



## **MOUNT FOREST BUSINESS IMPROVEMENT**

### **ASSOCIATION MEETING MINUTES May 12, 2026 @ 8:00 AM**

#### **Auditorium Mount Forest Arena**

**CALLING TO ORDER** – Andrew Coburn; Chair Mount Forest BIA @8:05 am

#### **PRESENT ATTENDEES**

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

Staff: Tanya Matthews

Community Members: Penny Renken

**ABSENT ATTENDEES** - Robyn Mulder, Kyle Dallaire

#### **WELCOME AND INTRODUCTIONS**

**Andrew**

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

**Andrew**

Agenda accepted as presented, with an addition of Pole Brackets made by Dwight. Dwight had motioned and Jessica seconded, carried.

#### **ITEMS FOR DISCUSSION**

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

**Dwight**

Collective review of the successful completion of the Light Post Project. Deflectors are in place and there are extra lightbulbs available. Dwight distributed the final invoice and paperwork for submission to the Township (Appendix A) for review and pleased to announce the project came in \$3000 below budget. There is also reported hydro savings using the new bulbs and a cost-savings projection over 4 years. Councillor Burke offered to submit the bill to the Township for processing. Thanks to Dwight for his hard work coordinating for this project.

## **2. Street Cleaning**

**Dwight**

Street cleaning is underway and will continue until October. Jessica has made the suggestion of a social media post featuring Jamie, to give him acknowledgement and showcase the BIA's contribution to the cleaning and maintenance of the downtown streets. Tanya will followup with Jamie, get his permission/photo and move forward with the request.

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

**Andrew**

There was a review of the submitted quote for painting the walls of the Laneway and it has had more graffiti in recent days. Malcolm will coordinate lighting on behalf of the BIA. Various quotes for painting the area were obtained and discussed. Councillor Burke presented the suggestion of trellises to cover wall imperfections as an option. She had also brought forward the idea of reutilizing the previous Foodland mural for use of artwork in the space. It was discussed that the mural might be too big for the space, but might be in consideration for another placement.

It was agreed upon to start painting the Reimagined Laneway to get the project underway in time for the Fireworks Festival. Colours considered between a lighter linen colour and a medium taupe: Benjamin Moore Pashmina (as shown in rendering Appendix B)(<https://www.benjaminmoore.com/en-us/paint-colors/color/af-100/pashmina>) was selected. Agreed to use Dwight's source for painters for the project at \$5000 for the entire area and \$2000 for half walls (paint included). Discussion continued regarding how much painting of the walls - all, part/halfway, just Pizza Hut's wall and/or Hasties.

Voting painting Hastie's wall - Andrew and Jess voted no, Bill and Dwight voted yes and Rachel voted yes if the colour (above) is agreeable by Hastie's.

Bill makes a motion to do the full Pizza Hut wall, Dwight seconded.

Lighting was briefly discussed, with suggestions of going with the same lighting as other projects, with overhanging lights and a lightpost. The rest of the lighting can be determined with the type/kind of artwork that will be installed.

## **4. WiFi Update**

**Andrew/Robyn**

Tanya made enquiries but still no traction. Rachel went to some businesses to ask about the Wifi use and collected feedback that the Wifi wasn't accessible. She will check with more businesses today. The subject will be carried forward to the next meeting.

## **5. Downtown Safety**

**Andrew**

No new news of any recent break-ins downtown.

## **6. Downtown Businesses Ongoing Items**

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

**All**

#### **i. Wild Humble Wholesome Holistic Wellness now open**

Now open in the south end of downtown. Bill brings the talking point of acknowledging businesses being handed down generationally. To follow up on generational impact, we had a collective review of the recent Facebook post for MacDonald Appliances facelift

and their changes over the years. For our own records, Precious Paws is for sale, Empowered Studios will close, Old Town Ice Cream slated to close. Noted for contact list edits.

#### **7. Newsletter/Marketing - Gift Card Intro**

**Tanya**

Tanya introduced an existing Gift Card system that is being used by other BIAs across the country. Collectively the committee has expressed interest and Tanya will pursue more information to present at the next meeting. In the meantime, Appendix B is the introductory brochure to the system.

