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20260206- Promotions Committee Meeting Agenda

 Creator
BIA Coordinator

 Created
Jan 30, 2026, 08:18

 Last updated
Jan 30, 2026, 08:30

Date and Location

February 6, 2025, 8:30am, Sunshine Room

Agenda

1. **Call to Order**
2. **Disclosure of Pecuniary Interest and General Nature Thereof**
3. **Approval of Last Meeting Minutes**
 - i. December 3, 2025
4. **Disclosure of Additional Items**
5. **New Business**
 - i. Event Advertising Workflow update
 - ii. 2026 Marketing Plan
 - a. Promotions budget
 1. Breakdown
 2. Prioritization
 - b. Perthalicious
 1. Set dates

2. Discussion about advertising
 - c. Spring Event
 1. Revisit goals of event
 2. Discussion of conflicting events/potential collaboration
 3. Budget/Priorities
 - iii. Pop-up banners
 - a. Revisit purpose
 - b. Brainstorm ideas for showcasing downtown events
 - iv. BIA Map Update
6. **Discussion of Additional Items**
7. **Next Meeting:** TBD
8. **Adjournment**