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20260313 – Promotions Committee Meeting Minutes

 Creator
BIA Coordinator

 Created
Mar 13, 2026, 07:59

 Last updated
Mar 13, 2026, 08:00

Date and Location

March 13, 2026, 8:30am, Sunshine Room

In attendance

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

Regrets: Julia Foley

Minutes

1. **Call to Order**
 - a. Meeting was called to order at 8:24am
2. **Disclosure of Pecuniary Interest and General Nature Thereof**
 - a. None Disclosed
3. **Approval of Last Meeting Minutes**
 - i. February 6, 2026
 1. Moved by Jane Farrell

2. Seconded by Isabel Anne McRae

3. Carried

4. **Disclosure of Additional Items**

a. Restaurant Binders

b. Communities in Bloom

5. **New Business**

i. Perth-a-licious

1. Update:

a. 15 restaurants participating.

b. All menus completed and posted on the website.

c. Event begins April 8.

d. Emma will promote each restaurant and menu on social media.

e. Flyers distributed both online and on community boards

2. Customer Survey

a. Last year's printed survey had poor response.

b. New approach:

i. QR code added directly to menus.

ii. Survey also promoted on social media.

iii. Dynamic QR codes will be used moving forward to track scans and engagement.

3. Social Media Feedback

a. Concern raised that photos being used in promotions may not match the menu items being promoted.

b. Decision: Emma will post menus rather than unrelated food photos.

4. General Feedback

a. Event received strong positive feedback last year and is building recognition.

ii. Festival of the Maples

1. Celebrating 50th anniversary this year.

2. New lumberjack show planned at TD parking lot.

3. Vendor waitlist already established.

4. Dance at Crystal Palace sponsored by Hospice Hub.

5. Window decorating request:

a. Organizers asked businesses to decorate windows with "50", gold, or red.

- b. Concern raised that maple decorations may not fit with spring displays.
 - c. Suggestion:
 - i. Possibly create a standard poster/sign businesses can display.
 - d. **ACTION:**
 - i. Kerri to consult organizers.
 - ii. Nancy to put request in upcoming BIA newsletter.
- iii. Mothers Day and Fathers Day
- 1. Emma leading promotion efforts.
 - 2. Discussion of potentially repeating video/social campaigns used in previous years.
 - 3. Concerns Raised
 - a. Need equal opportunity for businesses to participate.
 - b. Past videos may have unintentionally highlighted the same businesses repeatedly.
 - 4. Decision
 - a. Issue an open call for businesses wanting to participate in promotional videos.
 - b. Messaging should remain inclusive and not gender-exclusive.
- iv. Events pop up banner
- 1. Purpose: Promote downtown events at shows and other promotional opportunities.
 - 2. Key Feedback
 - a. Avoid specific dates to allow banner to be reused annually.
 - b. Consider including months or seasonal references instead.
 - c. QR code should be larger and more prominent.
 - d. Banner must clearly indicate Perth / Downtown Perth to provide context.
 - 3. Events Discussed for Inclusion
 - 4. Initial discussion included:
 - a. Perth-a-licious
 - b. Stewart Park Festival
 - c. Once Upon a Christmas
 - d. Shop Stamp & Win
 - e. Perth Night Market
 - f. Frost and Fire

- g. Festival of the Maples
- 5. Final Direction
 - a. Prioritize events that draw the most visitors downtown.
 - b. Include Maplefest rather than Frost & Fire.
 - c. Maintain symmetry in design.
 - d. Use months/seasonal timing rather than exact dates.
- 6. **Next Steps**
 - a. Revise design with discussed changes.
 - b. Bring updated version to next meeting.
- v. Once Upon a Christmas
 - a. Update about sponsors.
 - b. Logistics
 - i. Horse-drawn carriage confirmed (one team currently booked).
 - ii. Second team possible but would double cost.
 - c. Entertainment
 - i. Bell choir interested in performing.
 - ii. Matt Dixon performer placement to be reconsidered (indoor preferred due to weather).
 - iii. Museum location worked better than Code's Mill for keeping visitors downtown.
 - d. Volunteer Coordination
 - i. Need stronger volunteer structure including:
 - 1. Station leads
 - 2. Setup and teardown support
 - 3. Floaters during event
 - ii. Plan to begin recruiting volunteers early.
 - iii. **ACTION:** Nancy to determine volunteer needs for next meeting.
 - e. Children's Activities
 - i. Consider partnering again with Montessori school to manage kids' activities.
 - ii. Proposal: invite them to a September meeting to present ideas and expectations.
 - f. Event Improvements

- i. Feedback that event may need refreshing to restore the original “magic.”
 - ii. Suggestions included:
 - 1. Additional attractions
 - 2. Reindeer if sponsorship can be secured
 - 3. Rethinking the adult chill zone
 - 4. Re-evaluating vendor mix
 - g. Vendors
 - i. Most vendors from last year wish to return.
 - ii. Proposed fee structure:
 - 1. Early bird: \$150
 - 2. Regular: \$175
 - iii. Food vendors should pay a higher vendor fee due to higher revenue potential.
 - h. Data & Event Tracking
 - i. Need better metrics for:
 - 1. Foot traffic
 - 2. Business impact
 - ii. Options discussed:
 - 1. Volunteer clickers at entry points
 - 2. Counting participants at key attractions (e.g., Santa visits)
- vi. 2027 Marketing Plan
 - a. Discussion initiated to begin long-term planning for 2027.
 - b. Timeline
 - i. June: finalize marketing direction.
 - ii. August: proposed promotions budget prepared.
 - iii. September: committee approval.
 - c. Review of 2025/2026 Data
 - i. Analysis included:
 - 1. Social media analytics
 - 2. Website traffic
 - 3. Event participation
 - 4. Marketing campaign results

- ii. Key Findings
 - 1. Social media engagement increased significantly.
 - 2. Influencers and referral partners drove strong traffic.
 - 3. Paid social media ads had low conversion.
 - 4. Offline promotions (radio, print) drove website visits.
 - 5. Participation initiatives (e.g., Shop Stamp & Win) were very successful.
- iii. Challenges
 - 1. Limited ability to track:
 - 2. Foot traffic
 - 3. Event impact on businesses
- iv. New dynamic QR codes will improve tracking.

d. **Next Steps**

- i. Committee members to review data report.
- ii. Begin identifying priorities for 2027 marketing strategy.

6. **Discussion of Additional Items**

- a. Restaurant Binders
 - i. Discussion about timeline for putting together the restaurant binders.
 - ii. **ACTION:** Nancy to put call out in April newsletter for submissions.
- b. Communities in Bloom
 - i. Council has decided not to participate in 2026
 - ii. Reasons include:
 - 1. Significant municipal commitments this year:
 - 2. Festival of the Maples 50th anniversary
 - 3. Stewart Park Festival 35th anniversary
 - 4. Pool anniversary celebration
 - 5. Municipal election year
 - iii. Participation would require
 - 1. Significant staff support
 - 2. Possible seasonal staff position funded by BIA
 - iv. Recommendation
 - 1. Plan for 2027 participation instead.

2. Bring proposal forward in November so it can be included in the municipal budget process.
3. Beautification Committee will continue planning and preparing for future participation.

c. International Women's Day

- i. Discussion about needing a call out for participation.

7. **Next Meeting:** April 15, 2026, 8:30am, Sunshine Room
8. **Adjournment:** Meeting was adjourned at 9:48am.