



## Promotions & Events Meeting Minutes

Downtown Business Improvement Area | 8:00am

Wednesday, January 8th, 2019

**In attendance:** Russ Dissotell, Nathalie Lavergne, Anne Barabash, Sarah Laternus, Brandy Smith, Maxine Beveridge, Haley Veryonak and Melissa Boulton.

**With Regrets:** Kathleen Lowe

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

The meeting was called to order 8:05am.

### **2.0 Discussion**

#### **2.1 Event Review**

Christmas events were reviewed, Melissa noted that as the committee had not met since November, we successfully executed 3 Breakfast with Santa dates, 2 sell out events.

Shop Local Week had several participating businesses offering over \$1000 in promotional offers that were arranged into three themed baskets to be won by three lucky downtown shoppers.

Nathalie reviewed the Christmas Market, noting that she is hosting a planning meeting on January 18<sup>th</sup> and they are considering some suggestions from the public that included hosting it over a week and in a new location such as the rotary park.

#### **2.2 2020 Events Planning Items**

Melissa brought up planning for lunch and learns bi monthly starting in January (topics) and it was suggested to move into February due to the timing and starting with the Sustainable eco speaker would be good. Melissa mentioned after 5s starting in February were being planned and alternating with a break for summer.

Melissa inquired about the desire to do a downtown event around the Winter Classic, Anne mentioned that the committee is meeting regularly now and looking for sponsorship and Melissa brought forward their suggestion to do a winter slide theme nearby. Nathalie has the pricing and Haley noted it could be an alternative to sponsorship as done in previous years. It was determined that the puck scavenger hunt was worthwhile to revisit and encourage downtown shopping during a typical slow season.

Spring event – Melissa suggested revisiting the Spring into Flavour model versus Burgers and Bevies due to the recent burgerlicious campaign to prevent repetition or competition. Anne suggested using a “perfect pairing” theme with this and the Taste of Kingston / Ottawa events were mentioned as a successful model to reference. An option for voting for best experience was suggested.

### **2.3 Events Committee Strategic Plan Item**

The following items were mentioned as strategic plan items for the committee to keep on the radar.

- Create and conduct a survey to get a feel for members districts – 2019 item Haley will debrief the committee at our next meeting
- Establish branding and differentiator
- Reinvent the social workplace downtown – it was mentioned that this is being actioned with the lunch and learns for the services
- Develop categorization naming and value proposition for districts

Russ added to the branding item, an Artizin Bag that he recently came across and his vision for using these to brand Downtown Brockville. Noting that they could become collectible and could include art of local artists. Brandy cautioned the discussion to include more research and referenced her experience researching bags as an expensive option. Nathalie stated she sees them as a fit for some shops, but not just downtown – more of a high-end vibe. It was suggested that more research be done on this item before discussion continues.

### **3.0 Adjournment**

The meeting was adjourned at 8:51am.