

MINUTES

PROMOTIONS COMMITTEE

Held: Wednesday, January 12th, 2022, at 8:30 a.m.
Via Zoom

ATTENDANCE:

Present:

Joan Stephenson-Bowes, Jill Walters, Matt McShane, Mike Sangster, Rob Marois, Penny Flowers, and John McKenty

Guests: None

Absent: Matt McShane

Recording Secretary:

Kari Clarke

1. First Meeting in 2022:

a) Call to Order

The meeting was called to order by the Chair – Joan Stephenson-Bowes at 8:30 AM on Wednesday, January 12th, 2022, with 6 Committee members in attendance.

b) Disclosure of Pecuniary Interest and General Nature Thereof

There being none, the Chair moved on to the next order of business.

c) Approval of Last Minutes

Moved by Jill Walters that the Promotion Committee minutes of November 16th, 2021, be approved. - *CARRIED - UNANIMOUS*

2. Disclosure of Additional Items

3. Unfinished Business:

There being none, the Chair moved on to the next order of business.

4. New Business

a. Paper Route

- Penny has the Shop, Stamp and Win posters for committee members to distribute
- The committee will pick up Shop, Stamp and Win items, the reindeers and drop off the Show Your Love for Perth posters

- Survey will be posted to determine feedback on the Christmas events

b. Feedback Ackroo Call

- **Committee recommends not going forward with Ackroo MOTION BIAPR – 2022-1.1**

MOVED BY Rob Marois

BE IT RESOLVED THAT THE PROMOTIONS COMMITTEE RECOMMENDS TO THE BIA BOARD, THAT THE BIA DOES NOT CONTINUE MOVING FORWARD WITH THE ACKROO GIFT CARD PROGRAM AND WILL LOOK AT DIFFERENT OPTIONS GOING FORWARD CARRIED UNANIMOUS

c. Event Marketing Grant and Be Kind Campaign

- A hard copy of the CEM grant information will be delivered to the BIA members

d. Show Your Love for Perth

- Posters have been circulated
- 4 videos are being created for social media
- Lake 88 will promote on radio from Jan - April
- Paid advertising of Facebook and Instagram
- The larger video with Cat's Cove will be created in the Spring

e. Planning first Quarter Promotions

- First quarter promotions are underway
- 2nd quarter promotions include Show Your Love for Perth, Frost and Fire, Maplefest and Night Market
- Restaurants could offer grab and go menus at the Night Market
- Committee discussed surrounding the Night Market event with Friday and Sunday promotions, promoting a Weekend in Perth
- The committee budgeted for \$1,750 for this promotion

f. Shopping and Dining Guide 2022

- The Shopping and Dining Guide will be retitled and redesigned and we will not sell advertising
- We will create a walking map for tourists that will highlight parking, washroom, tourism office, picnic area and upcoming events.
- This map will be downloadable from the website

g. Mastermind- January 19th

- Due to current protocols, this will be held on zoom
- Notification was be posted on the Forum page
- John will mention it in his Friday thoughts

h. New Website

- The link to the new website was circulated to the Promotions committee to review, prior to the soft launch next week.

5. Discussion of Additional Items

6. Next Meeting: Next meeting will be held on Wednesday, February 9th , at 8:30 AM via zoom.

7. Adjournment

Moved by Penny Flowers that the meeting be adjourned at 10:13 AM.

Joan Stephenson-Bowes, Chair

Kari Clarke, Recording Secretary