

MINUTES

PROMOTIONS COMMITTEE

Held: Wednesday, February 9th, 2022, at 8:30 a.m.
Via Zoom

ATTENDANCE:

Present:

Joan Stephenson-Bowes, Jill Walters, Mike Sangster, Rob Marois and Penny Flowers

Guests: Kathryn Jamieson

Absent: None

Recording Secretary:

Kari Clarke

1. Second 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 Penny Flowers that the Promotion Committee minutes of January 26th, 2022, 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. TO DO' list from the Mastermind Meeting focus on items 1, 2, 10 & 11

- There will not be a restaurant week in March
- Ask BIA members to promote the Show Your Love for Perth promotion

MOTION BIAPR 2022-2.1

MOVED BY Mike Sangster

BE IT RESOLVED THAT THE PROMOTIONS COMMITTEE WILL ASK BIA BUSINESSES TO DO A POST ABOUT THEIR FAVORITE BIA RESTAURANTS IN THE FIRST WEEK OF MARCH.

CARRIED *UNANIMOUS*

- Create a graphic about the staycation tax break in Ontario and post ahead of the two school breaks in March
- Add QR code to our Explore Downtown Perth brochure
- Kari will reach out to potential sponsors for the Festival of Good Cheer bags in November.

b. Feedback from 'Show Your Love for Perth promotion

- Video for the 20's demographic is complete and ready to launch on social media
- Winners are announced each week, engagement is increasing in February
- Posters are being reprinted with a QR code

c. CEM grant application

- Grant application has been received and will go to the Board for discussion

MOTION BIAPR 2022-2.2

MOVED BY Mike Sangster

BE IT RESOLVED THAT THE CEM GRANT APPLICATION WILL BE BROUGHT TO THE BIA BOARD MEETING IN FEBRUARY FOR REVIEW AND DISCUSSION

CARRIED *UNANIMOUS*

- Kari will fill in the Application Assessment form and add to the February Board package

d. Update on new website

- Will be launched next week

e. First Quarter promotions coming up - (January, February, March)

- Show Your Love for Perth, Fire and Frost Weekend

f. Frost & Fire

- BIA will share the event schedule on the BIA social media

g. Update on Maplefest and Foster Street

- John McKenty and Kari met with the Chamber and Town to request that Foster St. is included as part of the Maplefest route.
- Several factors, including the input from the Health Unit will decide if this is possible
- Foster St. businesses can rent a spot to show their interest and if Maplefest does not include Foster St., their vendor fees will be reimbursed.

h. Night Market

- Dates for the two Night Markets are May 28th and Oct. 1st
- If the Town received a Reconnect grant, then more funds will be available for programming
- Advertising in Ottawa could be purchased
- BIA could hand out coupon book to visitors

i. Shopping and Dining Guide update

- A mock-up was presented to the committee and a draft will be available at the next meeting
- New title – Explore Downtown Perth, was discussed as an option
- QR code to be added to brochure

j. Video updates

- Meeting is scheduled to discuss the businesses to be included in the second video

5. Discussion of Additional Items

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

7. Adjournment

Moved by Penny Flowers that the meeting be adjourned at 10:12 AM.

Joan Stephenson-Bowes, Chair

Kari Clarke, Recording Secretary