

## Minutes

### Perth BIA – Promotion Committee

Meeting was held Thursday, March 7<sup>th</sup>, 2019 at 8:00 a.m.

Location: Kent Room

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**Present:** Angie Gilchrist, Kerri Whan, Elizabeth Carter, Jennifer MacCraken, Heather McKeen, Julia Dashkevich and Judy Brown

**Absent:** Sherry Crummy and Joan Stephenson-Bowes

**Guest:** Tracy Fawcett joined the meeting at 8:03

**Recording Secretary:** Kari Clarke

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#### **1. Third Meeting in 2019**

Called to order at 8:02 a.m.

**Approval of Minutes:** February 14<sup>th</sup>, 2019. Moved by Dr. Elizabeth Carter

#### **2. Kick Off to Christmas**

The Perth BIA will host events each Thursday evening from November 14<sup>th</sup> – December 19<sup>th</sup>

#### **MOTION BIAPR 2019 – 002**

**MOVED BY** Angie Gilchrist

**BE IT RESOLVED THAT THE PROMOTION COMMITTEE RECOMMENDS WILL HOST EVENTS ON THURSDAY EVENINGS FROM NOVEMBER 14<sup>TH</sup> TO DECEMBER 19<sup>TH</sup>;**

- 1. NOVEMBER 14<sup>TH</sup> – TASTING NIGHT**
- 2. NOVEMBER 21<sup>ST</sup> – PAMPER YOURSELF**
- 3. NOVEMBER 28<sup>ST</sup> - MUSIC DOWNTOWN**
- 4. DECEMBER 5<sup>TH</sup> – CHRISTMAS TREATS**
- 5. DECEMBER 12<sup>TH</sup> – HOT CHOCOLATE AND COOKIES NIGHT**
- 6. DECEMBER 19<sup>TH</sup> - WRAP UP THE DEALS – NO TAX NIGHT**

**CARRIED UNANIMOUS**

### **3. Festival of Good Cheer**

- Should the BIA add items to the swag bags, and should the size of the bag be reduced
- Should new banners should be designed for our events and Foster St.

#### **MOTION BIAPR 2019-003**

MOVED BY Judy Brown

**BE IT RESOLVED THAT THE PROMOTION COMMITTEE INVITES BLACKFLY DONUTS, MAGGIE'S TEA AND TOAST CAFÉ, SUNFLOWER BAKE SHOP AND FIELDHOUSE, TO PROMOTE THEIR BUSINESSES NOVEMBER 30<sup>TH</sup>, 2019 AT THE CRYSTAL PALACE FROM 9 – 10AM.**

**CARRIED UNANIMOUS**

### **4. Festival of Lights**

- Discussed designating a central spot for photos, directing pedestrians in the Crystal Palace

### **5. Parenting Show Opportunity**

- Should Perth Tourism take do this promotion instead of the BIA
- Judy will speak with Shannon Baillion

### **6. Business videos**

- Staff was asked to do a report to outline the cost
- YouTube ads can be area specific and ads can be added

### **7. Additional Item**

#### **Easter Event**

- No scavenger hunt this year, good response from businesses to donate gift certificates to be put in eggs

Meeting was adjourned at 9:45 AM

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

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**Chair, Kerri Whan**

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**Recording Secretary, Kari Clarke**