



LINDSAY DOWNTOWN

STYLE + FLAVOUR + LIFE

Lindsay Downtown Business Improvement Association

MINUTES OF THE MEETING OF THE
MARKETING COMMITTEE

Monday, July 6th, 2020

4:00pm

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

Committee Members

Chair

Leanna Segura

Voting Members

Liz Grimes

Laura LeMiere

Rebekah McCracken

Ann Scarlett

MEETING #MC-2020-05

1.0 CALL TO ORDER

Meeting Called to Order by the Chair: 4:17pm

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: None

2.0 ADMINISTRATIVE BUSINESS

2.1 ADOPTION OF AGENDA

Moved By: Liz Grimes

Seconded By: Ann Scarlett

Resolved: That the agenda be adopted as circulated.

Carried MC2020-12

2.2 DECLARATIONS OF PECUNIARY INTEREST

2.3 ADOPTION OF MINUTES

Moved By: Laura LeMiere

Seconded By: Rebekah McCracken

Resolved: That the minutes of the June 18th, 2020 Marketing Committee Meeting be approved.

Carried MC2020-13

3.0 DEPUTATIONS

None

4.0 CORRESPONDENCE

None

5.0 OTHER OR NEW BUSINESS

5.1 BUDGET OVERVIEW

Year-to-date financials were presented. No update from June meeting.

5.2 DIGITAL MEDIA & WEBSITE

Social media scheduled posts done by Matty G Digital will be on Facebook and Instagram throughout July.

Melissa McFarland gave updates on various programs, such as the new funding announced for Digital Main Street Transformation Grants and Service Squads, and the Shop Local Campaign being prepared by the City and for use by organizations and businesses across the Kawartha Lakes.

5.3 RECONSTRUCTION GRAND OPENING PROMOTIONS

The plans as discussed at June's meeting will be put into action as soon as the sidewalk and other finishing touches are completed in the reconstruction zone, with a launch date to be announced.

5.4 OTHER INITIATIVES

After the success and positive feedback of the Retail Reopening Video, an additional one will be done for the reopening of restaurants. Melissa McFarland will be in contact with Shayne Pasquino of Pasquino Productions to get it rolling as soon as the green light is given for Stage 3 reopenings.

6.0 NEXT MEETING

Monday, August 10th, 2020
4:00pm
Location TBA

7.0 ADJOURNMENT

Moved By: Ann Scarlett

Seconded By: Laura LeMiere

Resolved: That the Marketing Committee adjourns its Regular meeting of July 6th, 2020 at 5:50pm.

Carried MC2020-14