



LINDSAY DOWNTOWN

STYLE + FLAVOUR + LIFE

Lindsay Downtown Business Improvement Association

MINUTES OF THE MEETING OF THE
MARKETING COMMITTEE

Monday, June 10th, 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-2019-06

1.0 CALL TO ORDER

Meeting Called to Order by the Chair:

In Attendance: Leanna Segura, Rick Gorrill, Liz Grimes, Laura LeMiere, Rebekah McCracken, Mark Ridout, Ann Scarlett

Recording Secretary: Melissa McFarland

Late Arrivals: None

Early Departures: None

Guests: Gillian Steven, Carlie Arbour

Regrets: None

Absent: None

2.0 ADMINISTRATIVE BUSINESS

2.1 ADOPTION OF AGENDA

Moved By: Laura LeMiere

Seconded By: Mark Ridout

Resolved: That the agenda be adopted as circulated.

Carried RBM2019-13

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 May 7th, 2019 Marketing Committee Meeting be approved.

Carried RBM2019-14

3.0 DEPUTATIONS

3.1 CARLIE ARBOUR, ECONOMIC DEVELOPMENT OFFICER

Small Scale Activations - Carlie Arbour gave an overview of a presentation put on at the OBIAA conference by the London Downtown BIA, regarding small events and initiatives that can be put on for low or no costs in the downtown.

4.0 CORRESPONDENCE

None

5.0 OTHER OR NEW BUSINESS

5.1 BUDGET OVERVIEW

Year-to-date financials were presented.

5.2 SHOP FOUR HOURS RECAP

Overall positive feedback was received regarding the event, with the exception of a couple of businesses who consider themselves to be more service-oriented than retail and don't do as well with sales. Any business with constructive feedback on this event or with ideas of future initiatives are continued to be encouraged to bring them forth to the committee.

The \$10 coupons went over well and will be reimbursed as received.

5.3 SUMMER FUN FOUR HOURS

Confirmed – petting zoo, bouncy castle (small and large), cotton candy, face painting.

To be done – balloons ordered, BIA panels for tent, Downtown Dog, artwork / poster / postcard, mobile bubbles.

5.3 OTHER EVENTS / INITIATIVES

Discussion on moving the meeting date was held with confirmation of future meetings to take place on the first Monday of every month, at Boiling Over. As the first Monday in July is Canada Day, the next meeting will take place on July 8th.

6.0 NEXT MEETING

Monday, July 8th

5:00pm

Boiling Over's Coffee Vault

146 Kent Street West

7.0 ADJOURNMENT

Moved By: Rebekah McCracken

Seconded By: Ann Scarlett

Resolved: That the Marketing Committee adjourns its Regular meeting of June 10th, 2019 at

Carried RBM2019-15