



MOUNT FOREST BUSINESS IMPROVEMENT

ASSOCIATION MEETING MINUTES March 10 , 2026 @ 8:00 AM

Auditorium Mount Forest Arena

CALLING TO ORDER – Andrew Coburn; Chair Mount Forest BIA @8:04 am

PRESENT ATTENDEES

Members: Andrew Coburn, Jessica McFarlane, Rachel Whetham, Bill Nelson, Councillor Sherry Burke

Staff: Tanya Matthews, Robyn Mulder

Community Members: Penny Renken

ABSENT ATTENDEES - Dwight Benson, Kyle Dallaire

WELCOME AND INTRODUCTIONS

Andrew

REVIEW AND ADOPTION OF THE AGENDA

Andrew

Agenda accepted as presented. Bill had motioned and Jessica seconded, carried.

ITEMS FOR DISCUSSION

1. Light Posts

Dwight

Andrew updates the committee on behalf of Dwight. Due to the early warm weather, it is anticipated the new lights will be installed by April.

2. Reimagined Laneway - Pizza Hut

Jessica

Jessica shared she was able to obtain the required signatures from Thomas and Scott in order to continue to the next steps with the Laneway. Malcolm has offered to contract the lighting out. The timeline hasn't been specified yet, but completion by the time Fireworks Fest happens in July is ideal. Discussion followed regarding landscaping, art contribution options, lighting continuity (from Kindred/Print One laneway) and a 2 phase introduction. Jessica is thanked and praised for her continued dedication to this project.

3. BIA Presentation Preview for April

Andrew

Andrew presented the outline and pictures that will be used in the presentation to the Township in April, showcasing the BIA's contributions. Discussion followed and included the suggestion of sharing BIA organized events: Tree Lighting and Halloween Haunt. Pictures will be forwarded and included in the presentation.

4. Wifi Update

Andrew/Robyn

Robyn and Andrew have been in conversation with the Township IT and a request was made regarding obtaining traffic data. Significant investment is required of the BIA for the licensing to obtain analytics from the internet provider. IT was able to get a 30 day Wifi usage screenshot, but won't be able to provide them on an ongoing basis, due to the licensing restrictions. It might be a challenge to continue this service without the metrics to validate its use. Will revisit this topic in the future.

5. Downtown Safety

Andrew

No new news on break ins or downtown safety issues this month. Councillor Sherry shares that her and Leanne had some conversation regarding coordinating a meeting with the Chamber and/or the BIA, but nothing has been planned and no further discussion currently. This topic will continue into future meetings.

6. Downtown Business Update: New/Closed

All

I'm Sooooo Bad is now officially closed. Paula's Hair Salon relocation completed and her new signage is up. Golden Ember, open since September 2025, is a new massage therapy location (where Iconic Pools used to be, beside Shoetopia). Some discussion followed of other new locations and what businesses might go in.

7. Newsletter

Tanya

For sake of continuity and newsletters being an ongoing task, Tanya asked for more content guidance for the quarterly newsletters. It was agreed that there can be a section each for safety, new businesses downtown and Township events/information. If, within the Township section, there is mention of a business being in a grant program, there will be permission from the business that this information is shared. The next newsletter will showcase the new business Golden Ember. Any significant announcements, such as the new lighting, will take priority.

NEW BUSINESS

1. B & A Corner

Robyn

Robyn is organizing a planning meeting for the seating at B & A corner, and is aimed to include the BIA, hired planners and the Township. Design of the area will be this year and installation will take place next year. It was suggested to have the meeting during a regular BIA monthly meeting. It was agreed that this proposed arrangement would be easiest for guests and the committee to attend and participate. Robyn will follow up with more details.

2. Next Meeting

8am in the Lower Leisure Room @ Mount Forest Arena, April 14th, 2026

ADJOURNMENT - meeting adjourned by Andrew @9:00am