



PROMOTIONS COMMITTEE

MINUTES

Held: Thursday, January 18th, 2024, 8:30am

Location: Michael's Table

Present: Kerri Whan, Jane Farrel, Dawn Bell, Julia Foley, Councilor Isabel Anne McRae, Kathryn Jamieson, Sheldon Giff, and Kelsey Dold

1. Call to Order

The meeting was called to order by the Chair at 8:27am

2. Disclosure of Pecuniary Interest and General Nature Thereof

There being none, the Chair moved onto the next order of business

3. Disclosure of Additional Items

a. Marketing Plan

b. CEBA Loans

4. New Business

a. Maps

- Approximately 1,800 copies left
- Discussed a physical map or online-only format for 2024
- Kelsey Dold to get business directory website traffic statistics
- Kelsey Dold to create a survey for the BIA members to express their interest in keeping the physical map or shifting to an online-only format
 - Post in business forum
- Waiting for a quote from Images and Impression Printing
- If we continue with the physical map, they can be placed in campgrounds, AirBnb's, grocery stores, etc.
- Map design costs \$1,200

b. Perth Tourism

i. Frost & Fire

- An overview of all festival activities is available on the Perth Tourism website

- BIA member promotions are being uploaded to the Perth Tourism website, as well as the BIA website and BIA socials
- The BIA will be conducting a scavenger hunt
 - Two cards to be posted in each establishment, one for adults and one for children
 - Form to mark which establishments have been visited
 - A draw for BIA gift certificates will take place following the event
 - Kelsey Dold to create and print tracking forms
 - Kelsey Dold to create and print cards for the establishments
 - Kelsey Dold to deliver cards to establishments
- Kelsey Dold to make a post in the forum to decorate window displays in blue and orange leading up to and during the event

ii. Event Cards

- Split the cost of two event cards throughout the year
- Winter-Summer, reprint for Fall-Winter (right before the Night Market)
- Kelsey Dold to send confirmed dates to Kathryn Jamieson
- Add both QR codes to the cards

c. Show Your Love for Perth

- No giveaway this year
- Marketing campaign
 - Strong reels and content
 - Consistent content/marketing
- Signs to go in the window of each establishment listing:
 - Take a selfie
 - Use the hashtag #showyourloveforperth
 - Tag our IG/FB
 - BIA reposts
- Kelsey Dold to create and print graphics
- Kelsey Dold to post in the forum asking members to take a selfie and post it with the hashtag

d. Internationals Women's Day

- March 8th
- #inspireinclusion
- Kelsey Dold to arrange photos at the Perth sign of female business owners showing their support while making a heart with their hands
 - Tuesday, February 27th 10am-10:30am
 - Thursday, February 29th 2pm-2:30pm
- Encourage wearing purple
- Encourage purple window displays

e. Lawnchairs & Lemonade

- Saturday, June 8th
- Committee is brainstorming a new name for the event
- Incorporate rainbow colors

- Some ideas:
 - Large bike through downtown
 - Activities in the Basin with Perth Outfitters
 - An activity in collaboration with YAK
 - Hot dog eating competition
 - Antique car show and/or high end car show
 - Entertainment throughout downtown
 - Large yard games
 - Lemonade stand
 - Sidewalk chalk art in collaboration with the Smiths Falls and District Arts and Culture Council
- Kelsey Dold to get information from the Stewart Park Festival Artistic Directors regarding performers

f. Ottawa Travel Show

- April 6th-7th at the Shaw Centre 10am-5pm
- \$2,000 for a 10x10 booth
- The booth needs decorations – background/banner
- On average, around 17,000 people pass through the show
- Kelsey Dold to inquire if the Lanark County Tourism Association will be attending and if they would split the cost of the booth
- Registration deadline is February

5. Discussion of Additional Items

a. Marketing Plan

- Kelsey Dold to create a marketing plan for the Show your Love for Perth initiative

b. CEBA Loans

- John McKenty to post a mention of the CEBA loans coming due in the Facebook Forum/showing the BIAs support

6. Next Meeting: Thursday, February 8th, 2024, at 8:30am

7. Adjournment: by the Chair at 9:52am