



Uptown Leamington BIA Executive Committee Meeting Agenda

Wednesday, February 21, 2024, at 8:00 AM
West End Boardroom, Room 112
111 Erie Street North, Leamington

If you wish to attend the meeting as a delegation to speak to a matter on the agenda, you must register to appear as a delegate by completing a form on the municipal website at leamington.ca/delegationform by:

- a) 12:00 p.m., the day of the Meeting for a matter which is listed on the Agenda for that Meeting; or
- b) 12:00 p.m. the Thursday before the Meeting for a matter which is listed on the Agenda for a future Meeting.

Individuals who submit correspondence and any other information should be aware that any personal information contained within their communications may become part of the public record and may be made available through the agenda process which includes publication on the Municipality's website.

1. Call to Order

2. Disclosures of Pecuniary Interest and General Nature Thereof

3. Matters for Consideration

- 3.1 Digital BIA Bucks
- 3.2 2024 OBIAA Conference
- 3.3 Leamington District Chamber of Commerce Event, February 29, 2024
- 3.4 Meeting with South Essex Community Council, Translation Services

For inquiries regarding this agenda, or to make arrangements for accessible accommodations for anyone attending a BIA Executive Committee meeting, please contact Brenda M. Percy, Clerk at 519-326-5761 extension 1104, or by email at clerks@leamington.ca.

3.5 Development of a Staff Evaluation Document

4. Adjournment

That the Uptown Leamington BIA Executive Committee adjourn until their next meeting scheduled for March 20, 2024.

GIFT CARD COMPARISON CHART

Company	AnyCard	Miconex	Ackroo
Products	Digital e-cards Physical cards Retail distribution	Prepaid Visa card <ul style="list-style-type: none"> • In person, load blank card via EML platform • Or, online e-commerce option 	Digital e-cards Physical cards Loyalty Programs Distribution
How It Works	<p>Businesses register to join the BIA Neighbourhood Gift Card Program through the Registration form on GiftTheNeighbourhood.com</p> <p>Customers purchase e-gift cards through the BIA website or AnyCard.ca. A complete list of participating merchants is listed on the BIA's website</p> <p>To redeem, customers simply show the e-gift card on their mobile device or the BIA card. The authentication code with the amount being redeemed is entered through the AnyCard web-based login</p>	<p>In person and corporate orders - via the EML platform you can load blank cards, this enables you to sell them face-to-face, appoint sales agents and fulfill corporate orders. Miconex will then debit you daily for the value of cards you have loaded the previous working day</p> <p>Online - Miconex can also provide a fully-supported ecommerce option which enables you to sell gift cards to people all over the world</p> <p>Existing Visa network allows businesses to receive the money right away</p> <p>Customers check balance with QR code on back of card, visiting www.getmybalance.com, or calling the balance check phone number</p>	<p>Customers purchase e-gift cards through the BIA website or participating businesses website. A complete list of participating merchants is listed on the BIA's website</p> <p>To redeem customers show the gift card and the business opens the Virtual Terminal App. Sign In with a PIN or do a search (a swipe Is available using a USB magnetic card reader for addition purchase)</p> <p>Once the business finds the balance on the card there is quite a few more steps to retrieve the balance, make the purchase and receive the payment.</p>
Other Details/Offerings	<p>3rd party distribution – Walmart, Shoppers, Loblaws, Sobeys, Rexall, Metro</p> <p>Analytics and Metrics</p> <p>Merchants redeem by logging into their Anycard account and entering the gift card code and amount</p>	<p>Over a decade of experience</p> <p>6-8 weeks to launch</p> <p>Existing Visa network allows businesses to receive the money right away</p>	<p>Can be custom branded</p> <p>POP display signage</p> <p>Custom app</p> <p>Marketing Services</p>

GIFT CARD COMPARISON CHART

<p>Pricing</p>	<p>Merchant pays 5% of each card redeemed</p> <p>No fees for BIA unless they do promotions</p> <p>Optional 3rd Party Retail Distribution</p> <ul style="list-style-type: none"> • retail fee is 10%, BIA can have no fees or they can split with merchants • merchant receives 90-100% of every gift card redeemed depending on the BIA share 	<p>Fast Track Launch Package - \$12,750</p> <ul style="list-style-type: none"> • includes technical implementation, project management and support, business onboarding, gift card production, promotional launch package <p>Gift Card Success Package - \$535 per month, \$1.25 per merchant per month, \$1.25 per card loaded</p> <ul style="list-style-type: none"> • includes license and customer service, client success program, reporting, banking service 	<p>\$35 per month per location for gift card.</p> <p>\$100 per month per location for gift card & loyalty program.</p>
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