



**LINDSAY DOWNTOWN**

STYLE + FLAVOUR + LIFE

Lindsay Downtown Business Improvement Association

REGULAR MEETING OF THE  
**MARKETING COMMITTEE**

**Tuesday, February 15<sup>th</sup>, 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 6<sup>th</sup>, 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 16<sup>th</sup> 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 15<sup>th</sup>. 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 7<sup>th</sup>, 2017

6:00pm

The Olympia, 106 Kent Street West

## 7.0 ADJOURNMENT

**Moved By:** Leanna Segura

**Seconded By:** Rebecca McCracken

**Resolved:** That the December 6<sup>th</sup>, 2016 meeting of the Marketing Committee adjourn at 7:10pm .

**Carried MC2017-04**



LINDSAY DOWNTOWN

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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

### 7.1 ADOPTION OF AGENDA

**Moved By:** Leanna Segura

**Seconded By:** Kate Westcott

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

**Carried MC2017-05**

### 7.2 DECLARATIONS OF PECUNIARY INTEREST

### 7.3 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**



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REGULAR MEETING OF THE  
**MARKETING COMMITTEE**

**Tuesday, April 4<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-2017-04



## 1.0 CALL TO ORDER

Meeting Called to Order by the Chair (Liz Grimes, Acting): 6:10pm

**In Attendance:** Liz Grimes, Kate Westcott, Rebekah McCracken, Ann Scarlett

**Recording Secretary:** Melissa McFarland

**Late Arrivals:** None

**Early Departures:** None

**Guests:** Rick Gorrill

**Regrets:** Jill Trider, Leanna Segura

**Absent:** None

## 2.0 ADMINISTRATIVE BUSINESS

### 2.1 ADOPTION OF AGENDA

**Moved By:** Kate Westcott

**Seconded By:** Rebekah McCracken

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

**Carried MC2017-08**

### 2.2 DECLARATIONS OF PECUNIARY INTEREST

### 2.3 ADOPTION OF MINUTES

**Moved By:** Liz Grimes

**Seconded By:** Ann Scarlett

**Resolved:** That the Minutes of the March 14<sup>th</sup> 2017 Meeting be approved.

**Carried MC2017-09**

## 3.0 DEPUTATIONS

None

## 4.0 CORRESPONDENCE

None

## 5.0 OTHER OR NEW BUSINESS

### 5.1 ARTS FESTIVAL

An update on the previous week's meeting with members of the Kawartha Art Gallery, Art on Kent and the Lions Club was given by Melissa McFarland. The Gallery confirmed their intention to take the lead on the event, now scheduled for August 12<sup>th</sup>. The BIA will offer support, both financial and in kind, throughout the process, as items become needed. Brainstorming for event names was discussed, and committee members will report back with any ideas.

### 5.2 PROMOTIONAL ITEMS

Umbrellas are awaiting confirmed prices from Prism Embroidery. Decals have been ordered and will be distributed on arrival.

### 5.3 OTHER UPCOMING EVENTS & PROJECTS

**Moved By:** Kate Westcott

**Seconded By:** Ann Scarlett

**Resolved:** That the BIA ad in the Kawartha Lakes map be renewed at a cost of \$225.

**Carried MC2017-10**

**Moved By:** Rebekah McCracken

**Seconded By:** Kate Westcott

**Resolved:** That a flower/plant arrangement be purchased to accompany the Welcome Package for every new business in the BIA, at a cost of \$50, to be ordered from BIA area florists on an alternating basis.

**Carried MC2017-11**

Rick Gorrill, from Kawartha Lakes Travel Plus, will join the committee as of the May meeting.

