



LINDSAY DOWNTOWN

STYLE + FLAVOUR + LIFE

Lindsay Downtown Business Improvement Association

MINUTES OF THE MEETING OF THE
MARKETING COMMITTEE

Tuesday, March 12th, 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-2019-03

1.0 CALL TO ORDER

Meeting Called to Order by the Chair: 5:15pm

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

Recording Secretary: Melissa McFarland

Late Arrivals: None

Early Departures: None

Guests: None

Regrets: Ann Scarlett, Rebekah McCracken

Absent: None

2.0 ADMINISTRATIVE BUSINESS

2.1 ADOPTION OF AGENDA

Moved By: Mark Ridout

Seconded By: Laura LeMiere

Resolved: That the agenda be adopted as circulated.

Carried RBM2019-07

2.2 DECLARATIONS OF PECUNIARY INTEREST

2.3 ADOPTION OF MINUTES

Moved By: Laura LeMiere

Seconded By: Mark Ridout

Resolved: That the minutes of the February 5th, 2019 Marketing Committee Meeting be approved.

Carried RBM2019-08

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

An overview of items that are complete was presented by Melissa McFarland, including the bouncy castles, cotton candy machine, face painters, DJ, petting zoo and library activities. To-do's include the Lions Club activity, balloons, and the event tent. Melissa McFarland and Mark Ridout will coordinate for the printing of posters and postcards and a Facebook event will be created.

5.3 OTHER EVENTS / INITIATIVES

Discussion of the possibility of a sponsored ferris wheel for the summer event was held. A quote was obtained as well as sizing, and Melissa McFarland will follow up to ask about a rain policy and will check with Mark Reid to ask for permission to use the property. Discussion was held about the structure of a sponsorship program.

Requests for advertising from the Country Legends show and the Curious Guide were turned down at this time.

6.0 NEXT MEETING

Tuesday, April 9th, 2019
5:00pm
Boiling Over's Coffee Vault
146 Kent Street West

7.0 ADJOURNMENT

Moved By: Rick Gorrill

Seconded By: Liz Grimes

Resolved: That the Marketing Committee adjourns its Regular meeting of March 12th at 6:45pm.

Carried RBM2019-09