

Minutes

Perth BIA – Promotion Committee

Meeting was held: Thursday, January 10th, 2019 at 8:30 a.m.

Location: Kent Room

Present: Angie Gilchrist, Kerri Whan, Elizabeth Carter, Joan Stephenson-Bowes, Heather McKeen and Sherry Crummy

Absent: None

Guest: None

Recording Secretary: Kari Clarke

1. First Meeting in 2019

Called to order at 8:35 a.m.

Approval of Minutes: Oct 24th, 2018. Moved by Angie Gilchrist

2. Election of Chair for the Promotion Committee

- Kerri Whan was elected Chair of the Promotions Committee

3. Update on Come Wander Event

- 30 tickets have been sold for the Psychic Dinner at Michaels Table
- Staff will contact Jaana Brett about designing a map
- Large 3x3 foot poster has been placed in case, 11x17 inch will be delivered to host stores and 8x11 inch will be placed in downtown stores
- Tracy will design website page showing locations

4. Update on Mastermind Meeting

- We will begin the meeting with welcoming everyone, asking everyone to introduce themselves and thanking everyone for coming
- Items to be discussed at the meeting include:
 - our levy/budget total for 2019
 - Number of BIA Events
 - Tourism presentation by Shannan Baillon and Kathryn Jamieson
 - John will reveal the theme for the 2019 Kick Off to Summer
 - Parking progress, since this was a hot topic last year

- Friday nights open during the summer (Elizabeth)
- Thursday nights, the month before Christmas (Angie)
- Shoplifting in Perth (Angie)
- Open discussion for our members to introduce topics

5. Update on Shop Til You Drop Promotion

- 2nd year for this promotion with the Best Western Parkside Inn & Spa which runs from January 3rd until May 31st
- Parkside offers 15% off a room rate and the participating stores do the same for a 24 hour period.
- Cards will be handed out to guests at the hotel and guests must show this card in the store to receive the discount
- The store will only honor the discount until the date indicated on the card

6. Review of Christmas Events and dates for 2019

- Launch of Christmas in Perth-November 14th
 - Good feedback, discussion about coming up with a new name
 - Jane Farrell handed out flyers to customers, which helped to drive traffic to Foster St.
 - Need to encourage Shaw's and other businesses on the corner of Gore and Foster to take part
 - Idea of having carollers float through the downtown
- Martini Night – November 22nd
 - Was successful but we are looking at moving it apart from the Launch of Christmas night
- Festival of Good Cheer – November 30th
 - Successful event enjoyed by the shoppers
 - The tastings were appreciated, and the feedback was that the 4 companies enjoyed being part of the event
- Festival of Lights – December 6th
 - With Kirsten resigning from the Board this event might need a new coordinator
 - Staff can't take two days to supervise the trees coming into the Crystal Palace
 - We need to either ask the Town of Perth to supply staff, or see if Kirsten would like to continue to run that event

- Picture Yourself in Perth photos
 - People loved having their photo taken with the frame
 - We need to set up in an alcove during the Festival of Lights
 - Pictures are posted on the BIA website and we can utilize these photos next year

7. Winter Ideas for 2019 (will be brought forward to the next meeting)

- Theme night ideas to take to restaurants- Dash and Dine in April
- Shopping Event for Spring
- Valentine's Day Idea
- Easter Weekend Idea
- Valentine's Day Idea
- Easter Weekend Idea

8. Shopping and Dining Map for 2019

- Staff will ask Tracy to provide a mock-up of a new cover design for the next meeting

Meeting was adjourned at 10:00 a.m.

Next meeting will be held February 14th, at 8:30 a.m. in the Kent Room of the Town Hall.

Chair, Kerri Whan

Recording Secretary, Kari Clarke