



LINDSAY DOWNTOWN

STYLE + FLAVOUR + LIFE

Lindsay Downtown Business Improvement Association

MINUTES OF THE MEETING OF THE
MARKETING COMMITTEE

Tuesday, February 5th, 2019
5:00pm

Boiling Over's Coffee Vault
146 Kent Street West

Committee Members

Chair

Leanna Segura

Voting Members

Rick Gorrill

Liz Grimes

Laura LeMiere

Rebekah McCracken

Mark Ridout

Ann Scarlett

MEETING #MC-2019-02

1.0 CALL TO ORDER

Meeting Called to Order by the Chair: 5:13pm

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

Recording Secretary: Melissa McFarland

Late Arrivals: None

Early Departures: Ann Scarlett (5:45pm)

Guests: Raymond McMurray

Regrets: Rebekah McCracken, Rick Gorrill

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 RBM2019-04

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 January 8th, 2019 Marketing Committee Meeting be approved.

Carried RBM2019-05

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 SPRING FUN FOUR HOURS

Activities to be scheduled include DJ Dave Bell, 2 bouncy castles (1 large, 1 small for younger children), the petting zoo, face painting, sidewalk chalk art and a colouring contest. The mascot will be present with spring attire (bunny ears?) and cotton candy will be given out. The library will be approached to run an activity, as well as the Lindsay East Lions Club – a miniature spring flower planting will be suggested.

The option of a ferris wheel was discussed for the summer event, possibly as an opportunity for sponsorship. The cost could be upwards of \$8000, and a more specific cost will be investigated, as well as the space requirements, then a sponsorship structure will be developed and offered to BIA businesses.

5.3 OTHER EVENTS / INITIATIVES

A Valentine's Day social media promo will be initiated, with a dinner for two at Pane Vino and a dozen roses awarded to an entrant who likes the BIA Facebook page, shares the post and tags a significant other in the comments. Contest will run from February 6-13.

Upon request from membership businesses, safety strategies for business operators was suggested, including a phone tree for incidents that occur. A suggestion was made for a survey to be developed to be included, as it will contain personal phone numbers and emails. This subject will be brought to the Advocacy Committee for review, as this falls under their mandate.

6.0 NEXT MEETING

Tuesday, March 5th
5:00pm
Boiling Over's Coffee Vault
146 Kent Street West

7.0 ADJOURNMENT

Moved By: Mark Ridout

Seconded By: Liz Grimes

Resolved: That the Marketing Committee adjourns its Regular meeting of February 5th at 6:27pm.

Carried RBM2019-06