## 6.0 NEXT MEETING

Tuesday, May 2<sup>nd</sup>, 2017

6:00pm

The Olympia,

106 Kent Street West

## 7.0 ADJOURNMENT

**Moved By:** Kate Westcott

**Seconded By:** Ann Scarlett

**Resolved:** That the April 4<sup>th</sup>, 2017 meeting of the Marketing Committee adjourn at 6:50pm.

**Carried MC2017-12**



LINDSAY DOWNTOWN

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REGULAR MEETING OF THE  
**MARKETING COMMITTEE**

**Tuesday, May 2<sup>nd</sup>, 2017**  
**6:00pm**

**The Olympia Restaurant**  
**106 Kent Street West, Lindsay**

**Committee Members**

**Chair**

Jill Trider

**Voting Members**

Rick Gorrill

Liz Grimes

Rebekah McCracken

Leanna Segura

Ann Scarlett

Kate Westcott

MEETING #MC-2017-05

## 1.0 CALL TO ORDER

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

**In Attendance:** Jillian Trider, Liz Grimes, Kate Westcott, Ann Scarlett, Leanna Segura and Charlie McDonald.

**Recording Secretary:** Melissa McFarland and Tana Torch

**Late Arrivals:** None

**Early Departures:** None

**Guests:** Calla Scarlett and Doreen Sinclair

**Regrets:** Rick Gorrill and Rebekah McCracken

**Absent:** None

## 2.0 ADMINISTRATIVE BUSINESS

### 2.1 ADOPTION OF AGENDA

**Moved By:** Kate Westcott

**Seconded By:** Liz Grimes

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

**Carried MC2017-13**

### 2.2 DECLARATIONS OF PECUNIARY INTEREST

### 2.3 ADOPTION OF MINUTES

**Moved By:** Leanna Segura

**Seconded By:** Kate Westcott

**Resolved:** That the Minutes of the April 4<sup>th</sup>, 2017 Meeting be approved.

**Carried MC2017-14**

## 3.0 DEPUTATIONS

None

## 4.0 CORRESPONDENCE

None

## 5.0 OTHER OR NEW BUSINESS

### 5.1 HABITAT FOR HUMANITY – AMAZING HABITAT RACE

Doreen Sinclair gave an explanation about Habitat for Humanity and request for sponsorship from the businesses' present for the Amazing Habitat Race taking place September 16<sup>th</sup>, 2017.

### 5.2 ARTS FESTIVAL

A cash contribution amounting from \$10,000 - \$15,000 was requested from the Lindsay Art Gallery for the Arts Festival.

A request for budget will be required from the Lindsay Art Gallery before a monetary amount will/can be granted.

### 5.3 PROMOTIONAL ITEMS

Thirty Five (35) Umbrellas were ordered and have now been received. A list will need to be compiled to indicate which downtown stores would like to be included in the "Umbrella Program". Kate Westcott and Ann Scarlett will see if they have any suitable umbrella stands that can be ordered.

Store front decal proofs have come in.

**Moved By:** Liz Grimes

**Seconded By:** Leanna Segura

**Resolved:** 250 store front decals will be ordered at a cost of \$5.20 each.

**Carried MC2017-15**

### 5.4 DOWNTOWN MAGAZINE

Get options for cost and distribution.

### 5.5 SHOP, HOP & WINE WALK

Suggestion of date change for Shop, Hop & Wine Walk from November to December.

**Moved By:** Liz Grimes

**Seconded By:** Leanna Segura

**Resolved:** December 1<sup>st</sup>, 2017 Shop, Hop & Wine Walk will take place.

**Carried MC2017-16**

## 6.0 NEXT MEETING

Tuesday, June 6<sup>th</sup>, 2017

6:00pm

The Olympia,

106 Kent Street West

## 7.0 ADJOURNMENT

**Moved By:** Ann Scarlett

**Seconded By:** Leanna Segura

**Resolved:** That the May 2, 2017 meeting of the Marketing Committee adjourn at 7:03 p.m.

**Carried MC2017-17**



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REGULAR MEETING OF THE  
**MARKETING COMMITTEE**

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

**The Grand Experience (Upper Level)**  
**177 Kent Street West, Lindsay**

**Committee Members**

**Chair**

Jill Trider

**Voting Members**

Rick Gorrill

Liz Grimes

Rebekah McCracken

Leanna Segura

Ann Scarlett

Kate Westcott

MEETING #MC-2017-06

## 1.0 CALL TO ORDER

**Meeting Called to Order by the Chair:** 6:12pm

**In Attendance:** Jillian Trider, Rick Corrill, Liz Grimes, Rebekah McCracken, Leanna Segura, Ann Scarlett and Kate Westcott.

