



LINDSAY DOWNTOWN

STYLE + FLAVOUR + LIFE

Lindsay Downtown Business Improvement Association

REGULAR MEETING OF THE  
**MARKETING COMMITTEE**

**Tuesday, March 14<sup>th</sup>, 2017**  
**6:00pm**

**The Grand Experience**  
**177 Kent Street West, Lindsay**

**Committee Members**

**Chair**

Jill Trider

**Voting Members**

Liz Grimes

Rebekah McCracken

Leanna Segura

Ann Scarlett

Kate Westcott

MEETING #MC-2017-03

## 1.0 CALL TO ORDER

Meeting Called to Order by the Chair: 6:10pm

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

**Recording Secretary:** Melissa McFarland

**Late Arrivals:** None

**Early Departures:** None

**Guests:** Susan Taylor, Penni Holdham, Roberta Ward (left 6:50pm)

**Regrets:** Rebekah McCracken

**Absent:** None

## 2.0 ADMINISTRATIVE BUSINESS

### 2.1 ADOPTION OF AGENDA

**Moved By:** Leanna Segura

**Seconded By:** Kate Westcott

**Resolved:** That the agenda be adopted as circulated.

**Carried MC2017-05**

### 2.2 DECLARATIONS OF PECUNIARY INTEREST

### 2.3 ADOPTION OF MINUTES

**Moved By:** Ann Scarlett

**Seconded By:** Leanna Segura

**Resolved:** That the Minutes of the February 14<sup>th</sup>, 2017 Meeting be approved. **Carried MC2017-06**

## 3.0 DEPUTATIONS

None

## 4.0 CORRESPONDENCE

None

## 5.0 OTHER OR NEW BUSINESS

### 5.1 ARTS FESTIVAL

Susan Taylor and Roberta Ward, representing the Kawartha Art Gallery, along with Penni Holdham, an events planner attended the meeting. Information about their vision for a proposed event is attached. The Gallery would like to take a lead role in the organization and execution of the event, with the BIA in a supporting role. Susan Taylor will be meeting with the Lions Club for the possibility of support from their organization as well. Discussion was held regarding the formation of a sub-committee. Contact will be made between Susan and the BIA prior to the next Marketing Committee meeting on April 4<sup>th</sup>.

### 5.2 PROMOTIONAL ITEMS

Melissa McFarland brought information on previously discussed promotional items. Tote bags may be cost-prohibitive with coloured logos.

**Moved By:** Liz Grimes

**Seconded By:** Leanna Segura

**Resolved:** That branded umbrellas be approved and ordered.

**Carried MC2017-07**

**Moved By:** Kate Westcott

**Seconded By:** Ann Scarlett

**Resolved:** That window decals for businesses be approved and ordered.

**Carried MC2017-08**

### 5.3 DOWNTOWN DIRECTORY

Deferred

### 5.4 BOB FM PARTNERSHIP

Information on renewal of the annual partnership was presented. Costs remain the same for the BIA to subsidize the on-air commercial programs for the membership.

**Moved By:** Kate Westcott

**Seconded By:** Ann Scarlett

**Resolved:** That the BOB FM subsidy program be renewed for 2017 at a cost of \$157.40 for 9 months (April through December).

**Carried MC2017-09**

### 5.5 SUMMER MUSIC

Deferred, pending approval of Canada Summer Jobs grant for a summer student.

## 5.6 OTHER UPCOMING EVENTS & PROJECTS

A suggestion was made for welcome posters for Chris Hadfield for businesses in anticipation of his show at the Academy Theatre on May 11<sup>th</sup>. Melissa McFarland will contact Penny Barton at the United Way for more info.

## 6.0 NEXT MEETING

Tuesday, April 4<sup>th</sup>, 2017  
6:00pm  
The Olympia,  
106 Kent Street West

## 7.0 ADJOURNMENT

**Moved By:** Leanna Segura

**Seconded By:** Kate Westcott

**Resolved:** That the March 14<sup>th</sup>, 2017 meeting of the Marketing Committee adjourn at 7:20pm.

**Carried MC2017-07**