#### **8. Appended addition: Pole Brackets**

**Dwight**

The banner brackets that hold the decorative banners on the lightposts downtown have started to deteriorate. Some have come down and they can pose a danger, so Dwight has obtained a quote for the 16 brackets that need to be rebuilt and painted. \$465 for those brackets from Maple Lane but will be raw metal when finished. Dwight has said there's some leftover paint that can be used on them for finishing. Bill suggested powder coating for durability and recommended obtaining a quote from Frank Moss.

Bill motioned going forward with this project, Jessica seconded.

### **NEW BUSINESS**

#### **1. Next Meeting**

8am in the Lower Leisure Room @ Mount Forest Arena, June 9th, 2026

**ADJOURNMENT** - meeting adjourned by Andrew @9:12am

# Appendix A

## Yake Electric Limited

279 Church Street South  
 Mount Forest, Ontario N0G 2L2  
 Canada

## INVOICE

Invoice No: 7499  
 Date: 05/04/2026  
 Ship Date:  
 Page: 1  
 Re: Order No.

Sold to:  
 Mount Forest BIA

Ship to:  
 Mount Forest BIA

Business No.: 878633569

Quantity	Description	Tax	Unit Price	Amount
	Supply & install LED lamps to retrofit existing street lights As per quote	H		18,391.00
	H - HST @ 13% HST			2,390.83
Shipped By			Tracking Number	Total Amount
Terms: Net 30 Due 06/03/2026.				20,781.83
Comment: 3% per month on overdue accts. Thank you for your business!				Amount Paid
Sold By				0.00
				Amount Owning
				20,781.83

# Appendix A

Mount Forest BIA  
PO Box  
Mount Forest, ON  
N0G2L0

Date: May 7, 2026  
Invoice #: MF Lighting

To: Township of Wellington North

50% of street light retrofit on Main Street Mount Forest	\$9,195.50
13% HST	\$1,195.42
Total	\$10,390.92



# DISCOVER THE IDEAL SHOP LOCAL GIFT CARD



LOCAL SPEND, DELIVERED



# Convert 'Shop Local' Demand into Increased Local Spend

Downtowns across Canada are capitalizing on the 'shop local' opportunity and diverting online spend back into their local economies with Downtown Gift Cards. Support for local has never been stronger, with both consumers and organizations. And a Downtown Gift Card program converts this sentiment into increased local spend.

Impactful, measurable and proven, a Downtown Gift Card program is designed to minimize administration and maximize return ROI, with powerful reporting so you can demonstrate the positive impact of your program for your business community. With over 200 programs launched worldwide, and \$50+ million in local spend, are you ready to discover the game-changing Downtown Gift Card program?

96%

of people are keen to support their local businesses

94%

of people prefer a multi-business Gift Card over single-store

98%

of organizations said supporting local was important when planning rewards

(Source: Miconex research, 2023)

## Easy for you. Easy for businesses. Loved by all

### Selkirk Biz Buck\$ Gift Card

"In 2023, our Selkirk Biz Buck\$ program thrived thanks to the community's steadfast commitment to local businesses. The cards, designed to encourage local spending, not only boosted the local economy but also fostered a sense of community pride and resilience. Our Gift Card incentivised residents to explore and rediscover the diverse offerings of their hometown, creating a ripple effect of increased foot traffic and sales for local merchants." **Alice Skalesky, Executive Director at Selkirk Biz, Manitoba.**

### Downtown London

"Our Downtown Dollars Gift Card has been hugely successful for consumer sales and also as a community engagement tool." **Vicki Smith, Manager of Operations, Downtown London BIA.**

### Wild Rock Outfitters

"Gift Cards are a great way to get people through the door, so having the Boro Gift Card gets people into the Downtown. There are benefits over the old paper system. There is no way we'd have taken \$6000 in paper dollars in 5 months. People are more willing to use the Boro Gift Card as I think they find it easier." **Tori Silvera, Co-owner of Wild Rock, Peterborough.**