**Recording Secretary:** Tana Torch

**Late Arrivals:** None

**Early Departures:** None

**Guests:** Dianne Dalton and Calla Scarlett

**Regrets:** None

**Absent:** None

## 2.0 ADMINISTRATIVE BUSINESS

### 2.1 ADOPTION OF AGENDA

**Moved By:** Leanna Segura

**Seconded By:** Liz Grimes

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

**Carried MC2017-18**

### 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 May 2, 2017 Meeting be approved.

**Carried MC2017-19**

## 3.0 DEPUTATIONS

None

## 4.0 CORRESPONDENCE

None

## 5.0 OTHER OR NEW BUSINESS

This will be Melissa McFarland's last Marketing Meeting until she returns as General Manager in June 2018. We all wish her the best of luck.

The BIA has been awarded a Summer Student for a seven (7) week period from the Canada Summer Jobs Program. Shannon Marshall will be starting with the BIA on June 12, 2017 doing marketing related items such as Summer Music, Social Media and various other responsibilities. It has been requested that marketing supplement her wage for an additional four (4) week period to utilize her for the remainder of the summer.

**Moved By:** Kate Westcott

**Seconded By:** Liz Grimes

**Resolved:** A wage supplement of \$11.40 x 30 hours per week, for an additional four (4) week period will be granted for the Summer Student.

**Carried MC2017-20**

Jillian Trider announced necessary changes to the Marketing Committee. These changes will include committee members taking on more responsibilities, volunteering to take leads on projects, sending agenda items the Thursday before meetings. Guests who would like to attend meetings for donation, project funding etc, need to go through the General Manager.

### 5.1 ARTS FESTIVAL

The Board would approve the \$4000.00 contribution to the Lindsay Art Gallery contingent on the plan the Lindsay Art Gallery provides the BIA.

Jillian Trider emailed Susan Taylor about sending a detailed outline of the event as well as what items she would like to see the BIA cover. At this time, Susan has yet to send the documentation needed. Jill will follow up with Susan.

If the information isn't provided, it will be necessary to not go forth with the \$4000.00 contribution.

### 5.2 PROMOTIONAL ITEMS

10 umbrella holder have been purchased and are waiting to get stickers put on. There will be ten (10) separate locations for these umbrellas to be placed. The following businesses have been recommended.

Kate & Co	The Kent Florist	Twine and Twig	Fresh Fuel	Boiling Over
The Grand	A Buy and Sell Shop	Cheslers Shoes	Johnson Jewellers	Travel Trends

### 5.3 PRINT ADVERTISING

#### 5.3.1 Downtown Magazine

Defer to next meeting



### 5.3.2 Best-in-Canada

Committee has declined commitment at this time

### 5.3.3 CAPS Newspaper

Discussion was held about advertising in the CAPS newspaper. It was agreed that a ½ add will be taken out and that it would list the Downtown business that were open on Canada Day. It was also agreed that there would be a contest for two (2) downtown gift in the amount of \$150 each. Each business that is open will be given draw tickets.

**Moved By:** Leanna Segura

**Seconded By:** Rebekah McCracken

**Resolved:** ½ advertisement will be taken out in the CAPS Newspaper, listing Downtown Businesses that are open on Canada Day, as well as the contest for two (2) \$150 Downtown Gift Cards.

**Carried MC2017-21**

### 5.3.4 Splurge Summer 2017

Discussion was held about advertising in the Splurge Summer 2017 Magazine. It was agreed to place a full page ad mimicking a previous ad placed in the Community Guide.

**Moved By:** Kate Westcott

**Seconded By:** Liz Grimes

**Resolved:** Full page advertisement will be taken out in the Splurge Summer 2017 Magazine.

**Carried MC2017-22**

Discussion was held about placing an advertisement in the Kawartha Lakes this Week newspaper with the same advertisement that will be placed in the CAPS Newspaper.

**Moved By:** Rebekah McCracken

**Seconded By:** Ann Scarlett

**Resolved:** Advertisement will be placed in Kawartha Lakes this Week, listing Downtown Businesses that are open on Canada Day, as well as the contest for two (2) \$150 Downtown Gift Cards.

