

Notes from Retail Meeting

Monday January 11, 2021 1:30 – 2:15

Attendees:

Judy Brown, Kari Clark, John McKenty, Connor Renouf, Kathryn Jamieson, Shannon Baillon, Shopify Team, plus approximately 20 retail business owners

Discussion:

1. See the attached presentation that was provided by the Shopify team that is working in Perth for the next few months. All Perth businesses are encouraged to reach out to them to get assistance with their digital presence.
 - Email the Shopify team at perth@shopify.com
 - Visit them at perth-team.myshopify.com
2. The following summary details the initiatives that were recommended by the Economic Recovery Task Force and approved by Perth Town Council:
 - 2020 Budget
 - i. Patio, Valley Eats, Parking Spot Reservation \$8K
 - ii. Weekends in Perth \$10K
 - 2021 Budget Approved for:
 - i. Rebranding Town of Perth \$40K
 1. A Request for proposals has been issued for the rebranding and those proposals are due at the end of January. The formal process will begin closer to spring to identify a new brand for the Town of Perth. Extensive community consultation will be a part of the process.
 - ii. Shop Local Campaign \$5K
 1. A new shop and dine local logo has been developed and will become a staple of ongoing advertising efforts throughout 2021.
 - iii. Weekends in Perth \$10K
 1. The Town will continue to offer roaming and stationary entertainment every weekend throughout the town for the duration of 2021. Entertainment is currently on pause due to the provincial lockdown/stay at home order.
 - iv. Additional marketing campaigns \$5K
 - v. Website improvements \$2K
 - Additional 2021 Items
 - i. Council Advocacy
 - ii. Shopify Project to assist with selling digitally and technology
 - iii. Improve communications with businesses
 - iv. Improve Economic Development webpage
 - v. Expansion of CIP area
 1. A second CIP Zone will be created in 2021 that will encompass highway 7 and the entirety of Wilson Street. This new zone will allow businesses in that zone to access the current loan program and a new green grant program.
 - vi. Collaboration directly with business – eg. These meetings

3. Kathryn Jamieson from Perth Tourism provided an update from 2020 and plans for 2021. See the attached presentation for details.
 - Note that Kathryn is always looking for ideas for Weekends in Perth and different displays in Crystal Palace. Contact her at tourism@perth.ca
4. Kathryn and Kari discussed the plan to run several campaigns with the first one being #takeouttuesday . They are currently working on the details and will send them out soon.
5. Unfortunately there were not many events to discuss however the new Outdoor Skating Rink in Stewart Park has been very successful.
6. Next meeting will be set once COVID restrictions have been reduced
7. Meeting called to an end at 11:15