



LINDSAY DOWNTOWN

STYLE + FLAVOUR + LIFE

Lindsay Downtown Business Improvement Association

MINUTES FOR THE REGULAR MEETING OF THE
MARKETING COMMITTEE

Tuesday, June 5th, 2018

5:30 pm

The Grand Experience

Committee Members

Chair

Leanna Segura

Voting Members

Rick Gorrill

Mark Ridout

Liz Grimes

Laura LeMiere

Rebecca McCracken

Ann Scarlett

MEETING #MC-2018-06

1.0 CALL TO ORDER

Meeting Called to Order by the Chair: 5:47 pm

In Attendance: Leanna Segura, Liz Grimes, Rebecca McCracken, Ann Scarlett,

Recording Secretary: Rachel Thorn

Late Arrivals: None

Early Departures: None

Guests: None

Regrets: Mark Ridout, Rick Gorrill, Laura LeMiere

Absent: None

2.0 ADMINISTRATIVE BUSINESS

2.1 ADOPTION OF AGENDA

Moved By: Liz Grimes **Seconded By:** Rebecca McCracken

Resolved: That the agenda be adopted as circulated.

Carried MC2018-14

2.2 DECLARATIONS OF PECUNIARY INTEREST

2.3 ADOPTION OF MINUTES (Meeting of Tuesday May 29th, 2018)

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

Resolved: That the minutes be adopted as written.

Carried MC2018-15

3.0 DEPUTATIONS

4.0 CORRESPONDENCE

4.1 Doreen Sinclair from Habitat for Humanity

-Asked for \$25.00 gift certificates to distribute to teams.

-We need clarification on a team gift certificate or each person in a team gets a gift certificate.

5.0 OTHER OR NEW BUSINESS

5.2 Fun Four Hours

-Poster were done by Mark Ridout for solicitation to business regarding participation

-Map was given to all members of the committee by Rachel Thorn

-Marketing committee will wait for Leanna Segura to divide up the Downtown for solicitation

-Lindsay Advocate

- \$900.00 for full page, or \$170.00 per business if broken into 12 spots

- Website banner for no added cost for the month
- Instead of grab bags, sunglasses at \$3.20 were considered. As the logo could be printed on the side and multi-colours could be distributed to coincide with LGTB month/week
- Try and book face painter for 2-hours, from 6pm-8pm, this is weather dependant

5.3 Classics on Kent

- Want to have a list of hours for each store that will be open on the Sunday
- Retail Store and Restaurants

5.4 2018/19 Fall/Winter Kawartha Lakes Community Guide

Ad Contract Due: June 21, 2018

Art Work Due: June 26, 2018

- Ask if the half page ad is still available
- Change the fun-four-hours to orange and change the date
- Fall fun-four-hours will be October 5th, 2018

6.0 NEXT MEETING

Thursday June 21, 2018

5:30pm

Location: The Grand

7.0 ADJOURNMENT

Moved By: Leanna Segura **Seconded By:** Rebecca McCracken

Resolved: That the Marketing Committee adjourns its Regular meeting of June 5th, 2018 at 6:42 pm.

Carried MC2018-16