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20260206– Promotions Committee Meeting Minutes

 Creator
BIA Coordinator

 Created
Feb 06, 2026, 07:46

 Last updated
Feb 06, 2026, 07:46

Date and Location

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

Attendance

Nancy Wing, Kerri Whan, Jane Farrell, Dawn Bell, Isabel Anne McRae, Julia Foley

Agenda

1. **Call to Order**
 - i. The meeting was called to order at 8:24am.
2. **Disclosure of Pecuniary Interest and General Nature Thereof**
 - i. None declared
3. **Approval of Last Meeting Minutes**
 - i. December 3, 2025
 1. Moved by Julia Foley
 2. Seconded by Jane Farrell
 3. Carried

4. Disclosure of Additional Items

- i. International Women's Day

5. New Business

- i. Event Advertising Workflow update
 - a. Presentation of revised workflow
- ii. 2026 Marketing Plan
 - a. Promotions budget
 - 1. Breakdown
 - i. Discussion about budget and pressure points around Perthalicious and the Women's Show.
 - ii. Discussion about options for menu printing for Perthalicious and small fee for printing.
 - iii. Discussion about sponsorship and need to start immediately.
 - a. Decision that Kerri would secure Coldwell Banker, Stephanie Mols, and Century 21 for OUAC.
 - b. Perthalicious
 - 1. Set dates
 - i. Discussion about wanting to do this ahead of Maple Fest and not in May with Mother's Day.
 - ii. Decision April 8-22 inclusive.
 - iii. Decision to limit menu printing to 25 maximum
 - a. Drop dead date for menu confirmation February 20th for promotional purposes.
 - iv. Filled out Event Promotions template for Content Creator.
 - v. Branded elements to be reworked and sent to Content Creator for a promotion start date of February 23 with ads to commence March 19
 - c. Spring Event
 - 1. Discussion about competing events, man power resources, etc.
 - 2. Discussion about future arts events and connecting the art council/side walk artists with SPF.
 - 3. Decision to forego Spring Event
 - iii. Pop-up banners
 - a. Revisit purpose
 - 1. Discussion about decision to have banners evergreen and needing to align with marketing and branding standards.

- i. Discussion about draft design of year round banner and desire to show people shopping to keep with the mandate of the BIA.
 - a. Desire from committee members to have more vibrant pictures showing the seasons and to look less graphic (particularly cut out of people walking).
 - b. Desire from committee members to have pictures to show the beauty of downtown even without people shopping.
 - ii. Discussion about draft designs of events banner and the continuity between the original draft and the year round banner.
 - a. Discussion about desire to have all event posters on one banner so participants can take a quick picture.
 - b. Considerations around marketing and branding standards for original decision to remain evergreen abandoned by committee. Comments that even if the banner is only good for 2 years that is fine.
 - i. Events banner just event posters with one QR code to events page.
 - ii. Nancy to rework and bring to next meeting.
 - iv. BIA Map Update
 - a. Everything set to go to designer for redesign next week.
 - b. Decision to get more quotes for printing.

6. **Discussion of Additional Items**

- i. International Women's Day - March 8th
 - a. Theme "Give to Gain" - generosity and collaboration, increase opportunities for women through mentorship/support, goals diversity
 - b. Check with Content Creator about plan
 - 1. Percentage of women owned/run businesses?
- ii. Hotel/Motel Binders - deferred to March

7. **Next Meeting:** March 12, 8:30am, Sunshine Room

8. **Adjournment:**

- i. Meeting was adjourned at 9:36am

