



## Promotions & Events Meeting Minutes

Sweet Life Café | 8:00am

Wednesday, February 12<sup>th</sup>, 2019

**Attendees:** Anne Barabash, Alan Halper, Brandy Smith, Sarah Laturus, Kathleen Lowe, Russ Disotell, Melissa Boulton and Haley Veronyak

**With Regrets:** Maxine Beveridge, Darren Prashad and Rob Thompson

### **1.0 Meeting called to order**

Meeting called to order at 8:01 am.

### **2.0 Approval of Minutes**

Brandy motioned to approve the minutes from January.

**CARRIED**

### **3.0 Disclosure of Interest**

None.

### **4.0 New Business**

#### **4.1 Upcoming Events**

Melissa reviewed upcoming Spring into Flavour event that has over 10 restaurants participating at this time starting March 19<sup>th</sup> – 30<sup>th</sup>. Next Lunch & Learn is Succession Planning, stressing this is not only for exit strategies, but also sudden changes like staffing and how to prepare. Melissa mentioned that each event is held in a different location downtown to familiarize our businesses with alternative meeting spaces that are available.

#### **4.2 Events Committee Strategic Plan Item (Haley)**

Haley reviewed previous progress on action plan to create districts in Downtown Brockville as to differentiate and move forward with the branding items. She also communicated that one of our major tasks, to engage the locals is starting to overlap with the strategic efforts of the Economic Development committee and the committee agreed to work alongside them while allowing them to lead the project. It was determined after a lengthy discussion the committee would move forward to the board level for approval with the following districts in mind:

East (Market E – Bethune) Garden District

Central (Buell St – Market W) Market District

West (Gilmore – Buell St) Arts District

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The committee discussed how this could play into branding with flags on the main street and creation of a logo that potentially overlaps into one main Downtown Brockville identifier. Russ suggested a contest as there is no budget item dedicated to this. Haley suggested that we could enhance our focus on the East end with the floral designing.

#### **4.3 Events Discussion**

Melissa brought the idea to extend the FunFest Street Festival on August 15<sup>th</sup> to a later time or push for a later start. Kathleen advocated for the same timeline and supported a shift in the day to connect with the supper crowd. It was communicated that there may be great difficulty in parking if the street closure did not start until 10 am and discussion will continue to gauge moving forward.

Sarah introduced the 61<sup>st</sup> annual St Lawrence Seaway Celebration event being planned for June 20<sup>th</sup> and encouraged members to join the committee outlining an upcoming meeting for February 20<sup>th</sup>. Haley stated we would be present; Sarah said she would send the invitation.

#### **5.0 Adjournment**

The meeting was adjourned at 8:52 am.