



BIA MARKETING COMMITTEE MEETING MINUTES

Thursday, October 25, 2023, 8:00 AM
The Bank Theatre
10 Erie St. S., Leamington

This meeting will be in-person only. If a person wishes to address an item listed on the agenda, a person may send an electronic submission to the BIA Coordinator at coordinator@leamingtonbia.com) prior to the start of the meeting

1. **Call to Order** (Chad Robinson) 8:00 am
Attendance:
Members of B.I.A. Board: Chad Robinson (Chair), Michelle Fortier (Secretary), Councillor Anthony Abraham
Staff: Jill Nicholson
2. **Disclosures of Pecuniary Interest** (All)
None
3. **Items for Discussion**
 - a. **Website Update**

All feel the website is not only in need of update, but complete overhaul. It is not intuitive, needs new photos of businesses. All agreed that we need to determine needs and then submit our need for tender of new website.
Agreed that the current website needs to be updated with:
Office Hours, BIA Bucks Promotion information including the hours and place they will be sold. Any other promotions or forms as necessary.
All agreed we would like to see BIA Bucks sold in some manner from the website digitally. It may be a visa like gift card. This would help with security as well as tracking for staff. For now sell BIA Bucks as already promoted and printed will be sold at Royal Bank and we will roll out new BIA Bucks digitally with new website.
Action Items – Jill to check into what other BIA websites are doing and look like and share with Marketing committee links to those she thinks would be appropriate.
Jill to speak with and bring information back from other BIAs on digital BIA Bucks, what they do, logistics and coordination of pickup and anything else pertinent, so that we can directly sell them from the website.
Jill to create events on Facebook and post or send the Facebook link of the event to be added to the website.
 - b. **Updated BIA District Photographs – Website and Standing Banner**
 - i. **Website** – Determined as above – update what is possible now and overhaul website by awarding tender in 2024.

ii. **Website Photographs** – get a minimum two quotes from professional photographers along with a portfolio of their work to take 4-5 photographs of uptown Leamington businesses. Of those photographs, use some for website if business wishes, and perhaps businesses would like to purchase for their own use.

iii. **Standing Banner** – To be revised with new background graphic keeping it generic, it is to include: logo, physical address, website, social icons. The banner is to be used at the office as open door policy so that businesses know where the office is. As well either a second banner or the same banner could be used if allowed by LAC downstairs to let people know we have an office upstairs. Marquis at LAC was noted as to how nice the logo looked out front on street level. Office hours would be appropriate. The logo is only up until the end of the month, and then we need to pay a fee. It was noted again by all, it should be part of the tenant rent that they logo appear on the marquis.

c. **Holiday Hop N Shop**

This promotion is from December 9-16 at participating businesses. Ballots will be available for three draws of BIA Bucks in the amount of \$100 each.

d. **Photography Contest**

This will be a promotion to find the beauty in our district, regardless of the holiday season and will begin the same time as the Christmas parade. It could be a building, a park, a display, etc. This would not be a judged contest. Winners will be chosen randomly. At this time we do not feel that we should be a part of the LAC photography contest other than as a sponsor of a category which would need to be reviewed and approved by the Board as a whole.

4. **BIA Branding** –

- i. Canopy We received a canopy frame from Sweet Retreat. Jill has a quote from Speedprint to brand the new canopy. However she mentioned it is quite heavy. It was felt by all that quote/s – depending on the price – needed to be gathered to get a new frame and canopy as they are much lighter now.

5. **2024 Marketing Initiatives**

- i. Welcome new members brochure/Spanish translation – it was felt by all that this is a good thing to do, and to also include Spanish in information about grants.

Other:

The Marketing Committee suggests that the Executive Committee and the Board review the security grant fee and encourages upping the amount awarded to businesses.

Action Item: Jill to ask and share what other BIAs give grants for.

Noted that a new special events coordinator has been hired by the Municipality and it would be a good idea to begin discussions about the 150th Leamington birthday celebrations.

6. **Adjournment** at 9:57 am

Next meeting – November 29, 2023 at The Bank Theatre