**Carried MC2017-23**

### 5.4 SHOP, HOP & WINE WALK

Discussion was held in regards to getting more businesses on board with Shop, Hop & Wine Walk, as well as identifying concerns that businesses have with this event. Liz Grimes and Leanna Segura will take lead on this project.

## 5.5 DONATIONS

Discussion was held about donating to Matthew Maddox who wrote an email asking for assistance with his event the Pride Picnic. It was agreed to support the Pride Picnic in a sum of \$200.00 through gift certificates or sponsorship to the event.

**Moved By:** Leanna Segura

**Seconded By:** Jillian Trider

**Resolved:** A sum of \$200.00 will be provided through gift certificates or sponsorship for the Pride Picnic.

**Carried MC2017-24**

## 5.6 OTHER EVENTS & PROJECTS

Discussion was held about starting up a Christmas Market which would take place on November 19<sup>th</sup>, 2017. Jillian Trider, Rick Corrill and Ann Scarlett to take lead for this event.

Discussion was held about highlighting a different Downtown business through Kawartha this Week. The BIA would subsidize a portion of the advertisement costs, as well as branding the advertisement.

## 6.0 NEXT MEETING

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

## 7.0 ADJOURNMENT

**Moved By:** Leanna Segura

**Seconded By:** Rebekah McCracken

**Resolved:** That the May 2, 2017 meeting of the Marketing Committee adjourn at 6:58p.m.

**Carried MC2017-25**



LINDSAY DOWNTOWN

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REGULAR MEETING OF THE  
**MARKETING COMMITTEE**

**Tuesday, July 4<sup>th</sup>, 2017**  
**6:00pm**

**The Grand Experience (Upper Level)**  
**177 Kent Street West, Lindsay**

**Committee Members**

**Chair**

Jill Trider

**Voting Members**

Rick Gorrill

Liz Grimes

Rebekah McCracken

Leanna Segura

Ann Scarlett

Kate Westcott

MEETING #MC-2017-07

## 1.0 CALL TO ORDER

**Meeting Called to Order by the Chair: 6:07**

**In Attendance:** Jillian Trider, Rick Corrill, Liz Grimes, Rebekah McCracken, Ann Scarlett and Kate Westcott.

**Recording Secretary:** Tana Torch

**Late Arrivals:** None

**Early Departures:** Rebekah McCracken (6:31)

**Guests:** Calla Rescorl, Laura LeMiere and Carley Beukeboom

**Regrets:** Leanna Segura

**Absent:** None

## 2.0 ADMINISTRATIVE BUSINESS

### 2.1 ADOPTION OF AGENDA

**Moved By:** Kate Westcott

**Seconded By:** Liz Grimes

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

**Carried MC2017-25**

### 2.2 DECLARATIONS OF PECUNIARY INTEREST

### 2.3 ADOPTION OF MINUTES

**Moved By:** Ann Scarlett

**Seconded By:** Rebekah McCracken

**Resolved:** That the Minutes of the May 2, 2017 Meeting be approved.

**Carried MC2017-26**

## 3.0 DEPUTATIONS

None

## 4.0 CORRESPONDENCE

None

## 5.0 OTHER OR NEW BUSINESS

Discussion was held in regards to the “Bazaar” art festival. It was decided that insufficient documentation was provided by the arts festival and that we withdrew our monetary support for this function.

Laura LeMeire from Boiling Over’s Coffee Vault has joined the Marketing Committee.

### 5.1 PROMOTIONAL ITEMS

None

### 5.2 PRINT ADVERTISING

None

### 5.3 SHOP, HOP & WINE WALK

The Shop, Hop & Wine walk will take place on December 1, 2017 at the Academy Theatre.

### 5.4 CHRISTMAS MARKET

A preliminary budget will be finalized shortly and sent via email to all Marketing Members who will vote by online proxy.

Discussion was held about the Christmas Market and it has been requested that an email be sent to the City of Kawartha Lakes – Tourism Department to see if they would like to partner in this event.

