



## MOUNT FOREST BUSINESS IMPROVEMENT

ASSOCIATION MEETING MINUTES April 14 , 2026 @ 8:00 AM

### Auditorium Mount Forest Arena

**CALLING TO ORDER** – Andrew Coburn; Chair Mount Forest BIA @8:02 am

#### **PRESENT ATTENDEES**

Members: Andrew Coburn, Rachel Whetham, Kyle Dallaire, Dwight Benson

Staff: Tanya Matthews, Robyn Mulder

Community Members: Penny Renken, Brenda Harris from the Thrift Store

**ABSENT ATTENDEES** - Jessica McFarlane, Bill Nelson, Councillor Sherry Burke

#### **WELCOME AND INTRODUCTIONS**

**Andrew**

#### **REVIEW AND ADOPTION OF THE AGENDA**

**Andrew**

Agenda accepted as presented. Dwight had motioned and Kyle seconded, carried.

#### **ITEMS FOR DISCUSSION**

(First item of the agenda as distributed: Plu.ral consultants+township staff: seating area at Wellington & Main planning was scheduled for 9, so it won't be contained in these minutes.)

##### **1. Light Posts**

**Dwight**

Dwight updates the committee on the lightposts, which should be completed in the next two weeks. Lower bulbs will be replaced first, then the tops, with weather permitting. Installers will forward the final bill, which will be forwarded to the township for their monetary assistance of 50%. Budget still remains at \$25,000.

##### **2. Street Cleaning**

**Dwight**

Jamie Hartwright has agreed to return this year to help out with street cleaning downtown. It was agreed in the committee to pay him the same amount that was paid

last year: \$130 per week, paid bi-weekly, starting mid-May and running to Thanksgiving. This is maintaining our budget of \$3,500 for the service. A side note of the banners going up on the lightposts the first week of May.

### **3. Reimagined Laneway - Pizza Hut**

**Andrew**

Andrew updates with Jessica's notes of a brief update. We've been waiting on the MOU - Memo of Understanding, but all parties have now signed. Jessica is waiting on Malcolm Robertson to provide a firm timeline for a start date. There will need to be someone to paint over the graffiti closer to the date starting. Dwight and Rachel will check into obtaining some quotes to fully paint the walls in the laneway.

### **4. BIA to Council Presentation Feedback**

**Andrew**

Last Tuesday Andrew made the presentation to council regarding the BIA's projects, events and ongoing downtown beautifications. Andrew expressed his satisfaction with the outcome and response to the presentation and its contents. Robyn requested a summary of the contents to go into the Wellington Advertiser, which will be coordinated with Tanya.

### **5. WiFi Update**

**Andrew/Robyn**

Continuing to find a stalemate over the acquisition of data from Wightman's due to their hefty subscription fees for the license. It's still in consideration whether the BIA will continue the service. It was agreed to continue promoting the free Wifi downtown with the remainder of the stickers that were on hand. In the meantime Tanya will reach out to the original representative from Wightman's who had suggested gatekeeping access to the service to control use and bandwidth. Tanya will enquire about time limits and what would be a suitable limit for a visitor's access.

### **6. Property Owner Information**

**Robyn**

There has been an incident downtown regarding the litter/garbage - information document is [Appendix A: Property Owner Information \\_Garbage](#). Discussion followed about disposing of garbage in dumpsters and responsibility of disposal and policing.

### **7. Downtown Safety**

**Andrew**

No new news of any recent break-ins downtown. Some comments regarding the Safety Seminar held by the OPP, its helpfulness and how having it as a yearly event would be good for the community.

### **8. Downtown Businesses Ongoing Items**

#### **a. Update New/Closed Businesses**

**All**

Changes within the BIA district - Erica Leis is the new owner of Print One. Andrew Ellis and Shannon McLellan are the new owners of Plumes. New business opening soon is Wild Humber Wholesome, a small training gym. Sydney Kells' email is [wildhumblewholesome@gmail.com](mailto:wildhumblewholesome@gmail.com) and can be added to our contacts for newsletters.

#### **b. Newsletter**

**Tanya**

Performance of last quarterly newsletter had a marked improvement from the previous one at Christmas - alltime high of 52.6% open rate, up 11.2%. So the new format seems

well received. Golden Ember's Instagram had the highest click rates at 35, their website at 27 and the Mayor's breakfast at 17.

Our next edition will again feature business news downtown with Paula's move, new owner at Print One as well as Plumes. Robyn has requested the Township news feature an article on "Garbage and Litter on Private Property – What Residents Should Know". (which has now been redacted) Robyn will forward something else for the Township. Newsletter timing (for its release) will continue to be towards the end of the quarter.

## **NEW BUSINESS**

### **1. Next Meeting**

8am in the Lower Leisure Room @ Mount Forest Arena, May 12th, 2026

**ADJOURNMENT** - meeting adjourned by Andrew @8:54am