



LINDSAY DOWNTOWN

STYLE + FLAVOUR + LIFE

Lindsay Downtown Business Improvement Association

MINUTES OF THE MEETING OF THE
MARKETING COMMITTEE

Tuesday, April 11th, 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-2019-04

1.0 CALL TO ORDER

Meeting Called to Order by the Chair: 5:30pm

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

Recording Secretary: Melissa McFarland

Late Arrivals: None

Early Departures: None

Guests: None

Regrets: Rick Gorrill, Liz Grimes, Rebekah McCracken

Absent: None

2.0 ADMINISTRATIVE BUSINESS

2.1 ADOPTION OF AGENDA

Moved By: Mark Ridout

Seconded By: Ann Scarlett

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 March 12th, 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. The tent will be put up the day before. The Lions Club has confirmed their activity, which will be planting and decorating a mini flower pot. Between the Bread offered to host cookie decorating, and was offered \$100 towards supplies. Balloons for participating businesses were ordered. The gift basket for the colouring contest was ordered. Leanna Segura, Mark Ridout and Melissa McFarland distributed postcards to businesses to hand out. Maps will be created for the day of. Volunteers are being sought for the bouncy castle and cotton candy distribution.

5.3 OTHER EVENTS / INITIATIVES

Discussion was held regarding feedback received that Fun Four Hours, while a great community event isn't as retail focused as some events have been in the past. The committee discussed the possibility of an event in late May, modeled after 'Ladies Nights' or 'Diva Night' in other communities. Unlike the Shop Hop & Wine Walk, this event would not have ticket sales or a mandatory prize donation by businesses but merchants would be encouraged to run their own in-store draws or promotions. The committee brainstormed ideas for an activity to coincide with the shopping event and along with the DJ, will look into a dance floor / impromptu lessons for a dance party in the parkette. Ann Scarlett and Melissa McFarland will canvas the retailers for opinions and feedback.

6.0 NEXT MEETING

Tuesday, May 7th, 2019
5:00pm
Boiling Over's Coffee Vault
146 Kent Street West

7.0 ADJOURNMENT

Moved By: Laura LeMiere

Seconded By: Mark Ridout

Resolved: That the Marketing Committee adjourns its Regular meeting of April 9th at 6:40pm.

Carried RBM2019-09