

## Minutes

### Perth BIA – Promotion Committee

**Meeting was held: Thursday, February 14<sup>th</sup>, 2019 at 8:00 a.m.**

**Location: Kent Room**

---

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

**Absent:** Julia Dashkevich and Jennifer MacCraken

**Guest:** Tracy Fawcett joined the meeting at 8:15

**Recording Secretary:** Kari Clarke

---

#### **1. Second Meeting in 2019**

Called to order at 8:02 a.m.

**Approval of Minutes:** January 10th, 2019. Moved by Angie Gilchrist

#### **2. Adding Additional Meetings**

- Additional meetings will be added to get ahead of schedule

#### **3. Rescheduling of April 11 Meeting**

- April 11 meeting was cancelled, and a meeting was scheduled for April 4<sup>th</sup> to replace it

#### **4. Confirm Committee and Paper Routes**

*Elizabeth* – the block of Foster, Gore and North streets

*Jennifer* – the block of Colbourne to Foster

*Joan* – the block of Harvey to Colbourne one side

**Judy** - block of Herriott to Foster Streets

*Kerri & Angie* – Gore to Foster, Wilson and Peter streets

*Heather* – Code's Mill

*Julia* – Old Mill stores

*Sherry* - Harvey to Herriott

#### **5. Terms of Reference**

- The Terms of Reference was circulated to the committee for review

## **6. SPF/BIA Market Location**

- The location that has been used for the last two years is no longer available
- We will ask the Town of Perth if Code's Park is a possibility for this year

## **7. Review Come Wander Event**

- Very successful with various workshops and the psychic dinner sold out
- there were more visitors in Code's Mill than usual
- A higher profit was made this year
- Next year we need to add the various modalities to the map
- Denise Carpenter has resigned from the committee and we need a new member to be on the organizing committee
- We need to encourage practitioners and businesses to actively promote their location for this event
- Practitioner bio's should be in the stores, two weeks ahead of the event as well as the map
- All printed material should be finalized in Nov.

**Note:** Julia Dashkevich joined the meeting at 8:30 a.m.

## **8. Social Media Budget**

- The budget was circulated to the committee
- Instagram and Facebook advertising will be enhanced in 2019

## **9. Update on Shop Til You Drop**

- Currently there have been 9 guests at the Perth Parkside Inn and Spa that have taken advantage of this promotion
- The costs for this promotion, which included the Parkside and 25 downtown businesses are shared by the Perth BIA and the Parkside Inn & Spa

## **10. Easter**

- The scavenger hunt will not take place this year
- The committee has decided to hand out eggs with promotions hidden inside.

- The size of this promotion will depend on how many businesses donate gift certificates or prizes

### **11. Picture Yourself in Perth**

- This promotional project was very successful at Christmas
- We will design a summer picture frame as well as encourage the Stewart Park Festival to create a frame for their Margaritaville Weekend

### **12. International Women's Day-March 8<sup>th</sup>**

- We want to celebrate the 50+ businesses in downtown Perth that are owned by women
- We will send out a question and ask them to answer the question as well as send us a photo of themselves that we can promote on our social media channels to celebrate their success and accomplishment, during the first two weeks of March

### **13. 2019 Map Discussion**

- The decision was made to redesign the map for 2019 and increase advertising costs

#### **MOTION BIAPR 2019-001**

**MOVED BY** Angie Gilchrist **BE IT RESOLVED THAT THE PROMOTIONS COMMITTEE HAS CHANGED THE DESIGN FOR THE 2019 MAP AND INCREASED COSTS; THE COST OF A SMALL ADVERTISEMENT, \$225.00, A LARGE ADVERTISEMENT, \$350 AND THE COST OF AN EXTRA-LARGE ADVERTISEMENT WILL BE \$500.00, PENDING APPROVAL BY THE BIA BOARD.**

**CARRIED UNANIMOUS**

Meeting was adjourned at 9:50 a.m.

Next meeting will be held March 14<sup>th</sup>, at 8:00 a.m. in the Kent Room of the Town Hall.

---

**Chair, Kerri Whan**

---

**Recording Secretary, Kari Clarke**