



## **PROMOTIONS COMMITTEE**

### **MINUTES**

Held: Thursday, April 10th, 2024, at 8:30am

Location: **The Kent Room**

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**Present:** Kerri Whan, Councilor Isabel Anne McRae, Sheldon Giff, and Kelsey Dold

**Absent:** Jane Farrell, Julia Foley, and Dawn Bell

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#### **1. Call to Order**

The meeting was called to order by the Chair at 8:33am

#### **2. Disclosure of Pecuniary Interest and General Nature Thereof**

Sheldon Giff to exit meeting if a conflict of interest with the delegate arises

#### **3. Approval of Last Meeting Minutes**

Moved by Sheldon Giff

#### **4. Disclosure of Additional Items**

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

#### **5. Unfinished Business**

##### **a. Maps**

- Presented mockup after previous revisions
- Change “Map & Guide” to “Map” in the same font as the inside
- Have received 5 out of 8 ads, deadline is April 10<sup>th</sup> to submit
- Deadline for payment is April 12<sup>th</sup>
- Maps to go to print by April 15<sup>th</sup>
- Maps to be distributed before the Festival of the Maples

## **b. Festival of the Maples**

- Sidewalk merchandise permit in review with the Town of Perth
- Kelsey Dold to prepare a post event BIA members survey
- Post event member survey to include:
  - Are you a Chamber member?
  - Did you purchase the space in front of your business, and if so, how does it affect your business during the day? Does it help to promote your business?
  - How do you feel about the placement of businesses in your peripheral view from your storefront?
  - Are you happy with the event location?
  - How were your sales? Average, less than, more than usual?
  - Did you help to promote the event?
  - Are you happy with the advertising for the event?
  - Any additional comments
- Survey to go out on April 30<sup>th</sup> and be due May 3<sup>rd</sup>
- Kelsey Dold to add to the May newsletter and post a reminder in the forum of the due date
- Once the survey responses are received, bring to Board level to then request a meeting with the Perth and District Chamber of Commerce
  - Board members to be at this meeting will be decided at the next Promotions Committee meeting

## **c. Kick-Off to Summer (KOTS)**

- Sheldon Giff approached about someone to do hair tinsel
  - Would pay \$100 to attend the event and charge customers
  - Sheldon Giff to coordinate with Kelsey Dold
  - Kelsey Dold to approach the downtown hair salons to see if they offer this service before confirming
- Maps to be printed and placed around town as an event guide
  - Kelsey Dold to coordinate with Website and Graphics Consultant
- Vertical Curbex sign to be placed at the Crystal Palace on June 6<sup>th</sup> to act as a map and directory
  - To be moved to the SPF grounds on July 18<sup>th</sup>
  - Dawn Bell to coordinate with Curbex
- Sheldon Giff to approach axe throwing regarding availability
- Road closures:

- North Folk Cafe to Computer Plus
- Herriott to Wilson
- Kerri Whan to discuss adding dollar amounts to the sponsorship letter with the KOTS Sub-Committee
  - Kelsey Dold to send Sheldon Giff the sponsorship letter
- Kelsey Dold to post sponsorship opportunities in the forum for BIA members
  - Add to May newsletter
- If bringing petting zoo to Stewart Park, Kelsey Dold to discuss any limitations with the Town of Perth
- Committee to determine the role of Councilor Isabel Anne McRae on-site during the event
  - Will be at the SPF fundraiser in the afternoon into the evening
- There being no budget for this event, all funds allocated for Glitz and Glam, an event discussed to take place in the fall, will be transferred over, cancelling the fall Glitz and Glam

Moved by Sheldon Giff

**6. Delegation – Julie Berthiaume, Connecting Perth Magazine (9:30am)**

- A new publication in Perth
- Focuses on branding and company recognition
  - To help small businesses brand themselves like larger businesses do
- Features a local family on the front page of each monthly edition
  - Family feature sponsorships available
- Community events are listed in each edition
- 2,333 distributions delivered right to residents
- Digital component as well
- Kelsey Dold to add opportunity to the May newsletter and forum

**7. Next Meeting:** Thursday, May 2<sup>nd</sup>, 2024, at 8:30am

**8. Adjournment:** by the Chair at 9:58am