



PROMOTIONS COMMITTEE

AGENDA

Held: Thursday, February 8th, 2024, 8:30am

Location: Michael's Table

Present: Kerri Whan, Dawn Bell, Jane Farrell, Sheldon Giff, Julia Foley, John McKenty, Rashka Barrigan, and Kelsey Dold

1. Call to Order

The meeting was called to order by the Chair at 8:26am

2. Disclosure of Pecuniary Interest and General Nature Thereof

There being none, the Chair moved onto the next order of business

3. Approval of Last Meeting Minutes

Differed

4. Disclosure of Additional Items

There being none, the Chair moved onto the next order of business

5. Unfinished Business

a. Maps

- Reviewed members only survey results
- The response was 50/50 in terms of keeping a physical map for 2024 or moving to an online format
- Possibility of a smaller sized map
 - 8x10
 - Just the map, QR code, a list of BIA events, and 8 ad spaces
 - Kerri Whan to inquire about different paper costs
- \$300/ad, same as 2023
- Kelsey Dold to inquire about printing subsidies through Lanark County Tourism

b. Frost & Fire

- BIA will run an adult themed scavenger hunt

- There will be a draw for prizes donated from downtown businesses
- 15 participants
- Enlarged playing cards will be placed inside establishments, along with a clue to guide the participants to the next location
- Participants are to use their track card throughout the hunt, noting where each card was found
- The draw will take place the following Thursday in collaboration with Perth Tourism
 - Perth Tourism is conducting a children's themed scavenger hunt
 - Two separate draws, but will be side by side to announce winners
- Kelsey Dold to distribute the enlarged playing cards to our participants on Friday the 16th
- Kelsey Dold to bring track cards to Perth Tourism to hand out on-site

c. Show your Love for Perth

- Continue to encourage business owners/staff and the public to post using the hashtag #showyourloveforperth while tagging us, to get the chance to be featured on our socials
 - Post a selfie with a new product, outside a restaurant, or outside a service provider
 - Spread love, community spirit, and show support for our downtown businesses

d. IWD

- March 8th
- Good response from female business owners, many have RSVP'd for their photo to be taken
- Encouraging participants to wear purple

e. Ottawa Travel Show

- Lanark County Tourism will bring BIA materials on our behalf
- Julia Foley and Kelsey Dold to coordinate materials

f. CEM Grant

- The application form needs to be revised
- Wording needs to be changed
- Add in the option to receive a \$400 grant or a waived fee for the use of the Crystal Palace
- Dawn Bell and Sheldon Giff to work on the revisions
- Application received from Flint and Honey
 - 6 year anniversary party
 - Application denied

g. Event Cards

- Reviewed draft proposed by Perth Tourism
- The Kick-off to Summer event and the SPF fundraiser can be listed as one as they're on the same date and are in collaboration
- Change the photo to one without patrons with a face mask
- Halloween and Christmas events be removed and added only on the fall/winter print
- Move the logos to be side-by-side and have the relative QR code underneath
- Since there will be a second print in the fall, add a line with something similar to "more events to come in the fall and winter"

h. Kick-off to Summer Event

- June 8th
- Same day as the SPF fundraiser
- No vendors
- Ideas:
 - Dunk tank
 - Yard games – Dawn Bell to forward links
 - Car show – antique and high end (inquired about)
 - Sidewalk art
 - Restaurant happy hour – bits and bites menu
 - Photo booths/opts
 - Cutout frame photo opt
 - Corn hole tournament at Terrace on the Tay or in Stewart Park
 - Dingy derby in the Tay Basin
 - Strawberry social – Dawn Bell to inquire with Miller Bay Farm
 - Treasure chest – present receipt to receive a key, 100 keys, 99 work
 - Axe throwing
 - Collaborate with YAK
 - Picnic lunch
 - Reiki demonstrations and/or yoga in Stewart Park
- Jane Farrell to inquire about using the space in front of the Perkins building
- Kelsey Dold to inquire about sponsors with the Environment Committee
- Kelsey Dold to create a document listing sponsors – who to contact/who not to

6. New Business

a. Maplefest

- Kelsey Dold to suggest lining the booths in the street similar to the Night Market
- Kelsey Dold to inquire about businesses being able to put merchandise on the sidewalks

7. Delegation

a. Queer Connections Lanark (QCL)

- Pride Parade on June 1st
 - 2024 BIA float?
- Kick-off to Summer collaboration – June 8th
 - Information booth or mobile ambassadors – QCL to staff
 - Inclusion flags on print materials
 - Hand out pins or flags
 - Encourage sun/sand/rainbow window displays
- Has offered to provide a training session to the Board and BIA members
 - Kelsey Dold to coordinate with the Perth Chamber of Commerce and QCL

8. Next Meeting: Wednesday, March 6th, at 8:30am

9. Adjournment: by the Chair at 9:50am