

April 5, 2016

11:00 am to 12 pm

BIA Office · 76 Main Street North

Meetings: first Wednesday, 5:00-6:00

Directory

- Currently have two separate lists;
 1. Businesses
 2. Property owners
 - Directory to be printed and distributed to businesses
- Suggestion: target residents by postal code and create a neighbourhood to neighbourhood program
 - Feature a neighbourhood: someone from your community is downtown so support your neighbour and reach out to the MP, MPPs, and Councillors- ask to be included in their newsletters

Ongoing projects

- Seasonal brochures cumulating all of the events happening
 - Newsletter for May, Fall, Christmas- business of the month was discontinued; highlight long term- monthly and select street by street
- New business update as part of agenda
- Long term (fall or New Year launch) plan: business liaison program: volunteer system street by street and have a block captain for the business

Business Mixer

Business Mix after 6: 3 times a year versus monthly for greater engagement and response

- Potential locations could be outside of businesses
 - Rose Theatre, Daily Times Atrium (will it have to be licensed), PAMA, Alderlea; potential ask of city for in kind for venue if we provide everything else
- Could diversify with B2B and B2C
- Next date: May 17, get invite in mail by last week of April to receive first week of May 5:00-8:00