



LINDSAY DOWNTOWN

STYLE + FLAVOUR + LIFE

Lindsay Downtown Business Improvement Association

MINUTES OF THE MEETING OF THE
MARKETING COMMITTEE

Thursday, June 18th, 2020

5:00pm

**Pie Eyed Monk, 8 Cambridge Street North
and via Zoom**

Committee Members

Chair

Leanna Segura

Voting Members

Liz Grimes

Laura LeMiere

Rebekah McCracken

Mark Ridout

Ann Scarlett

MEETING #MC-2020-04

1.0 CALL TO ORDER

Meeting Called to Order by the Chair: 5:29pm

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

Recording Secretary: Melissa McFarland

Late Arrivals: None

Early Departures: None

Guests: None

Regrets: None

Absent: Mark Ridout

2.0 ADMINISTRATIVE BUSINESS

2.1 ADOPTION OF AGENDA

Moved By: Rebekah McCracken

Seconded By: Liz Grimes

Resolved: That the agenda be adopted as circulated.

Carried MC2020-08

2.2 DECLARATIONS OF PECUNIARY INTEREST

2.3 ADOPTION OF MINUTES

Moved By: Laura LeMiere

Seconded By: Ann Scarlett

Resolved: That the minutes of the March 2nd, 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

An overview of the newly launched website was reviewed with all positive feedback. The social media posts, that are not time-sensitive are ready to go and will likely be launched around July 1st, with the templates being used regularly at that point. Matt Geraghty will be doing a sample month when given the go-ahead. The domain hello@lindsaydowntown.ca was purchased and everything switched over.

5.3 OTHER INITIATIVES

Videos – Pasquino Productions produced the Retail Re-opening Video and the video was posted on Tuesday with excellent community feedback. It was also picked up by Kawartha Lakes This Week and Global Peterborough and posted on their feeds.

Moved By: Laura LeMiere

Seconded By: Ann Scarlett

Resolved: That the committee commission a second video from Pasquino Productions to focus on restaurants and dining.

Carried MC2020-10

FanSaves – an overview of the main program, offering a platform for businesses to offer discounts and promotions through an app, was discussed, following our participation in the FanSaves Helps Gift Certificate program. A rewards system, similar to the Passport, may be able to be developed in the near future. The item will stay on future agendas for consideration.

Reconstruction Area Grand Opening – options for a ‘non-gathering event’ were discussed. Balloon decorations on the lampposts, ‘open for business’ signage, decorations in the bumpout planters, a virtual ribbon cutting with a video by Shayne Pasquino. Target date would be July 11th, pending completion of the reconstruction.

A promotion will be created where customers submit a photo of receipts of purchases made from businesses in the reconstruction area equal to ballots to win gift certificates to be spent at those same businesses. 40 x \$25 equaling \$1000 of gift certificates will be given away.

Social Media Challenge – every business in the downtown be incentivized to promote other businesses on their own social media. Randomize businesses who sign up to match them up.

Feature promotion – ‘Who Are the People in Your Neighbourhood?’ blog series. Utilize the Canada Summer Jobs position to create a ‘video’ of slides and photos featuring each business owner as a personal profile.

6.0 NEXT MEETING

Monday, July 6th, 2020
4:00pm
Location TBA

7.0 ADJOURNMENT

Moved By: Liz Grimes

Seconded By: Laura LeMiere

Resolved: That the Marketing Committee adjourns its Regular meeting of March 2nd, 2020 at 7:00pm.

Carried MC2020-11