



LINDSAY DOWNTOWN

STYLE + FLAVOUR + LIFE

Lindsay Downtown Business Improvement Association

REGULAR MEETING OF THE
MARKETING COMMITTEE

Tuesday, February 15th, 2017
6:00pm

The Grand Experience
177 Kent Street West, Lindsay

Committee Members

Chair

Jill Trider

Voting Members

Liz Grimes

Rebecca McCracken

Leanna Segura

Ann Scarlett

Kate Westcott

MEETING #MC-2017-01

1.0 CALL TO ORDER

Meeting Called to Order by the Chair:

In Attendance: Jill Trider, Rebecca McCracken, Leanna Segura, Ann Scarlett, Kate Westcott,
Liz Grimes

Recording Secretary: Melissa McFarland

Late Arrivals: None

Early Departures: None

Guests: None

Regrets: None

Absent: None

2.0 ADMINISTRATIVE BUSINESS

2.1 ADOPTION OF AGENDA

Moved By: Leanna Segura

Seconded By: Ann Scarlett

Resolved: That the agenda be adopted as circulated.

Carried MC2017-01

2.2 DECLARATIONS OF PECUNIARY INTEREST

2.3 ADOPTION OF MINUTES

Moved By: Kate Westcott

Seconded By: Liz Grimes

Resolved: That the Minutes of the December 6th, 2017 Meeting be approved. **Carried MC2017-02**

3.0 DEPUTATIONS

None

4.0 CORRESPONDENCE

None

5.0 OTHER OR NEW BUSINESS

5.1 BUDGET

Received.

5.2 UPCOMING EVENTS & PROJECTS

Habitat for Humanity would like to have their 'Amazing Race' event on September 16th based from the Kent Street Parkette. The committee agreed to support the event however necessary, and to keep the event tent up until after their event.

Moved By: Kate Westcott

Seconded By: Liz Grimes

Resolved: That \$250 worth of downtown gift certificates will be donated to the Lindsay Chamber of Commerce in sponsorship of the International Women's Day event. **Carried MC2017-03**

Kawartha Lakes Pride has asked for support in their event, scheduled for July 15th. The committee agreed to support the event as the organization of it progresses.

The committee discussed plans for a large scale downtown event and decided to explore the idea of an arts-themed festival in mid-August, with a Saturday road closure, and a focus on local artists, musicians and buskers. It was agreed that a sub-committee should be formed, with members of the BIA, as well as members of the local arts networks and galleries and representatives of Economic Development will be approached. Melissa McFarland will contact Debra Soule (Arts, Culture & Heritage Officer at the City) for a meeting to discuss.

Ideas for promotional materials were discussed and prices will be obtained for the next meeting for downtown window decals, reusable shopping bags and umbrellas.

Ideas for a printed downtown directory were discussed and ideas will be brought to the next meeting.

6.0 NEXT MEETING

Tuesday, March 7th, 2017

6:00pm

The Olympia, 106 Kent Street West

7.0 ADJOURNMENT

Moved By: Leanna Segura

Seconded By: Rebecca McCracken

Resolved: That the December 6th, 2016 meeting of the Marketing Committee adjourn at 7:10pm .

Carried MC2017-04