



## ***Marketing Meeting Meeting Minutes***

11 March 2020  
10:00 am at CORE21

Start: 10:04

### **Agenda**

#### **1. Banners**

**Motion by C. Sidaway to accept Choice 1, once it has been flipped and mirrored.**

**Second by I. Musial**

**Carried**

**Motion by Clarissa to accept the banner on the right (choice 2).**

**Second by Isaac**

**Carried**

#### **2. Tourism Guide**

**Motion by Isaac that if the preferred contractor for the guide book does not respond by Monday that the executive director can go forward with the second choice for the production of the guide book.**

**Second by Clarissa**

**Carried**

#### **3. Festival of Lights**

**Motion by C. Sidaway to proceed with the purchase of the lights for wrapping the trees, the lit present, lit candy canes (not fiberglass), the lit ornament ball (hollow) and lit Christmas bulb (walk through), the reindeer and the set of 4 decorative ornaments from Christmas lighting budget and remainder of streetscape budget.**

**Second by I. Musial**

**Carried**

#### **4. Update on Hire**

**Motion by C. Sidaway to go in camera due to Labour Relations.**

**Second by I. Musial**

**Carried**

**Motion by C. Sidaway to arise out of camera**

**Second by I. Musial**



**Carried**

**5. Commercials**

**Motion by C. Sidaway that Marketing Committee approves the amount of \$6,000 towards the purchase of bulk video production, \$200 per video for a total of 30 videos, with the expectation that the BIA recaps the funds via sales to members.**

**Second by I.**

**Musial Carried**

**6. Adjourne**

**Motion by I. Musial to adjourne.**

**Second by C. Sidaway**

**Carried**

**Next meeting June 10th, 2020**