



## PROMOTIONS COMMITTEE

### MINUTES

Held: Wednesday, June 19<sup>th</sup>, 2024, at 8:30am

Location: Michael's Table

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**Present:** Kerri Whan, Jane Farrell, Sheldon Giff, Dawn Bell, and Kelsey Dold

**Absent:** Councilor Isabel Anne McRae

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#### 1. Call to Order

The meeting was called to order by the Chair at 8:26am

#### 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 Jane Farrell

#### 4. Disclosure of Additional Items

- a. Radio Ads
- b. Festival of the Maples Survey Response Meeting
- c. Wilson Street Parking Lot Posters
- d. Kick-Off to Summer Survey

#### 5. Unfinished Business

##### a. Curbex

- Delivery was delayed
  - \$40.00 credit on the BIA account for future use
- Is stationed at the Crystal Palace until September 6<sup>th</sup>, 2024
- Positive response from the public

### **b. Event Cards**

- Picked up the boxes
  - One delivered to the Perth Museum
- Committee to distribute, along with 2024 maps, to businesses by next Friday (June 28<sup>th</sup>)
  - Jane Farrell: Best Western
  - Kerri Whan: Wilson Street
  - Sheldon Giff: Foster Street, Gore/North (Computer Plus area), Wilson/North (Perkins area)
  - Dawn Bell: Michael's Table to Dragon Moon
  - Julia Foley: Butcher's Edge to Starlet
- All committee members to distribute maps and event cards to assigned accommodation locations before Canada Day

### **c. Ottawa Women's Show**

- October 19<sup>th</sup> and 20<sup>th</sup>, 2024
- Perth Tourism and Lanark County Tourism denied invitation to collaborate
  - Not within the 2024 budget
  - Recommend approaching regarding the Women's and Travel Show before budget time for 2025
- BIA Coordinator to send an email to committee regarding availability to be onsite

## **6. New Business**

### **a. Father's Day Reel Statistics**

- Has been posted now for 3 days
  - 2023 Facebook reach: 1.2k
  - 2023 Instagram reach: 631
  - 2024 Facebook reach: 1.4k
  - 2024 Instagram reach: 707

### **b. Once Upon a Christmas**

- Subcommittee met to discuss first steps, meeting again on Monday (June 24<sup>th</sup>)
- Sheldon Giff prepared a Google folder to be shared with subcommittee

## **7. Discussion of Additional Items**

- a. Radio Ads

- Differ till August
- Once new contact received, BIA Coordinator to forward to committee

**b. Festival of the Maples Survey Response Meeting**

- BIA Coordinator to inquire with Councilor Isabel Anne McRae whether this topic has been raised at Perth and District Chamber of Commerce Board level

**c. Wilson Street Parking Lot Posters**

- Current posters need to be changed
- BIA Coordinator will recommend that Perth Tourism print a Night Market poster for the display case
- BIA Coordinator to order an enlarged spring/summer event cards poster for display case
- BIA Coordinator to replace a poster with the BIA map

**d. Kick-Off to Summer Survey**

- BIA Coordinator to create a member only survey regarding the event
  - How were your sales compared to a regular Saturday?
  - Did you find your customers attended specifically for the event?
  - Do you think the event was successful?
  - Did you promote the event or implement any initiatives for it?
  - Do you have any constructive ideas to improve and evolve the event?

**8. Next Meeting:** Thursday, August 22<sup>nd</sup>, 2024, at 8:30am

**9. Adjournment:** by the Chair at 8:59am