



LINDSAY DOWNTOWN

STYLE + FLAVOUR + LIFE

Lindsay Downtown Business Improvement Association

MINUTES OF THE MEETING OF THE
MARKETING COMMITTEE

Thursday, August 6th, 2020
4:00pm

Boiling Over's Coffee Vault, 148 Kent Street West
and via Zoom

Committee Members

Chair

Leanna Segura

Voting Members

Liz Grimes

Laura LeMiere

Rebekah McCracken

Ann Scarlett

MEETING #MC-2020-06

1.0 CALL TO ORDER

Meeting Called to Order by the Chair: 4:20pm

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

Recording Secretary: Melissa McFarland

Late Arrivals: None

Early Departures: None

Guests: Steve Podolsky (4:30pm), Carlie Arbour (4:30pm via Zoom), Donna Goodwin (4:30pm via Zoom)

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 MC2020-15

2.2 DECLARATIONS OF PECUNIARY INTEREST

2.3 ADOPTION OF MINUTES

Moved By: Ann Scarlett

Seconded By: Liz Grimes

Resolved: That the minutes of the July 6th, 2020 Marketing Committee Meeting be approved.

Carried MC2020-16

3.0 DEPUTATIONS

3.0 SHOP LOCAL CAMPAIGN – CARLIE ARBOUR & DONNA GOODWIN, CKL ECONOMIC DEVELOPMENT

Carlie Arbour & Donna Goodwin joined the meeting via Zoom to present the Shop Local Campaign to the committee, with an emphasis on how local businesses can use their own social media accounts to help promote the campaign, via easy to use templates.

Technical difficulties caused the deputation to be cut short. Donna Goodwin will meet with Melissa McFarland separately to give the pertinent info, that can then be shared with the committee at a later date.

4.0 CORRESPONDENCE

None

5.0 OTHER OR NEW BUSINESS

5.1 BUDGET OVERVIEW

Year-to-date financials were presented.

5.2 CANADA UNITED & REOPENING PROMOTIONS

Promotions, as discussed at the previous meeting, will be tentatively implemented for the weekend of August 28th – 30th. Melissa McFarland is working with area Chambers of Commerce on some cross-promoting of events and initiatives. The entire downtown will be promoted under the Canada United Shop Local Weekend, but the special contest will be reserved for the businesses in the reconstruction area, as an informal ‘grand opening’. Shayne Pasquino will be sourced to do a video to promote those businesses.

5.3 OTHER INITIATIVES

Melissa McFarland passed on information gathered from OBIAA Best Practices calls that all downtowns are struggling with trying to plan holiday events. The general consensus among Ontario BIA’s is that less emphasis will be placed on events where crowds may gather (tree lightings, holiday markets, etc) and more emphasis on shopping local, support of local businesses and getting the general public into stores and restaurants and spending money.

The committee discussed the Holiday Passport and how to make it even more successful and appealing, as it’s a great way to promote spending in the downtown, especially if the marketing budget is used to for prizes that put revenue back into the registers of downtown businesses – such as with gift certificates.

The committee discussed a new meeting schedule, and agreed upon the first Thursday of each month at 5:00pm, at Boiling Over.

As the committee has fewer members than it has previously, a general discussion was held regarding recruitment. Each committee member will brainstorm downtown members who they believe would be an asset to the committee, and make inquiries as to their interest in joining.

6.0 NEXT MEETING

Monday, September 3rd, 2020
5:00pm
Boiling Over’s Coffee Vault, 148 Kent Street West

7.0 ADJOURNMENT

Moved By: Liz Grimes

Seconded By: Ann Scarlett

Resolved: That the Marketing Committee adjourns its Regular meeting of August 6th, 2020 at 5:45pm.

Carried MC2020-17