



## **LEAMINGTON BIA Board Meeting *AGENDA***

**Thursday, November 16<sup>th</sup>, 2017 8:45am**

Gabriele's Furniture Board Room, 55 Talbot St W, Leamington ON

- 1) CALL TO ORDER**
- 2) ADDITIONS OR AMENDMENTS TO THE AGENDA**
- 3) REVIEW & APPROVAL OF PREVIOUS MEETING MINUTES**
- 4) REPORT FROM COUNCIL REPRESENTATION**
- 5) TREASURER'S REPORT- 2018 BUDGET**
- 6) AGM**
  - a) Location & Date
  - b) Theme
- 7) BUSINESS PROFILER 2018 RE: Highlighting Professionals**
  - a) See attached proposal
- 8) WEBSITE REFRESH PROPOSAL**
  - a) See attached proposal
- 9) RADIO 2018 CAMPAIGN**
  - a) See attached proposal
- 10) COMMUNITY SURVEY**
- 11) UPTOWN REVITALIZATION PROJECT OUTREACH**
- 12) UPTOWN PROJECT UPDATES**
  - a) Uptown Business Numbering Project
  - b) Uptown Sound System Update
  - c) BIA BUCK Campaign
  - d) Christmas Open House
- 13) BIA MEMBERSHIP REQUESTS/COMMENTS/CONCERNS**
- 14) NEW BUSINESS**
- 15) ADJOURNMENT**

*\*Next Board Meeting Date JANUARY 18 2017*

## **CHYR Radio Campaign 2018 Proposal**

Station: Mix 96.7

Cost: 14,999.00 +HST

Commercials:

- 600x :30s (7 per week) - \$12,870.00 - 11 Per Week
- 60x :30s (BIA Bucks Blitz - 4 weeks instead of 2) - \$2,129.00 -
- 1 Live Remote - *\$1,700.00 Value*
- Online Advertising on Mix 96.7 for 52 Weeks - *\$2,340.00 Value*

## **SOUTH POINT SUN 2018 Proposal**

Highlighting Professionals of the BIA

1/4pg. black/white and call it "Leamington BIA Business Directory" The space would consist of 6-8 mini business cards each time it runs. The cost would be \$240 per ad.