



## **PROMOTIONS COMMITTEE**

### **MINUTES**

Held: Thursday, March 28<sup>th</sup>, 2024, at 8:30am

Location: Michael's Table Restaurant

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**Present:** Kerri Whan, Julia Foley, Sheldon Giff, Dawn Bell, Councilor Isabel Anne McRae, and Kelsey Dold

**Absent:** Jane Farrell

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#### **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**

Moved by Sheldon

#### **4. Disclosure of Additional Items**

- a. Horse and Wagon Rides – Once Upon a Christmas**
- b. Curbex Signs**
- c. Housekeeping**
- d. Connecting Perth Magazine**

#### **5. Unfinished Business**

##### **a. Maps**

→ All 8 ad spaces have been applied for

- Kelsey Dold collecting ads and tracking payment
- Deadline to submit ad: April 10<sup>th</sup>
- Deadline to submit ad payment: April 12<sup>th</sup>
- Committee deciding between two proposed designs
  - All ad spaces will be listed on the back of the pamphlet
  - Events are to be listed in the inside of the pamphlet, adjacent to the map
- Remove the photo of the flowers
- Photos:
  - Bride and groom
  - Water tower
  - Replace Stewart Park Festival with Once Upon a Christmas
  - Kelsey Dold to forward Tracy Fawcett Once Upon a Christmas, Night Market, and Festival of the Maples photos
- QR code will be located on the inside and outside of the pamphlet
- Replace “Perth Shopping and Dining Guide” with “Downtown Perth Map and Guide”
- To printers by April 15<sup>th</sup>

#### **b. International Women’s Day**

- Social media post reach:
  - 2024: 7.6k on Facebook, 2023: 3.2k
  - 2024: 3.6k on Instagram, 2023: 2.7k

#### **c. Festival of the Maples**

- Create a post event member only survey to receive feedback
- Kelsey Dold to have a meeting with the Chamber of Commerce to present feedback (this must go to Board level before proceeding)

#### **d. Kick-Off to Summer**

- Julia Foley, Jane Farrell, John McKenty, and Kelsey Dold are meeting frequently to plan this event
- Road closures:
  - North Folk Cafe to Computer Plus
  - North Folk Cafe to Miss Penny’s Closet
  - Market Square
- Colourful window displays
- Callout to restaurants and eateries:
  - Strawberry Social

- BBQ inspired menus
- Strawberry drinks
- Picnic/take away/grab and go
- Reiki, yoga, and sound baths in the park
- Corn hole tournament
- Axe throwing
- Giant yard games
- Petting zoo
- LAWS
- Barbie photobooth
- Marketing hard launch: May 1<sup>st</sup>
- Kelsey Dold to inquire about radio ad pricing
  - Bell Media, Magic 100, 101.1
- Spilt flyers with SPF
- Decided against splitting the SPF rack card as Kick-Off to Summer is listed on the spring/summer rack cards in collaboration with Perth Tourism

#### **e. Business Anniversaries/Birthdays**

- Remove marriage of a business owner
- Remove childbirth of a business owner
- Sheldon Giff to create and monitor a database with businesses information/milestones
- Everyone in favor of the revised Recognition of Milestones from Congratulations to Condolences Policy, moved by Sheldon Giff
  - To bring to next Board meeting
  - Kelsey Dold to add to May newsletter

#### **f. Living Well, Living Green Magazine**

- Kelsey Dold to add to the May newsletter
- Kelsey Dold to provide BIA writeup for free column in the Lanark County edition

#### **g. Queer Connections Lanark**

- Kelsey Dold to get clarity on session for Board members and/or session for BIA members (one representative from each business)

### **6. New Business**

#### **a. Mother's Day and Father's Day**

- Kelsey Dold to film content with BIA members
- Mother's Day: pass a bouquet of fake flowers from one business owner to the next (each business is a separate clip)
  - Julia Foley to source bouquet
- Father's Day: same concept as above but with a bowtie
  - Kerri Whan to source bowtie
- Kelsey Dold to add film dates to newsletter and to make a forum reminder

## **7. Discussion of Additional Items**

### **a. Horse and Wagon Rides – Once Upon a Christmas**

Kelsey Dold to confirm booking

### **b. Curbex Signs**

- The large signs around town are available from May 14<sup>th</sup>-June 10<sup>th</sup>
- SPF does not want to split on the costs
- \$948+ tax for all 3, set up fee of \$60/sign
- Last year, the single large sign on the SPF grounds cost \$316.30, plus the setup fee and charge to move it from its original placing
- There's now a vertical sign option that's smaller than the large ones available
  - Can have it at the Crystal Palace starting June 6<sup>th</sup> leading up to Kick-Off to Summer, then have it moved from that area to the SPF grounds on July 18<sup>th</sup>
  - Kelsey Dold to ask the SPF committee about placement
- Committee decided against the large signs and will get the smaller vertical version for 5 weeks

### **c. Housekeeping**

- Wilson Street parking lot posters
  - Kelsey Dold to ask SPF to split one for Kick-Off to Summer
  - Kelsey Dold to ask SPF if they want one for the festival, Coordinators to then run with it
- Kelsey Dold to distribute the remaining 2023 maps before Festival of the Maples
- Kelsey Dold to add the CEM Grant revisions to the April newsletter

### **d. Connecting Perth Magazine**

- Approached Sheldon Giff
  - 3000 distributions to all Perth residents

- 12 months, 1 issue per month, any add changes to be made by the 15<sup>th</sup> of each month
- Kelsey Dold to add to the May newsletter

**8. Next Meeting:** Wednesday, April 10<sup>th</sup>, 2024, at 8:30am in the Kent Room

**9. Adjournment:** by the Chair at 9:59am