

DOWNTOWN CARLETON  
PLACE BIA BOARD  
MEETING MINUTES



Monday, November 17, 2025  
5:30 p.m.

**Attendance:** Mark Lovell (Vice-Chair), Paisley Woods (BIA Coordinator), Madison Barr (Director), Chanel Murray, (Director), Robert Probert (Director), Andrew Valley (BIA Office Assistant/Recording Secretary).

**Regrets:** Sarah Cavanaugh (Chair)

**MINUTES**

1. **Call to Order** – Meeting was called to order at 5:53 p.m.
2. **Declaration of Pecuniary Interest/Conflict of Interest and General Nature Thereof** – None declared.
3. **Minutes from the September 15, 2025 Meeting** – No discussion or changes to the minutes.
4. **Motion:** To approve the draft minutes of the October 20, 2025 meeting.  
Mover: Madison Barr  
Second: Chanel Murray  
Carried.
5. **Financial Reports – August 2025**  
BIA Coordinator presented the financial reports for August, September, and October 2025.
  - The discrepancies noted in August were determined to be due to an accounting procedure and not an error in reporting.
  - The September and October reports showed no unexpected expenses.
  - The Facade Improvement Program balance may change before year-end.

- The Board discussed which budget categories were under-spent for 2025 and reviewed recent Driftscape updates.
6. **Motion:** To approve the August, September, and October 2025 Financial Reports.  
Moved by Madison Barr  
Seconded by Chanel Murray  
Carried.
7. **Winterfest Update** - Paisley Woods reported that Winterfest preparations are progressing as planned.
- Two horse-drawn wagons have been contracted to reduce lineups.
  - A wide range of food options has been confirmed.
  - RONA has again partnered to host the Warming Area.
8. **Member Support Grant – Scoring Criteria Review** - The Board discussed refinements to the Member Support Grant scoring process. It was agreed to reverse the order of points awarded under the “Staff Support” category to better reflect the intended weighting.
9. **Final Holiday Décor Discussion** - The final plan for holiday décor installation was reviewed. Implementation logistics were discussed, with consensus reached on the proposed timeline and scope.
10. **Office Report** - BIA Coordinator presented the Office Report with updates on several initiatives:
- The Events and Promotions Page is now live on the Downtown Carleton Place website.
  - Ongoing updates to Driftscape to align with the new promotion model.
  - Social media performance was reviewed, noting Instagram’s growth as an engagement platform.

- Wishbooks are printed and will be distributed during Winterfest and the Santa Claus Parade.

## 12. **Old Business**

- Market Square Advertising: Most former advertisers have requested their signage returned following removal.
- Community Promotion: Discussion on the BIA's ability to promote local organizations and groups.
- Subcommittees: The Board reaffirmed the plan to reinstate subcommittees for Promotion, Policy, and Beautification.
  - BIA Coordinator will coordinate recruitment and advertise for volunteers.
  - A separate Holiday Décor Subcommittee was proposed, independent of Beautification, to handle seasonal projects.

## 13. **New Business** – None.

## 14. **Adjournment** – 6:48 p.m.

Mover: Madison Barr

Second: Robert Probert

Carried.

**Next Meeting: Monday, December 15, 2025 - 5:30 p.m.**