### 5.5 OTHER EVENTS & PROJECTS

A request for donation for Classics on Kent for \$200.00 of BIA Gift Cards

**Moved By:** Kate Westcott                      **Seconded By:** Rebekah McCracken

**Resolved:** That the eight (8) \$25.00 gift cards will be raffled off at Classics on Kent

**Carried MC2017-27**

The remainder of umbrellas will go out within the month of July.

Social Media is going very well, Downtown Businesses are very happy with their one (1) day “spotlight” post and Downtown Businesses are thrilled that we are now sharing events that the businesses have going on, on our social media outlets.

Discussion was held on changing the location for Marketing Committee meetings to a quieter location.

## 6.0 NEXT MEETING

Tuesday, August 1<sup>st</sup>, 2017  
6:00pm  
The Olympia,  
106 Kent Street West

## 7.0 ADJOURNMENT

**Moved By:** Rick Corrill

**Seconded By:** Ann Scarlett

**Resolved:** That the July 4<sup>th</sup>, 2017 meeting of the Marketing Committee adjourn at 6:30pm

**Carried MC2017-28**



LINDSAY DOWNTOWN

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## Lindsay Downtown Business Improvement Association

REGULAR MEETING OF THE  
**MARKETING COMMITTEE**

**Tuesday, September 5<sup>th</sup>, 2017**

**6:00pm**

**The Cat and Fiddle**

**49 William Street North, Lindsay, ON K9V 3Z4**

### **Committee Members**

#### **Chair**

Jill Trider

#### **Voting Members**

Rick Gorrill

Liz Grimes

Laura LeMiere

Rebekah McCracken

Leanna Segura

Ann Scarlett

Kate Westcott

**MEETING #MC-2017-08**

## 1.0 CALL TO ORDER

**Meeting Called to Order by the Chair:** 6:08

**In Attendance:** Jillian Trider, Rick Corrill, Laura LeMiere, Rebekah McCracken, Leanna Segura  
Ann Scarlett and Kate Westcott.

**Recording Secretary:** Tana Torch

**Late Arrivals:** None

**Early Departures:** None

**Guests:** None

**Regrets:** None

**Absent:** Liz Grimes

## 2.0 ADMINISTRATIVE BUSINESS

### 2.1 ADOPTION OF AGENDA

**Moved By:** Leanna Segura

**Seconded By:** Rebekah McCracken

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

**Carried MC2017-29**

### 2.2 DECLARATIONS OF PECUNIARY INTEREST

### 2.3 ADOPTION OF MINUTES

**Moved By:** Rick Corrill

**Seconded By:** Ann Scarlett

**Resolved:** That the Minutes of the July 4<sup>th</sup>, 2017 Meeting be approved.

**Carried MC2017-30**

## 3.0 DEPUTATIONS

None

## 4.0 CORRESPONDENCE

### 4.1 Trent Severn Waterways

**Moved By:** Jill Trider

**Seconded By:** Rick Corrill

**Resolved:** Purchase full-page ad space, TSW Map ad and TV Slide Show ad for the Toronto Boat Show through Brelyn Enterprise (Trent Severn Waterways)

**Carried MC2017-31**



## 4.2 Lindsay Curling Club

**Moved By:** Ann Scarlett

**Seconded By:** Leanna Segura

**Resolved:** Purchase side wall sign from the Lindsay Curling Club.

**Carried MC2017-32**

## 5.0 OTHER OR NEW BUSINESS

### 5.1 PROMOTIONAL ITEMS

Umbrellas are being used, however a lot of store owners are not aware of them. Another email will be sent out informing BIA Members of the Umbrella Pilot Program. February 2018 there will be further discussion in order more for the Spring Season.

### 5.2 SHOP, HOP & WINE WALK

An update was given on the progress of Shop, Hope & Wine Walk. A request for more members to join this committee was requested. Ann Scarlett and Rebekah McCracken agreed to join.

### 5.3 CHRISTMAS

#### 5.3.1 Christmas on Kent

The Board of Directors made a motion to pass the Budget for Christmas on Kent, contingent on a breakdown of events. The next Christmas on Kent meeting is scheduled for Thursday, September 7<sup>th</sup>, at 3:30 at Pretty Little Threads.

