



Uptown Leamington BIA Marketing Committee Meeting Minutes

Wednesday, March 27, 2024, at 8:00 AM
West End Boardroom, Room 112
111 Erie Street North, Leamington

Members Present: Michelle Fortier, Secretary Councillor Anthony Abraham

Members Absent: Chad Robinson, Chair

Staff Present: Abbie Marchildon, Council and Committee Coordinator
Nicole Mastronardi, BIA Coordinator

Call to Order

The Secretary called the meeting to order at 8:03 AM.

Disclosures of Pecuniary Interest and General Nature Thereof

None.

Matters for Consideration

3.1 Quotations for BIA Bucks Online Vendors

Ms. Mastronardi reviewed the quotations for proposed BIA Bucks Online Vendors. She stated that reduced costs may be available for non-profit organizations.

Councillor Abraham suggested that the BIA Board of Management consider using Stripe and noted that a Point-of-Sale feature would be an additional expense. He added that the Board should discuss the use of a Point-of-Sale system in the future.

Ms. Fortier noted that the BIA would need Point-of-Sale terminals to allow for the purchase of BIA Bucks in-office and selling merchandise.

Ms. Mastronardi asked what types of equipment Square requires whereby Councillor Abraham replied that Square terminals cost

approximately \$400.

Action Items:

- *Obtain quotations for Point-of-Sale systems from Stripe and Square.*

3.2 Mill Street Markets Tent Location

The Committee discussed proposed locations for the BIA Tent at the Mill Street Markets.

Recommendation to the BIA Board of Management:

That the Marketing Committee recommend that the BIA Board of Management position the BIA Tent at Shotten Park near the music area during the 2024 Mill Street Markets.

3.3 Leamington 150th Celebration

Ms. Fortier stated that the Leamington 150th Steering Committee is proposing events in the Uptown Leamington BIA District during the celebration.

The Committee discussed opportunities for BIA businesses to be involved during the events. Ms. Fortier stated that the businesses could engage in promotions, exterior decorating, sponsorships, and giveaways.

Ms. Mastronardi stated that the BIA Newsletter could focus on volunteer opportunities and sponsorship packages for the Leamington 150th Celebration.

Councillor Abraham suggested that the BIA Board of Management consider reducing the financial impact to BIA businesses by allocating funds to incentivize businesses to offer coupons.

Recommendation to the BIA Board of Management:

That the Marketing Committee recommend that the BIA Board of Management consider providing incentives or financial assistance to BIA businesses for Leamington 150th Celebration promotional material up to an approved amount to be determined by the Board.

Adjournment

The Uptown Leamington BIA Marketing Committee adjourned at 8:30 AM until their next meeting scheduled for April 24, 2024.