



LINDSAY DOWNTOWN

STYLE + FLAVOUR + LIFE

Lindsay Downtown Business Improvement Association

MINUTES OF THE MEETING OF THE
MARKETING COMMITTEE

Tuesday, January 8th, 2019
5:00pm

BIA / BBBS Boardroom
117 Kent Street West

Committee Members

Chair

Leanna Segura

Voting Members

Rick Gorrill

Liz Grimes

Laura LeMiere

Rebekah McCracken

Mark Ridout

Ann Scarlett

MEETING #MC-2019-01

1.0 CALL TO ORDER

Meeting Called to Order by the Chair:

In Attendance: Leanna Segura, Liz Grimes, Laura LeMiere, Mark Ridout

Recording Secretary: Melissa McFarland

Late Arrivals: Rick Gorrill (5:15pm), Rebekah McCracken (5:30pm)

Early Departures: Rebekah McCracken (6:00pm)

Guests: None

Regrets: Ann Scarlett

Absent: None

2.0 ADMINISTRATIVE BUSINESS

2.1 ADOPTION OF AGENDA

Moved By: Mark Ridout

Seconded By: Liz Grimes

Resolved: That the agenda be adopted as circulated.

Carried RBM2019-01

2.2 DECLARATIONS OF PECUNIARY INTEREST

2.3 ADOPTION OF MINUTES

Moved By: Mark Ridout

Seconded By: Laura LeMiere

Resolved: That the minutes of the December 4th, 2018 Marketing Committee Meeting be approved.

Carried RBM2019-02

3.0 DEPUTATIONS

None

4.0 CORRESPONDENCE

5.0 OTHER OR NEW BUSINESS

5.1 BUDGET OVERVIEW

Year-to-date financials were presented.

5.2 HOLIDAY PASSPORTS

A recap of the program was discussed. Overall feedback was overwhelmingly positive from both merchants and the general public. With only a few minor tweaks, the program will run again for 2019.

5.3 OTHER EVENTS / INITIATIVES

The event schedule was discussed for 2019 with the following dates decided:

Fun Four Hours (Spring) – April 26th

Fun Four Hours (Summer) – July 26th

Fun Four Hours (Fall) – October 4th

Tree Lighting – Friday prior to the Santa Claus Parade

Christmas on Kent – Sunday of Santa Claus Parade

The committee agreed that generic advertising be kept to a minimum and that promotions mainly be kept to advertising the above events.

6.0 NEXT MEETING

Tuesday, February 5th

5:00pm

Big Brothers Big Sisters Boardroom

117 Kent Street West

7.0 ADJOURNMENT

Moved By: Mark Ridout

Seconded By: Laura LeMiere

Resolved: That the Marketing Committee adjourns its Regular meeting of January 8th at 6:25pm.

Carried RBM2019-03