

Minutes

Perth BIA – Promotion Committee

Meeting was held Thursday, March 14th, 2019 at 8:00 a.m.

Location: Kent Room

Present: Angie Gilchrist, Kerri Whan, Elizabeth Carter, Heather McKeen, Julia Dashkevich, Sherry Crummy and Judy Brown

Absent: Joan Stephenson-Bowes and Jennifer MacCraken

Guest: None

Recording Secretary: Kari Clarke

1. Fourth Meeting in 2019

Called to order at 8:05 a.m.

Approval of Minutes: March 7th, 2019. Moved by Angie Gilchrist

2. SPF Market Location

- Costs will stay the same, \$50 for BIA members and \$200 for non-members
- It will be located in Code's Park and number of spots available will be determined

3. Review of International Women's Day

- Great feedback and engagement on Facebook and on our website
- Next year we will include Perth Tourism

4. Review of Thursday Night's Before Christmas

- New tag line for the Thursday events, "Merry and Bright on Thursday Nights"
- We will create an event page for the six Thursday nights from Nov. 14 – Dec. 19th

MOTION BIAP 2019-004

MOVED BY DR. ELIZABETH CARTER

BE IT RESOLVED THAT THE PERSONNEL COMMITTEE AGREED THAT THE THEME FOR THE THURSDAY NIGHT SHOPPING EVENTS, FROM NOV. 14TH – DEC. 19TH WILL BE “MERRY AND BRIGHT ON THURSDAY NIGHTS”

CARRIED *UNANIMOUS*

5. Easter – Response from Members

- 50 plus eggs will be handout out Easter Saturday, but BIA Directors
- Staff will notify Perth Tourism

6. Map – lottery, printing

- This discussion was deferred until the end of the meeting

7. Advertising Opportunities

- **Travel Our Backyard**

- **Staff will contact the magazine to get samples to show our businesses**

- **MOTION BIAP 2019 - 005**

MOVED BY HEATHER MCKEEN

BE IT RESOLVED THAT THE PROMOTION COMMITTEE WILL VISIT BUSINESSES TO SELL THIS OPPORTUNITY AND STAFF WILL DISCUSS WITH PERTH TOURISM THE OPTION TO SHARE THE COST ON A FULL PAGE ADVERTISEMENT.

CARRIED *UNANIMOUS*

- **Ontariovisited.ca**

- **Sherry Crummy will contact advertisers to determine effectiveness of this website**

- **MOTION BIAP 2019 - 006**

MOVED BY JULIA DASHKEVICH

BE IT RESOLVED THAT THE PROMOTION COMMITTEE WILL DEFER A DECISION UNTIL THE APRIL 4TH MEETING AND SHERRY CRUMMY WILL CONTACT CURRENT ADVERTISERS TO DETERMINE IF THEY HAVE HAD POSITIVE RESULTS

CARRIED UNANIMOUS

- **Rack cards for Parent Show and Ottawa Travel Show**
 - **Promotion Committee will share costs with the Stewart Park Festival Committee**

 - **MOTION BIAP 2019 – 007**
MOVED BY SHERRY CRUMMY
BE IT RESOLVED THAT THE PROMOTIONS COMMITTEE WITH SHARE THE COST OF THE RACK CARDS FOR THE OTTAWA TRAVEL SHOW AND THE PARENT SHOW, TO PROMOTE A WEEKEND IN PERTH, WITH AN UPSET LIMIT IF \$500.00
CARRIED UNANIMOUS

8. Additional Items

- Staff will speak to Perth Tourism about blogging opportunities for Perth
- Kerri will contact “On Route” to see if there is a cost to take our maps
- Staff will load BIA brochure information on a separate page on the website
- **Map Lottery. Printing**

****Julia Dashkevich left the meeting due to pecuniary interest.

- ***Advertising on the Shopping and Dining Guide***
- Six businesses applied for the 6, \$500 advertisements so no lottery was required
- 10 businesses applied for the 8, \$400 advertisements and a lottery was held. The following businesses were chosen, Streve Design, Studio 87, Lavender and Lace, Fall River, Peters Restaurant, Décor a la Mode, Airbnb’s and Perth Chocolate. The ninth business that was drawn was Voila and Decorating by Design was the 10th name drawn.
- ***Printing of the Shopping and Dining Guide for 2019***
- A discussion was held to determine who would print the 2019 Shopping and Dining Guide

- **MOTION BIAP 2019 – 008**
MOVED BY ANGIE GILCHRIST
BE IT RESOLVED THAT THE PERSONNEL COMMITTEE AGREES TO AWARD THE CONTRACT FOR THE PRINTING OF THE 2019 SHOPPING AND DINING GUIDE TO IMAGES INTER ALIA.

CARRIED UNANIMOUS

9. Meeting was adjourned at 9:50 AM

Next meeting will be held April 4th, at 8:00 a.m. in the Kent Room of the Town Hall.

Chair, Kerri Whan

Recording Secretary, Kari Clarke