



**LINDSAY DOWNTOWN**

STYLE + FLAVOUR + LIFE

Lindsay Downtown Business Improvement Association

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

**Monday, February 3<sup>rd</sup>, 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-2020-02**

## 1.0 CALL TO ORDER

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

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

**Recording Secretary:** Melissa McFarland

**Late Arrivals:** None

**Early Departures:** None

**Guests:** None

**Regrets:** None

**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 MC2020-04**

### 2.2 DECLARATIONS OF PECUNIARY INTEREST

### 2.3 ADOPTION OF MINUTES

**Moved By:** Ann Scarlett

**Seconded By:** Mark Ridout

**Resolved:** That the minutes of the January 6<sup>th</sup>, 2020 Marketing Committee Meeting be approved.

**Carried MC2020-05**

## 3.0 DEPUTATIONS

None

## 4.0 CORRESPONDENCE

None

## 5.0 OTHER OR NEW BUSINESS

### 5.1 BUDGET OVERVIEW

Year-to-date financials were presented.

## 5.2 DIGITAL MEDIA & WEBSITE

Quotes and other follow-up information was provided from Matt Geraghty of Matty G Digital following January's presentation and reviewed by the committee.

**Moved By:** Ann Scarlett

**Seconded By:** Mark Ridout

**Resolved:** That the BIA will enter an agreement with Matty G Digital for a new website as presented, as well a social media Strategy and 1 month of social media management.

**Carried MC2020-06**

The committee discussed the need for professional photography for use in all media, and will pursue this as the weather improves.

## 5.3 SPRING SHOPPING EVENT

Discussion was held around the structure of the event, which will take place on Friday, May 29<sup>th</sup>. Live music will be sought out, and options for a seating area will be researched. Vendors will be encouraged to seek out BIA businesses to do a pop up with.

The committee agreed to brainstorm over the month and bring ideas to the March meeting.

## 5.4 OTHER INITIATIVES

Promotional offerings were brought forward from Kawartha Visitors magazine, Kawartha Possibilities magazine, and CHEX TV and all were turned down by the committee at this time.

## 6.0 NEXT MEETING

Monday, March 2<sup>nd</sup>, 2020  
5:00pm  
Boiling Over's Coffee Vault  
146 Kent Street West

## 7.0 ADJOURNMENT

**Moved By:** Ann Scarlett

**Seconded By:** Rebekah McCracken

**Resolved:** That the Marketing Committee adjourns its Regular meeting of February 3<sup>rd</sup>, 2020 at 6:04pm.

**Carried MC2020-07**