



BIA MARKETING COMMITTEE MEETING MINUTES

Wednesday, November 29, 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) 8:10 am

Attendance:

Members of B.I.A. Board: Chad Robinson (Chair), Michelle Fortier (Secretary),

Staff: Jill Nicholson

Absent: Councillor Anthony Abraham

2. Disclosures of Pecuniary Interest (All)

None

3. Items for Discussion

a. Website Design Examples

Jill sent several examples of websites to look at and as Councillor Abraham was absent, it was determined that we should all have a look and bring our thoughts back to the next meeting. Michelle Fortier noted she liked the Georgetown BIA website. Here is a link to Ontario BIA websites as provided by Jill. Specific links were sent via email November 20.

<https://www.ontario.ca/document/business-improvement-area-handbook/appendix-e-links-ontario-bia-websites>

b. Grants Offered by Other BIAS –

c. It was noted that the Marketing Committee suggests that the Board as a whole eliminate the Security grant as there is seldom anyone taking part in this grant and add the additional funds to the current Uplift Grant.

Jill was able to reach out and receive responses from a few BIAs as to what grants they offer in their district.

Kingsville: Facelift Grant and if excess funds, Holiday Decor grant.

Downtown Windsor over the years: facade, commercial rent subsidy, broken window, floral, patio subsidies, seasonal advertising.

Tilbury: None

CK Municipality offers facade and Together CK grant

Belle River: None

Lakeshore: Municipal CIP & Complimentary photos/business feature, 50% off videos, vendor space at Sunsplash and vendor space Stroll the Street.

c. Online Gift Cards - How it is done by other BIAS - formerly BIA BUCKS

Jill noted there are still \$10,000 left and that if we continue with the current program we need to lessen the amount. Jill sent links to look at for Downtown London and Burlington to see how their system works. Both Chad and Michelle noted they felt Burlington was the better, more intuitive system.

www.burlingtondowntown.ca www.downtownlondon.ca

Other:

The Marketing Committee suggests that a contract be drawn up with business owners who have speakers or music system equipment installed on or in their buildings to ensure that with notice access can be gained to repair or remove as necessary. We suggest assistance from the Municipality for the contract. These buildings are Butterfly Building, Crave, Devon House, The Bank Theatre.

Letters to Santa - **Action Item:** Jill to circulate an email requesting Board assistance in letter writing to Santa. The Bank Theatre is available to assist with space to do the letter writing and will give a date to Jill. Tuesday, December 4 between 8-2 is available.

Parade - BIA will work with the Chamber to send out communications letter to businesses affected by the Parade in regard to removing vehicles from the street night of parade.

6. Adjournment at 8:56 am

Next meeting – TBD