#### 5.3.2 Christmas Gift/Cards for Businesses

**Moved By:** Ann Scarlett

**Seconded By:** Kate Westcott

**Resolved:** Purchase a Christmas Cards to give on behalf of the BIA. **Carried MC2017-33**

#### 5.3.3 Christmas Advertisement

No Update – Defer to next meeting

#### 5.3.4 Extended Hours

A survey is to be sent out to get extended business hours for the Holiday Season. Cost estimates are required for social media promotion for Facebook and Instagram.

### 5.4 WINDOW CONTEST

Window decorating contest will be run in conjunction with Christmas on Kent. A voting station will be set up at the BIA Booth.

5.5 SOCIAL MEDIA CONTEST

**Moved By:** Kate Westcott

**Seconded By:** Rick Corrill

**Resolved:** That two (2) social media contests will be run to gain more fellowship, awarding each winner with a \$100.00 BIA gift certificate.

**Carried MC2017-34**

5.6 SUNDAY SHOPPING

Promote Sunday Shopping on Social Media outlets.

A suggestion to purchase open flags for store that are open Sundays. Kate Westcott to look up costs of flags. Tana Torch to research other ways towns promote Sunday Shopping.

5.7 OTHER EVENTS AND PROJECTS

Jill Trider is looking for someone to volunteer to become Chair of the Marketing Committee. Jill will remain chair until further notice.

**6.0 NEXT MEETING**

Tuesday, October 3<sup>rd</sup>, 2017  
6:00pm  
Location TBD

**7.0 ADJOURNMENT**

**Moved By:** Leanna Segura

**Seconded By:** Rick Corrill

**Resolved:** That the September 5<sup>th</sup>, 2017 meeting of the Marketing Committee adjourn at 7:03pm

**Carried MC2017-35**



**LINDSAY DOWNTOWN**

STYLE + FLAVOUR + LIFE

Lindsay Downtown Business Improvement Association

REGULAR MEETING OF THE  
**MARKETING COMMITTEE**

**Tuesday, October 3rd, 2017**  
**6:00pm**

**The Cat and Fiddle**  
**49 William Street North, Lindsay, ON K9V 3Z4**

**Committee Members**

**Chair**

Jill Trider

**Voting Members**

Rick Gorrill

Liz Grimes

Laura LeMiere

Rebekah McCracken

Leanna Segura

Ann Scarlett

Kate Westcott

**MEETING #MC-2017-09**

## 1.0 CALL TO ORDER

**Meeting Called to Order by the Chair:** 6:06

**In Attendance:** Jillian Trider, Rick Corrill, Laura LeMiere, Rebekah McCracken, Leanna Segura  
Ann Scarlett and Kate Westcott.

**Recording Secretary:** Tana Torch

**Late Arrivals:** None

**Early Departures:** None

**Guests:** Jean Malin

**Regrets:** Liz Grimes

**Absent:** None

## 2.0 ADMINISTRATIVE BUSINESS

### 2.1 ADOPTION OF AGENDA

**Moved By:** Leanna Segura

**Seconded By:** Rebekah McCracken

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

**Carried MC2017-36**

### 2.2 DECLARATIONS OF PECUNIARY INTEREST

### 2.3 ADOPTION OF MINUTES

**Moved By:** Rick Corrill

**Seconded By:** Kate Westcott

**Resolved:** That the Minutes of the September 5<sup>th</sup>, 2017 Meeting be approved. **Carried MC2017-37**

## 3.0 DEPUTATIONS

None

## 4.0 CORRESPONDENCE

### 4.1 Signage Idea – Johnston Jewelers

Defer to January 2018

## 4.2 Lindsay Muskies

**Moved By:** Laura LeMiere

**Seconded By:** Leanna Segura

**Resolved:** That an eight (8) foot rink board – pad one (1) with the Lindsay Downtown BIA Logo be purchased to support the Lindsay Muskies Jr. “A” Hockey Club for \$1100+hst. **Carried MC2017-38**

## 5.0 OTHER OR NEW BUSINESS

Discussion held in regards to Steve Podolsky’s building located at 121 Kent Street West (Lingerie Loft). The current mural that is painted on the building needs to be updated, and it has been recommended that a professional be sought out for this project. Kate Westcott can get painted donated to complete mural.

