



# **Uptown Leamington BIA Marketing Committee Meeting Minutes**

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

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Members Present: Michelle Fortier, Secretary  
Councillor Anthony Abraham

Members Absent: Chad Robinson, Chair

Staff Present: Taylor O'Connor, Licensing Assistant  
Nicole Mastronardi, BIA Coordinator

## **Call to Order**

Ms. Fortier called the meeting to order at 8:01 AM.

## **Disclosures of Pecuniary Interest and General Nature Thereof**

None.

## **Matters for Consideration**

### **3.1 Canada Day BIA Collaborative Giveaway, June 2024**

Ms. Mastronardi advised that the local BIA Collaborative is seeking gift basket donations for a June 2024 Giveaway. She noted that the baskets could include items donated from local BIA businesses or BIA Bucks.

Ms. Fortier suggested that the baskets include donations from businesses and BIA Bucks.

Councillor Abraham asked whether the BIA is involved in Canada Day events which may be an opportunity to promote the BIA.

Action Items:

- *Ms. Mastronardi to review the 2024 budget to determine the allotment of BIA Bucks for donations.*

**Recommendation to the BIA Board of Management:**

That the Marketing Committee recommend that the BIA Board of Management participate in the BIA Collaborative Giveaway providing for a prize value of \$300.

- 3.2 Promotional Ideas
- Mill Street Markets

Ms. Fortier suggested that the BIA distribute BIA branded bags and pens.

Councillor Abraham suggested that the BIA ask businesses for donations to give away as prizes during the Mill Street Market events such as menus.

Action Items:

- *Ms. Mastronardi to check whether the BIA can distribute items that businesses donate.*
  - Leamington 150<sup>th</sup> Celebration

Ms. Mastronardi advised that Mr. Robinson suggested that the BIA could host a draw whereby patrons from businesses bring their receipts to be entered as a ballot into a draw.

Councillor Abraham asked what the prize would be whereby Ms. Mastronardi replied that the BIA could give away BIA Bucks with the amount being determined by the Board.

Ms. Fortier suggested that the prize amount be \$150 of BIA Bucks.

**Recommendation to the BIA Board of Management:**

That the Marketing Committee recommend that the BIA Board of Management host a draw for a prize of \$150 for the Leamington 150<sup>th</sup> celebration.

- June 28 and 29, 2024 Event

Ms. Fortier stated that the June 28, 2024 event will be an MPP and Council breakfast event with Caldwell First Nations hosting an opening ceremony after the breakfast. She further noted that the June 29, 2024 event will be a car show starting at the dock and

ending in the uptown area. Ms. Fortier added that there will be an afternoon concert series until 10:00 PM. Ms. Fortier further stated that there will be multicultural and local concerts scheduled on June 30, 2024.

### 3.3 Pull Up Banner Design

Ms. Mastronardi stated that the Pull Up Banner design was approved at the last meeting and that she can proceed with making the order to have it created.

Councillor Abraham asked whether there are any other promotional items that the BIA needs in inventory. Ms. Mastronardi replied that the current promotional items have the outdated BIA branding.

The Committee discussed engaging in social media marketing opportunities and brainstormed potential promotional items such as: stickers, beer cozies, sanitizer bottles, coffee mugs, mini journals, mini calendars, mini flashlights, letter openers, small bags, and reusable bottles.

#### Action Items:

- *Add "credit card options" to the next BIA Board of Management Agenda.*

### **Adjournment**

That the Uptown Leamington BIA Marketing Committee adjourn at 8:35 AM until their next meeting scheduled for May 22, 2024.