

# **MINUTES**

## **PROMOTIONS COMMITTEE**

Held: Wednesday, April 13<sup>th</sup>, 2022, at 8:30 a.m.  
Via Zoom

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### **ATTENDANCE:**

**Present:**

Penny Flowers, Mike Sangster and Rob Marois

**Guests:** None

**Absent:** Jill Walters

**Recording Secretary:**

Kari Clarke

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

**a) Call to Order**

The meeting was called to order by the Secretary-Kari Clarke at 8:32 AM on Wednesday, April 13<sup>th</sup>, 2022, with 3 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 Rob Marois that the Promotion Committee minutes of March 9<sup>th</sup>, 2022, be approved. - *CARRIED - UNANIMOUS*

### **2. Disclosure of Additional Items**

CEM Grant Application from Ireton Fendley

### **3. Unfinished Business:**

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

### **4. New Business**

**a. Videos- Update- Is it available to be shared.**

- Video 2 was advertised on IG and seen by 9,055
- Video 2, Children's Stores was posted on FB
- Video 3, Shopping and Dining (30's) was boosted on Facebook
- Videos, 4, 5, 6, and 7 have been designed and a shot list is being created

- Videos 4 & 5 will showcase stores for the 40-year-old age group
  - Videos 6 & 7 will be focused on shoppers in their 50's
- b. Stewart Park Festival**
- The committee will review the list presented and send comments by April 22<sup>nd</sup>
  - We will circulate ways in which the businesses can take advantage of local events
- c. Booth for Maplefest**
- Rob volunteered to pick up the SPF tent and deliver to the site
  - Kari will arrange for tables and chairs for Rob to also pick up and bring to the site on April 30<sup>th</sup>
  - Rob and Kari will be at the tent in the morning and Mike will help at the tent in the afternoon
  - John McKenty and Delores MacAdam have also volunteered to help out that day
  - BIA brochures and a SPF promotional postcard will be available
- d. Are we doing something for the Night Market on May 28<sup>th</sup>?**
- We will have our brochures and SPF info graphics at the Perth Tourism information tent
  - Rob has offered to help at the Information tent for 1 hour that evening.
- e. Motion for – Boss, Babes and Beer request for sponsorship.  
MOTION BIAP 2022-4.1  
MOVED BY Mike Sangster  
BE IT RESOLVED THAT THE PROMOTIONS COMMITTEE VOTED  
NOT TO PROCEED WITH THE SPONSORSHIP.  
CARRIED UNANIMOUS**

**Note: Mike Sangster left the meeting at 9 a.m.**

- f. Town Map**
- The committee will review the new Town of Perth map and compare it to the BIA downtown map to determine if we will print it in 2022
- g. BIA Members Gathering – When, where and date of event.**
- Members event will take place in early June
  - Kari will determine what weeknights are available
  - At the May meeting we will determine if it is a casual dinner or just snacks
- h. BIA members to recruit to this committee – any ideas**

- We will send suggestions to Mike, and he will compile a list and bring it to the May meeting.
- i. **Sponsorship for Festival of Good Cheer bags**
  - Kari will follow up with Amanda Guerin at the TD Bank to see if they have decided about sponsoring the bags or the event
- i. **Ideas for Mother's Day**
  - We will continue to promote shopping for the perfect Mother's Day gift in downtown Perth

**5. Discussion of Additional Items**

CEM Grant Application from Ireton Fendley

- Application met all the criteria
- Kari will contact them to say that their application has been accepted and remind them to use our BIA logo and to list the BIA as a sponsor of their event

**6. Next Meeting:** Next meeting will be held on Wednesday, May 11<sup>th</sup>, at 8:30 AM via zoom.

**7. Adjournment**

Moved by Rob Marois that the meeting be adjourned at 9:25 AM.

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**Penny Flowers, Chair**

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**Kari Clarke, Recording Secretary**