



**LINDSAY DOWNTOWN**

STYLE + FLAVOUR + LIFE

Lindsay Downtown Business Improvement Association

MINUTES OF THE MEETING OF THE  
**MARKETING COMMITTEE**

**Tuesday, May 7<sup>th</sup>, 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-2019-05**

## 1.0 CALL TO ORDER

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

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

**Recording Secretary:** Melissa McFarland

**Late Arrivals:** None

**Early Departures:** None

**Guests:** None

**Regrets:** Liz Grimes, Rebekah McCracken

**Absent:** None

## 2.0 ADMINISTRATIVE BUSINESS

### 2.1 ADOPTION OF AGENDA

**Moved By:** Ann Scarlett

**Seconded By:** Mark Ridout

**Resolved:** That the agenda be adopted as circulated.

**Carried RBM2019-10**

### 2.2 DECLARATIONS OF PECUNIARY INTEREST

### 2.3 ADOPTION OF MINUTES

**Moved By:** Mark Ridout

**Seconded By:** Rick Gorrill

**Resolved:** That the minutes of the April 11<sup>th</sup>, 2019 Marketing Committee Meeting be approved.

**Carried RBM2019-11**

## 3.0 DEPUTATIONS

None

## 4.0 CORRESPONDENCE

## 5.0 OTHER OR NEW BUSINESS

### 5.1 BUDGET OVERVIEW

Year-to-date financials were presented.

Review of costs of the cancellation of Fun Four Hours was discussed.

## 5.2 SHOP FOUR HOURS

Participants are being confirmed with a map and list of special in-store events to be created. A DJ still needs to be secured, Melissa McFarland will continue to research. Discussion of bringing Femme Fitness in to partner and provide dance classes in the parkette was held. Leanna Segura will make contact with Femme Fitness and arrange a meeting. It was agreed to allow the kettle corn vendor to participate. Leanna Segura is investigating an option for a gentleman to be suited by Nesbitt's and make the rounds to engage visitors and hand out \$10 gift cards to be used that night.

## 5.3 SUMMER FUN FOUR HOURS

The petting zoo, bouncy castle and cotton candy are all paid as a result of cancelling the April event and rescheduling for July 26<sup>th</sup>. The DJ is also confirmed. More detailed discussions will occur at the June meeting.

## 5.3 OTHER EVENTS / INITIATIVES

Discussion was held about the idea of providing weekday lunchtime promos to possibly engage employees of the downtown area on their lunch. Further discussion will be held at future meetings.

## 6.0 NEXT MEETING

Special Meeting – Shop Four Hours  
Monday, May 27<sup>th</sup>  
5:00pm  
Boiling Over's Coffee Vault  
146 Kent Street West

Regular Meeting  
Tuesday, May 4<sup>th</sup>, 2019  
5:00pm  
Boiling Over's Coffee Vault  
146 Kent Street West

## 7.0 ADJOURNMENT

**Moved By:** Laura LeMiere

**Seconded By:** Rick Gorrill

**Resolved:** That the Marketing Committee adjourns its Regular meeting of May 7<sup>th</sup>, 2019 at 6:10pm.

**Carried RBM2019-12**