



PERSONNEL MEETING

MINUTES

Held: Tuesday, January 23rd, 2024, at 8:30am

Location: The Sunshine Room

Present: John McKenty, Krista Stead-Mackler, Dawn Bell, and Kelsey Dold

1. Call to Order

The meeting was called to order by the Chair at 8:31am

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. Treasury

b. Stewart Park Festival

4. Unfinished Business

a. Coordinator Contract

- The 2024 Coordinator contract has been signed and distributed to the committee and HR

b. Website Consultant RFP

- Three proposals were received
- John McKenty and Kelsey Dold to set up a meeting with chosen candidate

c. Winter Social

- 27 RSVPs
- Kelsey Dold to post a reminder in the Facebook Forum day of
- John McKenty to speak about Frost & Fire
 - Encouraging businesses to decorate their window displays with blue and orange
 - Encouraging businesses to let the BIA and Tourism know of any promotions to be advertised on the Tourism website, BIA website, and BIA socials
- The Perth Chamber of Commerce to introduce the new Executive Director

5. New Business

a. February Newsletter

- Show your Love for Perth
 - Encourage members and staff to get on board and post a selfie with the hashtag in which will be reposted by the BIA
- Frost & Fire
 - BIA Scavenger Hunt
 - Callout in the Facebook Forum to see which businesses would like to participate
- Callout for Family Day weekend business hours (Monday)
- Map survey
- New Chamber of Commerce Executive Director
- BIA office hours
- Committees/welcoming volunteers
- International Women's Day
- Museum and Crystal Palace renovations
- March break

b. February Marketing Plan

- Krista Stead-Mackler to be the contact for social media
- John McKenty and Kelsey Dold met to discuss marketing plans
 - Banking content
 - Incorporating more stories
 - Sharing businesses content on stories
- The Personnel Committee is to create a monthly marketing plan at each meeting
- The Promotions Committee must let Kelsey Dold know before the Personnel Committee of any content needing to be added to the plan
- Kelsey Dold to post in the Facebook forum asking restaurant owners for photos for Valentine's Day content
- Krista Stead-Mackler and Dawn Bell to create social media guidelines to be added to the BIA Social Media Policy

6. Discussion of Additional Items

a. Treasury

- Dawn Bell to prepare what was budgeted for and what was spent in 2023 to present at the January Board meeting
- Kelsey Dold to track all documents that go to Treasury in a personal file

b. Stewart Park Festival

- 2024 budget to be brought forth at the January Board meeting
- Kelsey Dold to let the committee know that all expenses must be relied and tracked on the BIA Coordinators side of things so that we all stay updated and don't go over the budget lines
- Kelsey Dold to receive an update at each meeting from each coordinator regarding any expenses made

- Kelsey Dold to inquire about the vendor applications
 - When they are open
 - When they close
 - When the jury process will take place as a Board member will be attending

7. Next Meeting: Tuesday, February 27th, 2024, at 8:30am

8. Adjournment: by the Chair at 9:55am