



Uptown Leamington BIA Marketing Committee Meeting Minutes

Wednesday, January 24, 2024, at 8:00 AM
West End Boardroom, Room 112
111 Erie Street North, Leamington

Members Present: Chad Robinson, Chair
Councillor Anthony Abraham
Michelle Fortier, Secretary

Staff Present: Abbie Marchildon, Council Services Assistant
Nicole Mastronardi, BIA Coordinator

Call to Order

The Chair called the meeting to order at 8:02 AM.

Disclosures of Pecuniary Interest and General Nature Thereof

None.

Matters for Consideration

3.1 Website

Councillor Abraham stated that the Committee should contact the current website developer to determine whether they can make the requested changes to the website.

Mr. Robinson asked whether there is an ongoing cost for the website, whereby Ms. Fortier replied that there is an annual fee.

Mr. Robinson noted that the Committee should consider the general aesthetic and functionality of the website and whether any options allow for digitized BIA Bucks.

The Committee discussed ideas on the general organization of the website, including a map with photos and contact information for each business and providing the websites for each individual business.

The Committee also discussed providing the BIA Coordinator training on how to update the website and suggested obtaining quotations for photography services.

Action Items:

- *Recirculate list of potential website providers to the Committee for review.*
- *Create a Google form to collect information from BIA businesses.*
- *Obtain quotations for photography services.*
- *Contact website provider to determine whether they can make the requested changes to the website.*
- *Update information on website.*

3.2 Leamington 150th Celebration

The Committee discussed opportunities for the BIA to become involved with the Leamington 150th Celebration.

Mr. Robinson suggested that the BIA set funding aside to support one of the 2024 Mill Street Markets or a larger contribution for entertainment.

Ms. Fortier noted that the BIA could become involved with the Leamington 150th Celebration marketing videos or program pamphlets.

Councillor Abraham suggested that funding be given to businesses to rent vendor space for the 2024 Mill Street Markets and encourage business owners to participate.

Mr. Robinson suggested the creation of a grant to cover vendor fees for businesses unable to access the Mill Street Markets. He further noted that due to the sizeable allotment of funding being provided to the 2024 Mill Street Markets, that the BIA should be involved in event planning.

Ms. Mastronardi provided the Committee with quotations on a new tent and banner. Councillor Abraham suggested getting more quotes to see if there are less expensive options.

Action Items:

- *Contact the Leamington Arts Centre to ask whether the BIA can be involved in the planning of the 2024 Mill Street Markets.*
- *Obtain additional quotations for BIA branded tents and banners.*

3.3 Mill Street Markets

Recommendation to the BIA Board of Management:

Moved by: Michelle Fortier
Seconded by: Councillor Abraham

That the Marketing Committee recommend that the BIA Board of Management make a formal request to the Leamington Arts Centre to be involved with the planning of the 2024 Mill Street Markets.

Carried

3.4 Marketing Leamington's Restaurant District

The Committee discussed opportunities to market the BIA restaurant and bakery businesses.

Councillor Abraham suggested organizing a food festival and inviting BIA businesses. Mr. Robinson noted the challenges to organizing such events due to Public Health guidelines.

The Committee discussed creating a passport whereby customers would collect stamps when attending BIA businesses.

The Committee also discussed organizing a giveaway of BIA business gift cards during the 2024 Mill Street Markets.

Action Items:

- *Ask Administration the rules and procedures of doing a draw to give away gift cards.*

Adjournment

Moved by: Michelle Fortier
Seconded by: Councillor Abraham

That the Uptown Leamington BIA Marketing Committee adjourn at 9:06 AM until their next meeting scheduled for February 28, 2024.

Carried