

# Events & Promotions Minutes

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Location: 76 Main Street North – Presentation Center

Date: Tuesday, November 3 2015

Time: 8:30 – 9:30 AM

## **Agenda Summary:**

1. Classic Cars: call for a committee
  - a. Structure determined
  - b. Best method of call to overall membership, engaged residents
    - i. Building our volunteer list
2. Food event: who from this committee would be the liaison
3. Christmas Trifecta
  - a. Christmas Market update, what is expected from the committee members
  - b. Carriage Rides: call for vendors
  - c. Santa Claus Parade
    - i. Person to manage BIA participation day of
    - ii. 10-20 businesses to walk the parade
4. Shop the Neighbourhood update
5. Light up the Downtown
  - a. Update/ progress
6. New Year's Eve

Attendance:

- Chair: David
- Kristina
- Peeyush
- Main St Realty
- Fayaz
  
- Minutes approved
- Motion to accept minutes
  - Moved by: Kristina
  - Seconded by: Peeyush

Classic Cars Committee

Committee members needed:

- Representative from Classic Cars Club: Ted & Jackie in previous year
- Volunteer coordinator: to work in partnership with the Administrative Assistant
  - Volunteer list being drafted from prize ballots and mailing list
  - Resident involvement
- City staff representation
  - Bill Grant in previous years; takes requests for in-kind from the city ex. fencing
  - Traffic and road representation
  - Emergency measures for safety
- Chair of Marketing & Communications Committee
- Head of Entertainment
- Outsourced a hired person for logistics in previous years
  - This year may not be necessary as event will not be happening in Gage Park
  - Possible partnership with city for events team
- Sponsorship coordinator: likely the Executive Director
- Business liaison
  
- Meeting for this committee would happen before the year end to better create a plan and structure to start with in the New Year
  - A work back schedule to be created to draft timelines
  - First meeting set for January
  
- Thursday night: will Thursday Night Concert Series (TNCS) be included as part of Classic Cars
- TNCS could be the soft launch
  - Entertainment of the night could incorporate the theme
  - Sinatra impersonator has always been able to draw a large crowd and probably should not be removed from the line up

- To incorporate elements of classic cars; speak to car club to know if they will participate on Thursday
- Determine if yes, where cars can park: is it possible to park cars in Gage Park? If yes, where (tarmac versus grass)? Lisa to investigate
- In previous years Wellington was closed to show cars
- Friday night: official be the official launch
  - George street closure with showing of old and new cars (coming from sponsorship)
    - Why George Street? To engage a street that is underrepresented

## Saturday

- Cars on Main as per standard
- Entertainment in the Square for families from 1:00 PM- 6:00 PM
  - Family oriented programming and entertainment (ex. Buskers, showing of Pixar's Cars)
  - Acknowledgement of classic businesses
- 6:30 PM- 7:30: transition from family programming to adult entertainment
  - Possible programming dependent on theme (ex. greasers theme= sock hop)
- Evening entertainment
- In the Square: movie 7.30 PM -9:00 PM
- In restaurants: live music
  - Why is part of the programming placed inside shops? It drives patrons into restaurants and encourage them to move through the downtown
- Possible themes: Grease, Motown
- Lisa will create an event plan to the committee, who will then come back with revisions: this process will continue until a plan is completed for the next meeting

## Food event

- Need a liaison for food event happening in August
- Event plan will come from Lisa for their next meeting for work back schedule and move forward with a plan for their next meeting

## Christmas Trifecta: Christmas Market, Tree Lighting Ceremony, Santa Claus Parade

- November 10: council meeting where BIA will go to ask for in-kind

## Christmas Market vendor types:

- From membership
  - T by Daniel
  - Dolcezza
  - Stephan's fur
- From outside of membership
  - Sign décor/ folk art
  - Beeswax products
  - Luxurious lip balms
  - Fashion accessories
  - Kimonos/ wraps
  - Preserves
- Food Valley: located from Little Shop of Ice Cream to Theatre Lane
  - Vendors include
    - From membership:
      - Poutine Dare to Be Fresh
      - La Catrina food truck
    - From outside of membership
      - Jimmy's Cracked Corn
      - Chrome on the Range
      - Tiny Tom Donuts
      - Texas Tornado food truck
  - Rose opening patios (aka Mistletoe Patio) for Friday and Sunday for alcohol and food purchased from our vendors
- BIA presence during the market: will have a tent (like Blue Jays game)
  - Reminder to businesses: they should be out to meet with people and guide them back to their stores during the market
- Tree lighting: location- Ken Whillans Square
  - Official opening of market
  - Vice Chair Andrew Mackenzie will be the speaker and BIA representation before the tree lighting
- Carriage rides will start on November 20 and run November 21, 22
- Retailers to distribute buck slips to help in promotion
- Potential of tent (similar to in the Square) being at the pickup area for patrons waiting in line
- A hired person for the tent: vendors could sponsor a night for \$50. From that \$50, hot beverages and signage would be purchased
- Main Street Realty may have someone for the position
- Encourage sponsors to come out and meet the crowds
- Main Street Realty offered to take multiple nights- to confirm with their team

- Offer will be made to non-retail businesses to sponsor the night to provide them to have a presence during the market
- Carriage ride dates
- November 27, 28
- December 4, 5, 11, 12, 18, 19- 27 except for Christmas Day
- Time 6:00 PM to 10:00 PM
- Peeyush offered to sponsor any days that are not sponsored
- Email for opportunity will be sent out by end of the week
  
- Santa Claus Parade
  - Who will be in the carriage?
  - A dignitary car is possible
  - Who will walk the parade?

#### Shop the Neighbourhood ([www.shopheneighbourhood.ca](http://www.shopheneighbourhood.ca))

- Advertising would be generic and branded with Yellow Pages and make it specific to Downtown and drive people back to the app
  - Price \$800 for print ¼ page ad
  - Only 7 businesses are participating
  - Final decision: suggested ad is not worth it for 7 participants and ad space
- Possible volunteer opportunity: day of volunteer would be dressed in shop the neighbourhood attire and distribute bags

#### Light up the Downtown: more of a Marketing & Communications Committee feature

- Deadline: November 20 at 5PM
- The same team that judge houses for the Santa Claus parade will house judge the windows for neutrality
- 3 \$100 gift cards for local businesses as prizes

#### New Year's Eve

- Sponsorship of \$10,000 includes stage sponsor, opportunity to address crowd, signage at event, and acknowledgements throughout the evening
- Is there anything else we would like?
  - To confirm signage placement and messaging
  - If possible: commercial for the screen- for example, rolling ads- somehow be on the screen-
- Possible project (either for NYE or future events)- championed by Peeyush
  - Project BIA images and videos on the wall at events i.e. Starbucks wall
    - Would need to create content, rent video projectors, hire outside a staff, permission to use the space
  - Rose Theatre would probably be able to facilitate or guide to outsourcing- Lisa to make connect for Peeyush