

Food & Drink Committee Minutes

Location: 76 Main Street North – Presentation Center

Date: Monday, October 26, 2015

Time: 3:00 – 4:00 PM

Agenda Summary:

1. Shop the Neighbourhood
2. Parking
3. Christmas Market
4. Events
 - Food event 2016
 - Blog event
 - Winter food event
5. Call for other committees

Attendance

- Chair: Kristina

Staff:

- Lisa
- Alyestal

Social Media

- Video production: currently opting with Jpro with potential to go with the second (or a different company) for follow up or different season video
 - Different season video would include the same messaging to instill brand
- BIA Facebook page: Kristina and Alyestal will be made administrators
- Twitter: Alyestal will create and in the interim manage

Shop the Neighbourhood

- Possible advertising opportunities through snapd; however for rate and Yellow Pages branding of advertisement for number of participating businesses, advertising does not seem economical
 - Better alternative: enter Shop the Neighbourhood as an event for event listing on social media and potential print sources like Snapped
 - The goal would be to drive people back to the Facebook page since we do not currently have a website

Carriage rides

- Happening Friday and Saturday nights through November 27 to December 19: BIA presence at rides offered as a paid minimum wage job opportunity to the Rangers
- Possible vendor opportunities: vendors selling hot beverages or season specific treats
 - Kristina: vendor opportunities are not profitable to vendors; but offering opportunities for engagement and coupon books
- For next year: possibly try new dates or increase in frequency (ex. Friday, Saturday, Sunday)

Christmas decorating

- Light up the Downtown: decorate windows contest. To be done in time for Santa Claus Parade

- Judges from the Santa Claus Parade house competition will judge the stores

Santa Claus Parade participation: minimum of 5 people in costume

- Potential: participating carrying shop downtown flag

Christmas Market

- Kristina suggestion: images part of advertising should represent the Christmas Market, not just the Tree Lighting and Santa Claus Parade ex. a Christmas village

Events

- Food Event 2016- end of August, tent over George Street: similar to the suggested Food Crawl
- Blog event: proposed date of February- aim for a Dineout/ Licious inspired event