



PROMOTIONS COMMITTEE

MINUTES

Held: Thursday, May 30th, 2024, at 8:30am

Location: Michael's Table Restaurant

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

1. Call to Order

The meeting was called to order by the Chair at 8:28am

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 Dawn Bell

4. Disclosure of Additional Items

a. Curbex

b. Maps – Accommodations

5. Unfinished Business

a. Radio Advertising

→ Differ till response from Rogers

→ In terms of other advertising:

- Target Gatineau, Kingston, and Brockville with social media ads
- Register to be on the Lanark County Tourism website as a free service

b. Festival of the Maples Members Only Survey

→ Key points:

- Placement of vendors
 - BIA discount?
 - Guidelines on tents/backings of tents
 - Collaborate with the BIA to jury
 - No communication
 - Relocating
- BIA Coordinator to inquire through the Perth Chamber of Commerce how many BIA members are also Chamber members
- Jane Farrell to attend meeting to discuss the survey responses

c. Mother's Day Reel Statistics

- Facebook
- 2023: 7k reach, 2024: 1.8k reach
- Instagram
- 2023: 1.1k reach, 2024: 992 reach

d. CEM Grant Post Event Report – LIDA

- Committee approves the CEM Grant to LIDA in the amount of \$150, moved by Sheldon Giff

e. Kick-Off to Summer

- All members of the Promotions Committee have offered to volunteer their time during different times of the event
- BIA Coordinator to collect all sponsorship payments
- Sheldon Giff to follow up with axe throwing
- BIA Coordinator in the process of collecting and paying invoices

6. New Business

a. Ottawa Women's Show

- October 19th and 20th
- Approximately \$1,700+tax
- Budgeted for this, as well as printed materials/banner
- BIA Coordinator to inquire through Perth Tourism and Lanark County Tourism about collaboration
- Differ till next meeting

b. Once Upon a Christmas – Subcommittee

- Subcommittee: Kerri Whan, Sheldon Giff, and Dawn Bell
 - To meet once or twice in June, start again come August
- First meeting: Thursday, June 13th, at 8:30am, Michael's Table

7. Discussion of Additional Items

a. Curbex

- Double sided
- Map, QR codes
- Stationed at the Crystal Palace from June 7th-September 7th

b. Maps – Accommodations

- Dawn Bell and Jane Farrell composed a list with surrounding accommodations in which BIA material can be delivered to
 - Delegated locations to committee members to distribute

8. Next Meeting: Tuesday, June 11th, 2024, at 8:30am

9. Adjournment: by the Chair at 9:53am