### David E. White

"The Gift Card absolutely does bring us new business, and it means we're a part of something bigger than our own store; this is a Gift Card that can be spent with a whole district of shops. It's a great tool for London. When we have a successful local Gift Card, and a vibrant downtown core, everyone benefits." **Brian Watts, David E. White, London.**



## A Journey of Local Discovery Awaits

Every time someone receives a Downtown Gift Card, an exciting journey of local discovery begins. 50% of recipients use their Gift Card with businesses they've never visited before with many going on to become regular customers of that business. Almost all spend more than the Gift Card value, typically within 3 months. Downtown Gift Cards drive spend to your downtown, quickly and are a proven route to new and loyal customers for your businesses.

**91%**

of recipients spend over the value of the Gift Card on redemption

**34%**

spend **70% - 100%** more than the value of the Gift Card on redemption

**1-3 months**

is the most common time-frame for redemption of Gift Cards

\*Miconex 2023 research and GCVA data.





## How it Works: Minimizing Administration

**VISA**

**Apple Pay**

**Google Pay**



A Downtown Gift Card is a prepaid Visa which can be spent at registered businesses only. Both big-box stores and independent businesses can easily accept Downtown Gift Cards with no additional equipment required. Cards are issued as either physical cards, or digital cards which can be spent using Google and Apple wallets.

### How to create your own Downtown Gift Card

Backed by our experienced implementation team, we'll support you to introduce your program:

**Design**

Design your Gift Card to reflect your brand and place

**Register**

Register businesses using a simple one-time process

**Set up**

Set up online and in person sales channels.

**20,000**  
businesses  
signed up

**200+**  
programs  
worldwide

**\$50m+**  
in local spend  
delivered

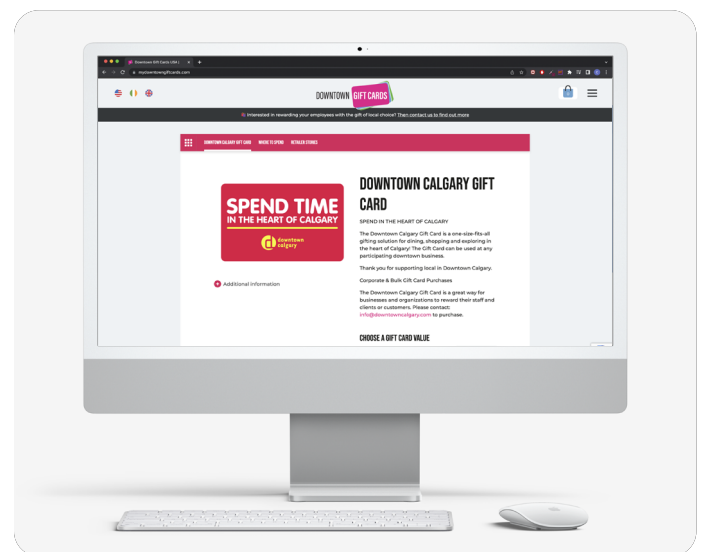
# How to Sell Your Downtown Gift Card: Online and In Person



Your Downtown Gift Card will be available to buy via our fully supported e-commerce site, making it easy for consumers from far and wide to purchase your card, add a gift message, and send directly to the recipient.

Consumers and organizations also appreciate the ability to pick up your Downtown Gift Card in person, particularly at key times of the year such as end of the school year and the Holidays, driving sales for your program.

We'll work with you to implement the best options, helping to assess sales points, Load This Card and kiosk locations.



# Case Studies

## HOW PEI USED THEIR GIFT CARD TO DRIVE \$7.4 MILLION TOURISM BOOST

With regular tourism campaigns unable to take place due to the pandemic, we look at how Food Island Partnership introduced their Gift Card to stimulate the economy and lock in local spend, supported by the government. Through clever marketing campaigns, the Canada's Food Island Gift Card continues to grow in success with over \$7.4 million in sales since 2020.



**\$7.4m**

Local Spend Delivered

**353%**

Year-on-year Growth

**335**

Businesses Benefitting



The Canada's Food Island Gift Card powered by Miconex and EML is easy to work with and easy for customers to use and has been a great success. We continue to use the card within exciting campaigns to showcase all that we have to offer here on beautiful Prince Edward Island, providing tangible support for our tourism sector and other local businesses.



