

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 Michelle Fortier, Secretary

Councillor Anthony Abraham

Staff Present: Abbie Marchildon, Council Services Assistant

Nicole Mastronardi, BIA Coordinator

Call to Order

The Chair called the meeting to order at 8:00 AM.

Disclosures of Pecuniary Interest and General Nature Thereof

None.

Matters for Consideration

3.1 Daryl Driedger, Cowlick Studios, BIA Website

Mr. Robinson inquired about proposed changes to the website in relation to the creation of a photography bank, changing pages and links on the website, and adding additional information about BIA businesses. Mr. Robinson asked whether these types of changes could be made by the BIA Coordinator or the business owners.

Daryl Driedger, Web Developer, Cowlick Studios, replied that there is a possibility to have the BIA Coordinator make some minor changes to the website. He further stated that there should be perimeters in place if business owners were editing their own pages as this could cause formatting difficulties.

The Committee discussed developing an interactive map with links to the individual business' social media pages. Mr. Driedger replied that this could be an option for the BIA which would require research on the type of map and the cost.

The Committee discussed different options of interactive mapping for the website.

Mr. Robinson asked whether an online payment BIA Bucks program could be implemented on the website whereby Mr. Driedger replied that it is possible, and that the Committee should obtain quotations from potential merchants.

Councillor Abraham asked who would be responsible for the transaction fee in the purchase of BIA Bucks online whereby Mr. Robinson replied that the BIA would be responsible to pay the fee.

The Committee discussed using various denominations of bills for BIA Bucks.

The Committee further discussed strategies to update the functionality and interactivity of the BIA Website.

Mr. Robinson asked whether the website could prominently feature translation services whereby Mr. Driedger replied that a translation tool and an accessibility tool could be featured.

Mr. Robinson suggested that the interactive map should promote parking lots, parkettes, Santa's mailbox locations, and other landmarks.

The Committee discussed opportunities to advertise the BIA website to the public.

Councillor Abraham suggested that a page be included on the BIA website that is a new business resource which would include links to relative by-laws and municipal information.

The Committee discussed obtaining quotations from website providers for similar services.

Action Items

- BIA Coordinator to obtain quotations from potential online payment merchants in accordance with the procurement policy.
- Consider what items can be removed, changed, or fixed on the website for the next meeting.
- Obtain the analytics of website traffic to provide to Board members for information.

- BIA Coordinator to find inconsistencies on the website and report them to Cowlick Studios.
- Review other websites and provide Mr. Driedger with a list of favourable looking websites.
- Obtain a quotation from Cowlick with the proposed upgrades and changes to the website.

3.2 BIA Banner and Canopy

The Committee discussed the design of the BIA Banner and Canopy.

Action Items

 Design the BIA Banner and Canopy for the next Marketing Committee Meeting.

Adjournment

Moved by: Michelle Fortier Seconded by: Councillor Abraham

That the Uptown Learnington BIA Marketing Committee adjourn at 9:37 AM until their next meeting scheduled for March 27, 2024.

Carried