

## **MINUTES**

### **PROMOTIONS COMMITTEE**

Held: Wednesday, March 9<sup>th</sup>, 2022, at 8:30 a.m.  
Via Zoom

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#### **ATTENDANCE:**

**Present:**

Jill Walters, Mike Sangster, Rob Marois and Penny Flowers

**Guests:** None

**Absent:** Joan Stephenson-Bowes

**Recording Secretary:**

Kari Clarke

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#### **1. Third Meeting in 2022:**

**a) Call to Order**

The meeting was called to order by the Secretary-Kari Clarke at 8:33 AM on Wednesday, March 9th, 2022, with 4 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 February 9th, 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. Resignation of Joan Stephenson-Bowes**

**MOTION BIAPR 2022-3.1**

**MOVED BY Jill Walters**

**BE IT RESOLVED THAT THE PROMOTIONS COMMITTEE ACCEPTS WITH REGRET, THE RESIGNATION OF JOAN STEPHENSON-BOWES FROM THE PROMOTIONS COMMITTEE.  
CARRIED *UNANIMOUS***

**b. Appointment of New Chair of the Promotions Committee**

**MOTION BIAPR 2022-3.2**

**MOVED BY** Mike Sangster

**BE IT RESOLVED THAT THE PROMOTIONS COMMITTEE APPOINTS PENNY FLOWERS AS CHAIR OF THE PROMOTIONS COMMITTEE.**

**CARRIED *UNANIMOUS***

**Note: Penny Flowers began to Chair the meeting.**

**c. March Restaurant and April Retail promotions**

- Last two weeks of March and first two weeks of April encourage businesses to promote each other
- Create newsletter, Forum and cheat sheet to be circulated to businesses
- Recommend to Personnel that a member social event is held

**d. Maple Festival on Foster St.**

- The Chamber is 90% sure that it will be on Foster St. as well as the Antique car show
- Boundaries of the event are still to be determined
- BIA will update brochures and map to hand out
- BIA will book a tent on Foster St. for Maplefest

**MOTION BIAPR 2022-3.3**

**MOVED BY** Rob Marois

**BE IT RESOLVED THAT THE PROMOTIONS COMMITTEE WILL BOOK A SPOT ON GORE ST. FOR MAPLEFEST, TO SUPPORT AND PROMOTE OUR BUSINESSES**

**CARRIED *UNANIMOUS***

**e. Earth Day -April 22**

- Promote businesses who have incorporated green initiatives

- f. **Mother's Day – May 8**
  - Share BIA promotions
- g. **Night Market**
  - Hand out BIA brochures or Tourism event cards
- i. **Shopping and Dining Guide update**
  - Mock up ready for end of month, will be printed in time for Maplefest
- j. **Video updates**
  - Second videos being edited
  - Will launch next week
- k. **Spring Kick Off**
  - Work with Tourism to promote a weekend in Perth on April 22<sup>nd</sup> to coincide with the Studio Theatre and SPF Concerts.
- l. **CEM Grant**
  - Repost graphic on Forum page
  - Remind members that 4 grants available for 2<sup>nd</sup> quarter
  - Create policy for use of logo outside of CEM event promotions
- m. **Festival of Good Cheer Bags**
  - Staff has spoken to the local TD branch about sponsorship
  - Waiting to hear back before reaching out to another business
- n. **Shopping/Dining/Art Tours**
  - Possible fall events
  - Self-Guided Eatery Tour
  - Children's stores
  - Books, puzzles, gift certificates
  - Next meeting, we will look at futures quarters and begin planning for summer and fall

## **5. Discussion of Additional Items**

**6. Next Meeting:** Next meeting will be held on Wednesday, April 13<sup>th</sup>, at 8:30 AM via zoom.

## **7. Adjournment**

Moved by Mike Sangster that the meeting be adjourned at 9:34 AM.

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**Penny Flowers, Chair**

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**Kari Clarke, Recording Secretary**