### 5.1 PROMOTIONAL ITEMS

None

### 5.2 SHOP, HOP & WINE WALK

Jamie Grant has been recommended to MC Shop, Hope and Wine Walk. Leanna Segura to make contact with him.

### 5.3 CHRISTMAS

#### 5.3.1 Christmas on Kent

Christmas on Kent is having regular scheduled meeting every Thursday at 3:30 pm at Pretty Little Threads.

Christmas on Kent is progressing and the website [www.christmasonkent.com](http://www.christmasonkent.com) has been launched.

It has been recommended to create an “event” on Facebook to allow the committee to have an idea of people/patrons coming to the event. Tana Torch to set up.

Candle cups were recommended to have at the tree lighting ceremony. Tana Torch to source.

#### 5.4 SOCIAL MEDIA CONTEST

Social media contest went better than expected. There were over 40,000 views and over 500 hundred shares, likes and adds to our My Lindsay Downtown Facebook page. A winner was announced on September 29<sup>th</sup>, 2017. Tammy Lynn Smeall was contacted as our winner of \$100.00 BIA gift cards and will be picking up next week.

#### 5.5 OTHER EVENTS & PROJECTS

All funds dedicated to the 2017 Marketing Committee need to be allocate before the 2018 budget is distributed.

### 6.0 NEXT MEETING

Tuesday, November 7<sup>th</sup>, 2017

6:00pm

The Cat and Fiddle – 49 William Street North, Lindsay, ON

### 7.0 ADJOURNMENT

**Moved By:** Laura LeMiere

**Seconded By:** Rebekah McCracken

**Resolved:** That the October 3<sup>rd</sup>, 2017 meeting of the Marketing Committee adjourn at 6:40pm

**Carried MC2017-39**



**LINDSAY DOWNTOWN**

STYLE + FLAVOUR + LIFE

Lindsay Downtown Business Improvement Association

REGULAR MEETING OF THE  
**MARKETING COMMITTEE**

**Tuesday, November 7<sup>th</sup>, 2017**

**6:00pm**

**The Cat and Fiddle**

**49 William Street North, Lindsay, ON K9V 3Z4**

**Committee Members**

**Chair**

Jill Trider

**Voting Members**

Rick Gorrill

Liz Grimes

Laura LeMiere

Rebekah McCracken

Leanna Segura

Ann Scarlett

Kate Westcott

**MEETING #MC-2017-10**

## 1.0 CALL TO ORDER

**Meeting Called to Order by the Chair:** 6:06

**In Attendance:** Jillian Trider, Rick Corrill, Laura LeMiere, Rebekah McCracken, Leanna Segura  
Ann Scarlett and Kate Westcott.

**Recording Secretary:** Tana Torch

**Late Arrivals:** None

**Early Departures:** None

**Guests:** Jean Malin

**Regrets:** Liz Grimes

**Absent:** None

## 2.0 ADMINISTRATIVE BUSINESS

### 2.1 ADOPTION OF AGENDA

**Moved By:**

**Seconded By:**

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

**Carried MC2017-36**

### 2.2 DECLARATIONS OF PECUNIARY INTEREST

### 2.3 ADOPTION OF MINUTES

**Moved By:**

**Seconded By:**

**Resolved:** That the Minutes of the October 3<sup>rd</sup>, 2017 Meeting be approved. **Carried MC2017-37**

## 3.0 DEPUTATIONS

None

## 4.0 CORRESPONDENCE

## 5.0 OTHER OR NEW BUSINESS

### 5.1 PROMOTIONAL ITEMS

### 5.2 SHOP, HOP & WINE WALK



### 5.3 CHRISTMAS

#### 5.3.1 Christmas on Kent

### 5.5 OTHER EVENTS & PROJECTS

## 6.0 NEXT MEETING

Tuesday, December 5<sup>th</sup>, 2017

6:00pm

The Cat and Fiddle – 49 William Street North, Lindsay, ON

## 7.0 ADJOURNMENT

**Moved By:**

**Seconded By:**

**Resolved:** That the November 7<sup>th</sup>, 2017 meeting of the Marketing Committee adjourn at 6:40pm

**Carried MC2017-39**