



PROMOTIONS COMMITTEE

MINUTES

Held: Wednesday, March 6th, 2024, at 8:30am

Location: Michael's Table Restaurant

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

1. Call to Order

The meeting was called to order by the Chair at 8:27am

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

- a. Living Well, Living Green Magazine

5. Unfinished Business

- a. Maps
 - Trifold, full color, glossy, 8.5x11
 - Ordering 10,000 copies for \$867 at Images Inter Alia, can order an extra 5,000 copies after that if needed
 - The 2023 maps to be used up before distributing the 2024 maps
 - 8 ads for \$300 each
 - Updates after seeing the mockup:
 - Map to be placed in the center
 - Events on the back

- Remove Merry and Bright on the events page
- Add the QR code to the events page with “Stay up to date on our socials”
- Kelsey Dold to source new photos, Dawn Bell to send photos of the water tower
- Remove the explore page
- Kelsey Dold to source the 2023 Map Ad Application Form
 - Kelsey Dold to post in the forum by Friday, March 8th
 - Deadline to purchase an ad space is March 22nd
- Maps to be at print by April 15th
 - Need in time for the Festival of the Maples
- b. Show your Love for Perth**
- Combined posts received a 31,200k reach on Facebook and Instagram combined
- Will revisit the initiative for 2025
 - A model without having to make a purchase to participate
 - February 14th-28th, 2025
- c. International Women’s Day**
- March 8th, 2024
- Photos were taken at the Perth sign on the corner of Gore and Herriott Street of female business owners
- Kelsey Dold to create a social media post
- d. Kick-Off to Summer**
- June 8th, 2024
- Julia Foley, Jane Farrell, John McKenty, and Kelsey Dold to meet more frequently, specifically to discuss and plan Kick-Off to Summer
 - Meeting tomorrow for the first time
- No other updates at this time
- e. Festival of the Maples**
- Potential for a blanket permit to allow business owners to place merchandise on the sidewalks
 - Kelsey Dold in discussion with the Town of Perth
- Sheldon Giff to compose a letter addressed to the Perth and District Chamber of Commerce requesting a meeting to provide BIA member feedback regarding the event
- 6. New Business**
 - a. CEM Grant Applications
- Flint & Honey
 - Reapplied with different credentials
 - Collaborated with Flint & Honey, Fashion Envy, Fiori Row, and Gather

- Denied because the BIA cannot retroactive pay
- Gather
 - Event on March 6th and 7th
 - Applied for their progressive dinner in collaboration with Billings & Co. and 1827 Wine & Cheese Lounge, for funding to help cover food and labour costs, tickets, and menu printing, however, the CEM Grant does not cover food or labour costs
 - Guests purchase tickets for the dinner, starting at Gather for their appetizer, Billings & Co. for their main, and 1827 Wine & Cheese Lounge for dessert
 - Agreed to fund up to \$150

7. Business Anniversaries/Birthdays

- Recognition of milestones from condolences to congratulations
- \$1,000 allocated
- Committee to review Policies and Procedural Bylaw Draft and come to next meeting with ideas
- Differed

8. Merrickville Video

- BIA to do something similar
- Julia Foley with quotes for three or four videos made by a content creator

9. TOO GOOD TO GO

- An app where restaurants can sell their surplus food at a discounted rate
- Kelsey Dold to bring awareness to this in the forum

10. Discussion of Additional Items

a. Living Well Living Green Magazine

- Differed

11. Next Meeting: Thursday, March 28th, 2024, at 8:30am

12. Adjournment: by the Chair at 9:27am