



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

Wednesday, May 22, 2024, at 8:00 AM  
West End Boardroom, Room 112  
111 Erie Street North, Leamington

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Members Present: Chad Robinson, Chair Michelle Fortier, Secretary

Members Absent: Councillor Anthony Abraham

Staff Present: Abbie Marchildon, Council and Committee Coordinator  
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 Promotional Items for Mill Street Markets

The Committee discussed using existing promotional items as giveaways during the Mill Street Markets.

Mr. Robinson suggested using promotional funds to ensure that banners and other materials were updated and to use funds toward advertising that would benefit stakeholders and attract business to the BIA area.

The Committee determined that promotional items should be offered during hosted events and to attract more business and traffic flow to stakeholders and the website directory.

### 3.2 Leamington 150<sup>th</sup> Celebration

- Events
- Promotional Items
- Business Stakeholder Participation

Ms. Mastronardi suggested hosting an event during the Dream Cruise event and Uptown Car Show where patrons can enter for a draw for \$150 BIA Bucks with a proof of purchase from an Uptown BIA business. A QR code system could be integrated on the BIA website for draw entries, which would eliminate the use of paper ballots. The QR system, once integrated, could be used for other draw events.

Mr. Robinson noted that there is AI generated QR codes that can be made from logos or pictures.

Ms. Mastronardi stated that she is involved with the Dream Cruise event and would be providing 100 BIA branded bags to the first 100 cars registered. She further suggested promoting BIA businesses by adding promotional items from local businesses in the giveaway.

Ms. Mastronardi suggested that businesses decorate for the Leamington 150<sup>th</sup> Celebration.

Mr. Robinson suggested that stakeholders be notified of the influx of visitors during the upcoming events so that they can better prepare and extend hours.

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

Moved by: Michelle Fortier  
Seconded by: Chad Robinson

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

Carried

Action Items:

- *Coordinator to contact Social Media content creator to inquire about the process to boost social media content for the Mill Street Markets and the Leamington 150<sup>th</sup> Celebration.*
- *Coordinator to collect promotional items such as business cards, menus, discount coupons, pens, etc. from the BIA Businesses to be included in the Dream Cruise Bags.*
- *Ms. Fortier to send social media post for the Leamington. 150<sup>th</sup> Celebration to the BIA Coordinator for posting.*

- *The Coordinator to contact website designer and set up a QR code program on the BIA website for the Leamington 150<sup>th</sup> Celebration Draw.*
- *The Coordinator to notify BIA Businesses of the influx of visitors to the Uptown BIA area for the June 28<sup>th</sup> and 29<sup>th</sup> Dream Cruise and Concert events.*

### 3.3 Timeline for the BIA Bucks Spring Program

- Ordering BIA Bucks
- Date of Sale
- Use of Stripe System

Mr. Robinson stated that he met with Ms. Mastronardi to discuss the Spring/Summer BIA Bucks program to identify any potential gaps and address any questions. The amount of BIA Bucks to be ordered should be compared to last years budget to confirm the amount.

The Committee discussed postponing the announcement of the BIA Bucks start date until the changes to the online sales of BIA Bucks are integrated.

Ms. Fortier suggested the sale of the BIA Bucks can be set up like tickets to indicate number of \$10 / \$20 / \$50 to be purchased.

Mr. Robinson stated that the new BIA Buck process will assist with better data collection for sales and redemptions.

#### Action Items:

- *The Coordinator to order BIA Bucks.*
- *The Coordinator to complete activation of Stripe.*

### 3.4 Advertising for the BIA Canada Day Collaborative Event

Ms. Mastronardi suggested using advertisements from the last BIA Bucks program for the Canada Day Collaborative event. She noted that the Leamington BIA will be providing \$300 BIA Bucks for this event draw.

Ms. Fortier suggested using updated photos for future advertising.

Mr. Robinson suggested hiring a professional photographer should be considered at the next Marketing Committee meeting.

Action Items:

- *Send BIA Canada Day Collaborative Event organizer photographs.*
- *Obtain quotations from professional photographers for the July Mill Street Market event and the Leamington 150<sup>th</sup> Celebration.*

**Adjournment**

Moved by: Michelle Fortier  
Seconded by: Chad Robinson

That the Uptown Leamington BIA Marketing Committee adjourn at 8:53 AM until their next meeting scheduled for June 26, 2024.

Carried