



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

Carried