



LINDSAY DOWNTOWN

STYLE + FLAVOUR + LIFE

Lindsay Downtown Business Improvement Association

MINUTES OF THE MEETING OF THE
MARKETING COMMITTEE

Monday, January 6th, 2020
5:00pm

Boiling Over's Coffee Vault
146 Kent Street West

Committee Members

Chair

Leanna Segura

Voting Members

Liz Grimes

Laura LeMiere

Rebekah McCracken

Mark Ridout

Ann Scarlett

MEETING #MC-2020-01

1.0 CALL TO ORDER

Meeting Called to Order by the Chair: 5:07pm

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

Recording Secretary: Melissa McFarland

Late Arrivals: None

Early Departures: None

Guests: Matt Geraghty

Regrets: Rebekah McCracken

Absent: None

2.0 ADMINISTRATIVE BUSINESS

2.1 ADOPTION OF AGENDA

Moved By: Laura LeMiere

Seconded By: Ann Scarlett

Resolved: That the agenda be adopted as circulated.

Carried MC2020-01

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 December 3rd, 2019 Marketing Committee Meeting be approved.

Carried MC2020-02

3.0 DEPUTATIONS

3.1 MATT GERAGHTY – MATTY G DIGITAL

Re: Presentation on upgrades to Lindsay Downtown BIA's digital media needs and website

Slide deck was presented, and will be made available to committee members following the meeting. Matt will follow up with a quote for services discussed.

4.0 CORRESPONDENCE

4.1 RECEIVED FROM RICK GORRILL, COMMITTEE MEMBER

The current meeting schedule poses conflicts with other commitments. He will attend meetings when possible, and a new employee at the agency may take his place in the future.

4.2 RECEIVED FROM PENNY BARTON-DYKE, EXECUTIVE DIRECTOR, UNITED WAY, CKL

Request for sponsorship for the 'World Premiere' of the Edward Binney Community Garden.

Discussion among the committee resulted in agreement that this initiative is cost-prohibitive for a one-night event with limited attendance.

5.0 OTHER OR NEW BUSINESS

5.1 BUDGET OVERVIEW

Year-to-date financials were presented.

5.2 HOLIDAY WRAP-UP

As discussed at the December meeting, the Holiday Kick-Off was a success and will continue in the basic same format in 2020. Overall positive feedback has been continued to be received.

The Holiday Passport saw 650 passports completed for the draw, which is on par with 2018. More emphasis needs to be placed on the businesses and their staff to be asking every single customer if they have a passport and be ambassadors for the program. Education pieces will be discussed for next year.

A suggestion was made by Melissa McFarland to recognize a particular business (Corner Bites Eatery) who went above and beyond to distribute passports to customers. Agreement was made to acknowledge them at the AGM with a thank you card and planter donated by Kent Florist.

5.4 ANNUAL GENERAL MEETING

The AGM will be marketed to businesses as the 'Winter Social' and will take place on Monday, January 27th at 6:00pm at the Pie Eyed Monk. Melissa McFarland will look into the basic requirements of what needs to be accomplished at an AGM so that the focus can remain on the social aspect. Elements to be factored into the evening will include door prizes (Downtown Gift Certificates), brewery tour, refreshments and a cash bar.

Leanna & Melissa will distribute notices door to door next week.

5.5 UPCOMING INITIATIVES

Deferred until next meeting.

6.0 NEXT MEETING

Monday, February 3rd, 2020

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 January 6th, 2020 at 6:36am.

Carried MC2020-03