



**LINDSAY DOWNTOWN**

STYLE + FLAVOUR + LIFE

Lindsay Downtown Business Improvement Association

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

**Monday, March 2<sup>nd</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-2020-03**

## 1.0 CALL TO ORDER

**Meeting Called to Order by the Chair:** 5:13pm

**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:** Liz Grimes

**Seconded By:** Mark Ridout

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

**Carried MC2020-08**

### 2.2 DECLARATIONS OF PECUNIARY INTEREST

### 2.3 ADOPTION OF MINUTES

**Moved By:** Ann Scarlett

**Seconded By:** Rebekah McCracken

**Resolved:** That the minutes of the February 2<sup>nd</sup>, 2020 Marketing Committee Meeting be approved.

**Carried MC2020-09**

## 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

Melissa McFarland presented an update from Matt Geraghty of Matty G Digital. He agreed to the Marketing Committee's proposal of hiring him for the website, a social media strategy, and one month of social media management to use as a template. Melissa is in the process of scheduling meetings with him to get the process started. He will require some payment up front and will invoice as necessary.

## 5.3 SPRING SHOPPING EVENT

Discussion was held regarding a Spring Shopping event, scheduled for Friday, May 29<sup>th</sup> from 5:00pm-9:00pm. Melissa McFarland will contact the Pie Eyed Monk to inquire about availability of space, to model the event after the successful Holiday Kick-Off. The evening will have a spa/pampering theme, and local salons and spas will be approached to participate with demonstrations. Tickets will be sold for \$20 and businesses will be approached to be featured retailers with the donation of a \$100 valued prize.

Discussion was also held about a Spring Passport, with the same theme, and the tagline 'Stamp Your Way to the Spa!'. Businesses in the construction area will be featured as being able to give two stamps per purchase. Melissa McFarland will investigate spa getaways in Ontario as a prize, through Trent Travel, and Mark Ridout will begin to work on the design.

## 5.4 OTHER INITIATIVES

**Moved By:** Laura LeMiere

**Seconded By:** Mark Ridout

**Resolved:** That the Marketing Committee will commit to the Bob FM Subsidy Program for 2020, at a cost of \$221 monthly from April through December.

**Carried MC2020-10**

The committee discussed the value of seminars that could be offered to the membership, especially in light of construction concerns. Customer service would be a priority. Melissa McFarland will investigate partnerships with the Lindsay Chamber and KLSBEC.

## 6.0 NEXT MEETING

Monday, April 6<sup>th</sup>, 2020

5:00pm

Boiling Over's Coffee Vault

146 Kent Street West

## 7.0 ADJOURNMENT

**Moved By:** Mark Ridout

**Seconded By:** Ann Scarlett

**Resolved:** That the Marketing Committee adjourns its Regular meeting of March 2<sup>nd</sup>, 2020 at 6:43pm.

**Carried MC2020-11**