Crystal MacGregor, Director of Marketing and Communications, Food Island Partnership.



## HOW PETERBOROUGH DELIVERED \$720,000 IN LOCAL SPEND

We look at how Peterborough DBIA made the move from their time consuming paper program to a high tech, secure Gift Card with Miconex, boosting customer experience and allowing them to compete in the growing Gift Card market, securing the equivalent of 5 years of sales of their old paper system in just one month, plus impressive year on year growth.



The Boro Gift Card is incredibly popular in our community and it truly is the gift of possibility. It gives the recipients an opportunity to explore our local downtown businesses and treat themselves, while at the same time making it an easy choice for those who aren't sure what to buy for the person they are looking to treat.



Amanda Bedford, Peterborough DBIA.



**\$720,000**

Local Spend Delivered

**91**

Businesses Benefitting

Read all of our full case studies [here](#)

[mi-cnx.com/casestudies-canada](http://mi-cnx.com/casestudies-canada)

# Supported Success: How We Work With You

Our priority is the success of your Downtown Gift Card program. Backed by our multi-award winning technology and industry leading support, you can minimize administration and maximize return as you convert shop local demand into sales. From a successful launch to ongoing support and growth, we're here for you every step of the way.

## A Successful Launch

Your new Downtown Gift Card is an exciting initiative for your downtown, and key to the success of your program is an effective launch, targeting key stakeholders and building awareness and interest in your Gift Card from day one. With our support, we'll help you to craft and deliver an impactful launch campaign.



## Support

With over 200 programs successfully launched worldwide, our responsive support team is here to answer your queries, manage customer service enquiries, and ensure the smooth running of your program as it continues to grow.

- Knowledge base for quick self-serve responses to your queries
- Online 'where to spend' guide for your program
- Fulfilment service manages all aspects of consumer and corporate orders
- Customer service team to answer Gift Card queries from Gift Card customers
- Funds management and compliance services

## Growth

Managed by your dedicated Growth Manager, we'll work alongside you to develop your program, explore opportunities for sales, and share best practice from across our network.

- A steering group of high performing clients shares success and ensures the support we're offering hits the mark
- Dedicated Growth Manager provides key updates, support and access to resources
- Marketing toolkits targeting various segment and purchase occasions throughout the year
- Exploration of partnership opportunities
- Development of local sales channels



## Measuring Success

Downtown Gift Cards are truly measurable so you can prove the impact of your program for driving footfall and spend in your community. With real-time sales and redemption reporting, this is a program that continues to deliver.



# Impactful. Measurable. Proven.

The Downtown Gift Cards team is ready to work with you to deliver increased local spend for your business community.

## Convert Demand

There is high demand for a multi-business Gift Card which supports local businesses. Use this demand to divert spend back into your local economy.

## Minimize Administration

Backed by Visa, Downtown Gift Cards are easy for businesses, easy for consumers and easy for you to manage.

## Maximize Return

Our experienced team will work with you to successfully launch the program and then support you to increase sales from individuals and organizations.

## Measure Impact

Access real-time reporting to track every dollar spent and understand the impact on the local community.

## Hear from those that have successfully implemented their own Downtown Gift Card program.

The Downtown Gift Cards network is a supportive environment where we celebrate growth and success so we can positively impact our towns and cities.

If you want to speak to a Downtown Gift Cards client who has been where you are now, let us know, we'll be happy to connect you.



## Why work with Miconex?

Miconex is the global leader in local Gift Card programs for a reason. Our experienced and dedicated team will work with you to **convert demand** for shop local into increased local spend.

We'll show you how you can **minimize administration** and **maximize return** for your business community with our proven, multi-award winning Downtown Gift Card program.

Take the first step on your Downtown Gift Cards journey today:

[mi-cnx.com](https://mi-cnx.com)

[hello@mi-cnx.com](mailto:hello@mi-cnx.com)

LOCAL SPEND, DELIVERED

MICONEX