlords, which is Brooke's concern. Brooke has declined in the short term.
- Discussion followed surrounding accessibility, adjacent parking, snow removal, cost, safety, onus, landlord cooperation and the challenges going forward with the delicateness of this project.
- Going forward - it was agreed upon to obtain quotes for snow removal and follow up with Brooke regarding what was discussed today

3. Mural

Erin

- Erin confirms the mural is complete and congratulations and thanks were voiced by fellow meeting attendees. Erin has accepted the cost of this project and any maintenance/touchup of the mural.
- Erin announces she would be moving her business away from the downtown core, however has expressed her desire to continue to participate in the BIA

4. Marketing Initiatives

Tanya

- Tanya presented an idea to help organize and simplify the 'Find a Business' portion of the BIA website - create a category system with section titles ie, Real Estate, Restaurants, Body & Mind, etc, Andrew has approved.
- Tanya also requested content for the next newsletter - suggestions include: updates on flowers paid for BIA and the installed mural, parking signs at TD, new information boards, announcing Hallowe'en Haunt, and garbage collection
- Robyn discussed the new information boards in the parkette and how to share information on the boards and that she'll have a key
- Andrew has requested social media posts on the flowers and garbage: being considerate with littering and disposal
- Discussion about the increase in website traffic and backlinking the website to the newsletter.

5. Admin Passwords

Andrew

- Andrew lets everyone know that passwords for the emails and social media accounts have been changed. Andrew will send the new passwords to two backup persons. Tanya notes that there's some difficulty with changing the Instagram account since it's calling for the involvement of the original account owner. Tanya will forward the name, and this will be revisited in September

6. Hallowe'en Haunt

Andrew

- Rachel provides some feedback regarding last year's Hallowe'en Haunt success. She had expressed she would need help with dropping off flyers to businesses

- Date tentatively set for Saturday, the 25th in the afternoon(1-3pm) Kaylin sent an email to all businesses letting them know of Halloween haunt in previous years, businesses confirm participation, got a flyer to advertise
- Email can be done again this year, create a poster/flyer, social media blast
- BIA can have a tent/table, candy, signs and information for our participation
- The onus is on business owners to supply their own candy
- Mention in the upcoming 'what's coming' newsletter, perhaps a signup
- carry Halloween haunt to next agenda

7. Garbage Pick Up

Andrew

- Andrew received an invoice in early July for an extra garbage pickup for the downtown core. Andrew did some research into the history of this charge. Andrew placed the continuance of this initiative for discussion. It was agreed that it's an expensive endeavour at \$8000, and it should be discontinued.
- A note will be included in the upcoming newsletter that 'this pilot' is ending and businesses are responsible for their garbage.

NEW BUSINESS

1. NEXT MEETING

8am in the Lower Leisure Room @ Mount Forest Arena, September 9th, 2025

ADJOURNMENT