



PROMOTIONS COMMITTEE

MINUTES

Held: Thursday, May 2nd, 2024, at 8:30am

Location: Michael's Table Restaurant

Present: Kerri Whan, Julia Foley, Dawn Bell, Sheldon Giff, Jane Farrell, Councilor Isabel Anne McRae, 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. Approval of Last Meeting Minutes

Moved by Sheldon Giff, seconded by Julia Foley

4. Disclosure of Additional Items

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

5. Unfinished Business

a. Maps

- All 2023 maps to be distributed before releasing the 2024 maps
- Business listings on the website are being uploaded
- Kelsey Dold retrieved the 2024 maps

b. Festival of the Maples

- Will discuss responses from the BIA Members Only Survey sent out post Festival

- Kelsey Dold to forward survey responses to Promotions Committee
- Kelsey Dold to invite the Perth & District Chamber of Commerce to a monthly catch-up meeting to discuss the feedback received from BIA members

c. CEM Grant Report – Gather

- Committee approved a \$150 reimbursement to Gather

BIAB-2024.05.34 BE IT RESOLVED THAT THE DOWNTOWN HERITAGE PERTH BIA APPROVES THE CEM GRANT DISBURSEMENT OF \$150 TO GATHER

Moved by Jane Farrell, seconded by Dawn Bell

d. Radio Advertising

- Used Y101 and Move 100 during Christmas time
- Kelsey Dold to get a full price list
- Kelsey Dold to inquire with the Stewart Park Festival to see if they are running radio ads for Kick-Off to Summer
- Committee decided against running radio ads for Kick-Off to Summer

e. Event Rack Cards

- Kelsey Dold to inquire with Perth Tourism if interested in printing more spring/summer event rack cards, Perth Tourism to pay a third of the cost
 - BIA members asking for restock, not much left to distribute and needs to carry till the fall
- Did not budget for this extra expense
- Committee decided to go ahead with another 5,000 copies for the summer
- Jane Farrell, Dawn Bell, and Councilor Isabel Anne McRae to coordinate and create a list of locations in which event rack cards and maps can be distributed to

f. Kick-Off to Summer

- Kelsey Dold to coordinate donation boxes from the Stewart Park Festival
- The photo booth at the Perth Sign will print photos with the BIA logo on them
 - Photo booth in need of electrical – Kelsey Dold to place extension cord work order
- Kelsey Dold to give a full update to the Stewart Park Festival Committee regarding the day activities
- Performance by Matt Dickson,
- Performance by the Nepean Panharmonic Steel Drum Band,
- Wandering Stilt Walkers,

- Caricature Artists,
- Ray's Reptiles,
- High-end Car Show,
- Dr. Kaboom with animal balloons and children's entertainment,
- Reiki with Denise (Reiki Associates) in the park,
- Yoga with Monica (The Yoga Connection) in the park,
- Sound Baths with Lidia (Wellness and Holistic Retreat and Spa) in the park,
- Axe Throwing,
- Hair Tinsel,
- Hula Hoop and Sidewalk Chalk Art Area,
- Demos by the Rideau Canal Cloggers,
- LAWS Onsite,
- Licensed Corn Hole Tournament,
- Yard Games,
- Photo Booth provided by A-List Luxury Event Rentals,
- Michale Fyke Real Estate in collaboration with the Perth & Smiths Falls District Hospital onsite with lemonade and popcorn,
- The Perth & District Chamber of Commerce onsite,
 - More to be announced!
- A map and schedule of daytime activities to be prepared once times and locations are determined
- The Stewart Park Festival Fundraiser
 - Motown Dance Party featuring Heatwave
 - \$30/ticket
 - Doors open at 7:30pm
 - Top Shelf and Perth Brewery onsite
 - Canteen onsite

6. New Business

a. CEM Grant Applications – LIDA and Aprikose

- Committee reviewed the applications
- Applications do not specify if the partnering BIA businesses will be onsite during the event
 - Dawn Bell to approach Aprikose for clarification
 - Sheldon Giff to approach LIDA for clarification
 - Once clarified, committee to call an Emergency Meeting to vote on application status as event dates are before the next Promotions meeting

- Moving forward, Kelsey Dold to forward CEM Grant Applications to the committee with meeting agendas
- Kelsey Dold to remind Website Consultant to update the CEM Grant website page
- Kelsey Dold to edit the CEM Grant Application to read “and” instead of “or” under Eligibility (point b.)

b. Father Daughter Dance

- Kelsey Dold received an inquiry regarding a Father Daughter Dance for Father’s Day
 - Potential as a 2025 Kick-Off to Summer fundraiser
 - Would need to fit into the BIA mandate
 - Differed till the fall to discuss for 2025

7. Next Meeting: Thursday, May 30th, 2024, at 8:30am

8. Adjournment: by the Chair at 9:34am