

Lindsay Downtown Business Improvement
Association
REGULAR MEETING OF THE
MARKETING COMMITTEE

**Tuesday, May 29, 2018
5:30pm**

The Grand Experience Restaurant

Committee Members

Chair

Leanna Segura

Voting Members

Mark Ridout

Rick Gorrill

Ann Scarlett

Laura LeMiere

Rebekah McCracken

Liz Grimes

1.0 CALL TO ORDER

Meeting Called to Order by the Chair: 5:41pm

In Attendance: Laura LeMiere, Leanna Segura, Mark Ridout, Ann Scarlett, Liz Grimes & Rebekah McCracken.

Recording Secretary: Leanna Segura (Temp position)

Late Arrivals: None

Early Departures: Rebekah McCracken

Guests: None

Regrets: None

Absent: Rick Gorrill

2.0 ADMINISTRATIVE BUSINESS

2.1 ADOPTION OF AGENDA

Moved By: Laura LeMiere **Seconded By:** Liz Grimes

2.2 DECLARATIONS OF PECUNIARY INTEREST

None

2.3 ADOPTION OF MINUTES

Moved By: Rebekah McCracken **Seconded By:** Ann Scarlett

3.0 DEPUTATIONS

None

4.0 CORRESPONDENCE

None

5.0 OTHER OR NEW BUSINESS

5.1 UPCOMING “FUN FOUR HOURS” EVENT JULY 27th 6-10pm

Westerby Entertainment has been confirmed and they quoted \$500 from 6-10pm. They will throw in the smoke show and light show for free. They require \$200 deposit and weather dependant, if we cancel before noon the day of, we get \$100 back. If we cancel 4 weeks in advance, we will get a full refund. We will be required to put up a tent weather dependant as well. If weather is nice, they don't need a tent.

Mark: Thank you for changing sign to green it looks great and look forward to approaching businesses with your poster! Will you please contact Michael Bryant of Dromoland as I have messaged him twice with no response back for July 27th event. Will you also print those participant sheets (about 50 to start) so we can start handing out when we approach stores?

Rebekah: Thank you for reaching out to Tracy from This Week as well as Lisa from BOBFM. Full add \$1000 + \$250 for the mark your calendar ad. We also have option to do double spread with businesses paying for their own ad at \$125 on the 2nd page. Lisa has also offered us \$19.50 for 30 second commercial with room to go down in price once we present our plan. Rebekah, can you please forward me Tracy's info and Lisa's if she sent via email? Thank you!

Leanna: Mark Reid said we can use Parkette July 27th. I need to email Steve about Movie playing and popcorn donation/reduced cost. I still have to Reach out to Crayola and see if they will donate or sell sidewalk chalk cheaper. I am meeting with Rachel Monday to go over the plan and minutes and will ask about starting a FB Event once more details are ironed out. From Rachel we will also need budget, diagram stating who is part of BIA and Master List of BIA. I also talked to Dan about the grab bag idea and he told us to leave it with him.

Ann: Thank you for finding out price to provide 1 balloon for every store open that we could tie to the flower pots. (\$3 per miler green balloon) We will order by mid-June to give him time to order in.

Liz: Thank you for finding out details on Christy the face painter. Her rate is \$100/hr and she can do approx 30 kids within the hour. We are looking to hire her for 2 hours from 6-8 and will confirm Tuesday June 5th so we can confirm her. Liz also mentioned the idea "Why do you love our downtown Lindsay" and use this as a social media contest prior to event.

Laura: Thank you for going to the firehall and letting them know we are interested in having them be a part of our evening. Kevin Meijerink has the info and it sounds as though it is a go but we will confirm closer to. Can you also ask James if he would be interested in donating ice-cream either at store or over in parkette? Also, if you see Roderick, can you find out the price of a 1 page ad for the July edition of Lindsay Advocate?

6.0 NEXT MEETING

June 5th at The Grand Experience 5:30pm (300 spot)

7.0 ADJOURNMENT

Moved By: Mark Ridout **Seconded By:** Ann Scarlett

Resolved: That the May 29th, 2018 meeting of the Marketing Committee adjourn at 6:46pm