



LINDSAY DOWNTOWN

STYLE + FLAVOUR + LIFE

Lindsay Downtown Business Improvement Association

REGULAR MEETING OF THE
MARKETING COMMITTEE

Tuesday, March 6, 2018

6:00pm

**The Cat and Fiddle
49 William Street North, Lindsay**

Committee Members

Chair

TBD

Voting Members

Rick Gorrill

Liz Grimes

Laura LeMiere

Rebekah McCracken

Leanna Segura

Ann Scarlett

MEETING #MC-2018-03

1.0 CALL TO ORDER

Meeting Called to Order by the Chair: 6:09

In Attendance: Laura LeMiere, Leanna Segura, Ann Scarlett, Rick Gorrill & Rebekah McCracken.
Recording Secretary: Tana Torch
Late Arrivals: None
Early Departures: None
Guests: None
Regrets: Laura LeMiere and Liz Grimes
Absent: None

2.0 ADMINISTRATIVE BUSINESS

2.1 ADOPTION OF AGENDA

Moved By: Leanna Segura

Seconded By: Rick Gorrill

Resolved: That the agenda be adopted as circulated.

Carried MC2018-10

2.2 DECLARATIONS OF PECUNIARY INTEREST

2.3 ADOPTION OF MINUTES

Moved By: Rick Gorrill

Seconded By: Ann Scarlett

Resolved: That the Minutes of the February 6, 2018 Meeting be approved.

Carried MC2018-11

3.0 DEPUTATIONS

None

4.0 CORRESPONDENCE

4.1 Kate Westcott resignation

5.0 OTHER OR NEW BUSINESS

5.1 NOMINATION OF CHAIR OF MARKETING COMMITTEE

Moved By: Ann Scarlett

Seconded By: Rebekah

Resolved: That Leanna Segura is now the Chair of the Marketing Committee

Carried MC2018-12

5.2 UPCOMING INITIATIVES/OTHER

The social media contest that ran for Valentine's Day didn't go as well as expected. There were only about 45 people that participated. The winner was contacted, but did not want to be announced on any Social Media outlets.

Discussion was held on having a Sidewalk sale on Friday, July 28th, from 7:00pm – 11:00pm. Tana Torch to contact Tracy to ask about running a full page ad in the paper. The marketing committee would supplement each business that would would like to take out ad space.

5.0 NEXT MEETING

Tuesday, April 3, 2018
The Olympia

6.0 ADJOURNMENT

Moved By: Leanna Segura

Seconded By: Rick Gorrill

Resolved: That the January 9th, 2018 meeting of the Marketing Committee adjourn at 7:02pm

Carried MC2018-13