



LINDSAY DOWNTOWN

STYLE + FLAVOUR + LIFE

Lindsay Downtown Business Improvement Association

MINUTES OF THE MEETING OF THE
MARKETING COMMITTEE

Tuesday, July 3rd, 2018

5:30pm

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

Committee Members

Chair

Leanna Segura

Voting Members

Rick Gorrill

Mark Ridout

Liz Grimes

Laura LeMiere

Rebecca McCracken

Ann Scarlett

MEETING #MC-2018-09

1.0 CALL TO ORDER

Meeting Called to Order by the Chair: 5:33pm

In Attendance: Leanna Segura, Rick Gorrill, Mark Ridout, Liz Grimes, Laura LeMiere, Ann Scarlett

Recording Secretary: Melissa McFarland

Late Arrivals: None

Early Departures: None

Guests: Rachel Thorne

Regrets: Rebecca McCracken

Absent: None

2.0 ADMINISTRATIVE BUSINESS

2.1 ADOPTION OF AGENDA

Moved By: Liz Grimes

Seconded By: Laura LeMiere

Resolved: That the agenda be adopted as circulated.

Carried RBM2018-22

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 June 21st, 2018 Marketing Committee Meeting be approved.

Carried RBM2018-23

3.0 DEPUTATIONS

4.0 CORRESPONDENCE

5.1 BULLS & BIKES RODEO

Event organizers contacted the BIA in regards to promotion opportunities for the event taking place on July 21st at the LEX. The BIA has agreed to support the event by using the courtesy tickets they will provide to do a social media giveaway, and encourage any business owner who wants to decorate their windows in the rodeo theme, to do so.

5.0 OTHER OR NEW BUSINESS

5.1 BUDGET OVERVIEW

Year-to-date financials were presented.

5.2 FUN FOUR HOURS

Mark Ridout gave an update on the posters, tickers, tags and postcards. Materials will be distributed to downtown businesses, and other locations throughout the community over the next couple of weeks.

Melissa McFarland advised that the police have been contacted to provide foot patrol during the event.

Leanna Segura presented the mascot costume. Melissa McFarland will contact Lindsay Sportsline to have a t-shirt made for it.

Other conversations included possibilities for family entertainment. Melissa McFarland will contact Checkers for available services. Rick Gorrill will contact Critter Visits for a petting zoo. Mark Ridout requested that we attend the Bob FM Morning Show the week of the event. Melissa McFarland will schedule. Balloons have been ordered.

Discussion was had regarding a social media contest. 4 sets of \$50 Gift Certificates will be given away to entrants who like, share and tag two friends in the event promotion. Content will be boosted for additional reach. Mark Ridout will design content.

Melissa McFarland will send an email to membership asking for them to advise committee on any special events they may run during the event so that we can promote.

Melissa McFarland will coordinate the promotion to be advertised on the 4 BIA entrance signs.

5.3 HOLIDAY HOURS

Discussion was had on how to increase participation from businesses on the holiday hours survey. Melissa McFarland will be making edits to the contact list in the near future, and more brainstorming can be conducted.

6.0 NEXT MEETING

Special Meeting – Fun Four Hours
Tuesday, July 24th, 2018
5:30pm
The Cat & The Fiddle
49 William Street North

Regular Meeting
Tuesday, August 7th
5:30pm
Location TBD
Location TBD

7.0 ADJOURNMENT

Moved By: Mark Ridout

Seconded By: Laura LeMiere

Resolved: That the Marketing Committee adjourns its Regular meeting of July 3rd, 2018 at 6:50pm.

Carried RBM2018-24