



LINDSAY DOWNTOWN

STYLE + FLAVOUR + LIFE

Lindsay Downtown Business Improvement Association

REGULAR MEETING OF THE
MARKETING COMMITTEE

Tuesday, January 9, 2018

6:00pm

The Olympia

106 Kent Street West, Lindsay, ON K9V 2Y4

Committee Members

Chair

Jill Trider

Voting Members

Rick Gorrill

Liz Grimes

Laura LeMiere

Rebekah McCracken

Leanna Segura

Ann Scarlett

Kate Westcott

MEETING #MC-2018-01

1.0 CALL TO ORDER

Meeting Called to Order by the Chair: 6:09

In Attendance: Jillian Trider, Rick Corrill, Laura LeMiere, Leanna Segura and Ann Scarlett

Recording Secretary: Tana Torch

Late Arrivals: None

Early Departures: None

Guests:

Regrets: Liz Grimes, Kate Westcott and Rebekah McCracken

Absent: None

2.0 ADMINISTRATIVE BUSINESS

2.1 ADOPTION OF AGENDA

Moved By: Rick Gorill

Seconded By: Laura LeMiere

Resolved: That the agenda be adopted as circulated.

Carried MC2018-01

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 December 5th, 2017 Meeting be approved. **Carried MC2018-02**

3.0 DEPUTATIONS

None

4.0 CORRESPONDENCE

None

5.0 OTHER OR NEW BUSINESS

Changes to the 2018 Marketing Committee are required to successfully execute new and recurring events within the Downtown. Each Marketing Committee member is required to join/participate in at least one “subcommittee” to assist with an event from start to finish. The Marketing Committee meetings will be re-evaluated to allow each working committee to discuss their event.

Classics on Kent is currently run by a separate committee, however the marketing committee would like assist with this event. Tana Torch to contact Charlie McDonald to discuss the possibility of the Marketing Committee assistance.

Karen Goodham from Collins Barrow has met with Tana Torch to discuss the possibility of having a full day event that encompasses Christmas on Kent and the parade. Tana Torch to contact Karen to invite to our next meeting.

Shop, Hop and Wine Walk can be bigger and better. Committee needs to be established shortly.

Discussion was held regarding other potential events for the 2018 season such as Mother’s Day Valentine’s Day, family day and Easter, as well as creating events on Facebook to help gain more interest.

Moved By: Rick Gorill

Seconded By: Ann Scarlett

Resolved: To run a Mother’s Day Social Media Campaign that will entitle the winner to a \$100.00 voucher to a restaurant of their choice and a \$50.00 credit to a Downtown BIA Flower shop.

Carried MC2018-03

Moved By: Laura LeMiere

Seconded By: Ann Scarlett

Resolved: To run a Valentine’s Day Sweet Heart Special Social Media Campaign, that will entitle the winner to a \$200.00 package (Dinner, flowers and movie tickets).

Carried MC2018-04

6.0 NEXT MEETING

Tuesday, February 6, 2018.

6:00pm

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

7.0 ADJOURNMENT

Moved By: Leanna Segura

Seconded By: Rick Gorill

Resolved: That the November 7th, 2017 meeting of the Marketing Committee adjourn at 7:00pm

Carried MC2018-05