



**CBIA**  
**Board of Directors Meeting Minutes**  
**Monday, February 23rd, 2026**  
**Trent Hills Library Campbellford Branch**

**Present:** Eva Allaire, Heather Hodder, Daniel Giddings, Dawn Fryer, Jodi Summers

**Regrets:** Nikki Casey, Christa Giddings

**Others:** Jenn Hudson, Christine Althouse, Kevin Appiah

**1. Call to Order**

President Eva Allaire called the meeting to order at 5:32 pm.

**2. Approval of the Agenda**

A motion was made to approve the agenda.

**Moved by:** Jodi Summers

**Seconded by:** Dawn Fryer

**Motion Carried 26-02-23 – 01**

**3. Disclosure of Pecuniary Interest**

Nothing to disclose.

**4. Treasurer's Report**

A motion was made that the Treasurer's Budget Variance Report for the period ending December 31st, 2025, be received for information  
and  
that the Treasurer's Budget Variance Report for the period ending January 31st, 2026, be received for information.

**Moved by:** Daniel Giddings

**Seconded by:** Dawn Fryer

**Motion Carried 26-02-23 – 02**

**5. Approval of the Minutes**

A motion was made to approve the minutes of the December 11th, 2025, meeting.

**Moved by:** Daniel Giddings

**Seconded by:** Heather Hodder

**Motion Carried 26-02-23– 03**

**6. Action Item Follow-Up**

- PNG Marketing Update - **Kevin Appiah**  
Kevin Appiah gave the board an overview of the marketing plan for 2026. Highlights include primary goals being to increase website traffic by 25-30%, supporting the BIA businesses with visibility and storytelling, and building Downtown Campbellford into a searchable brand.
- Grapevine Advertising - **Eva Allaire**  
The spring issue is the final issue in the current advertising agreement. Discussion to be revisited at a future meeting with regards to continuation.
- Board Priorities Survey  
Outstanding board members to complete their surveys.
- 2026 Lighting Proposals  
Discussion to be continued pending additional information.
- Easter Event  
The following motion was made:  
That the BIA will fund Easter Treats in the Streets with a limit of \$1450.

**Moved by:** Dawn Fryer

**Seconded by:** Heather Hodder

**Motion Carried 26-02-23 – 04**

- Family Day Follow-Up  
Turn-out was less than expected. Moving the date to the Saturday of Family Day weekend for future years to be considered.

## 7. New Business

- Downtown Heritage Beautification Meeting  
Deferred to the next meeting.
- Request for support from Trent Hills Pride  
The following motion was made:  
That the BIA will sponsor the Pride committee in an amount of \$500.

**Moved by:** Jodi Summers

**Seconded by:** Eva Allaire

### **Motion Carried 26-02-23 – 05**

- Fire Department Information Sessions for Business Owners  
BIA will support the Fire Department in sharing information with the membership in regards to information sessions.
- Invitation to Hillside Park Redevelopment Focus Group  
The BIA is invited to attend a virtual focus group. Jenn Hudson to attend on behalf of BIA.

## 8. Correspondence

- **Chamber Update**  
No update given.
- **Municipal Council Update**  
No update given.
- **Municipal Update**  
No update given.

## 9. Date of next meeting

Monday, March 16th, 2026, at 5:30pm.

## 10. Adjournment

The meeting was adjourned at 7:10pm