



MINUTES

MEETING: Marketing & Events Striking Committee
DATE: Thursday, August 3, 2023
TIME: 5:30 PM
LOCATION: 484 Pelissier Street
ATTENDEES: Chris MacLeod, Andrew Corbett, Sunny Bhatti, Councillor Renaldo Agostino
STAFF: Debi Croucher, Cole Fuerth

Agenda and Discussion	Responsibility of:
<p>1. CALL TO ORDER</p> <p>Mr. Corbett chaired the meeting, and called the meeting to order at 6:15pm.</p> <p>Reading of Land Acknowledgement.</p> <p>Distributed agenda was adopted by Mr. Agostino, seconded by Mr. MacLeod.</p>	
<p>2. DISCLOSURE OF INTEREST</p> <p>None.</p>	
<p>3. ADOPTION OF MINUTES</p> <p>Mr. Agostino adopted the Minutes of meeting held on July 6, 2023. Mr. MacLeod seconded.</p>	Striking Committee
<p>4. REGULAR BUSINESS ITEMS</p> <ul style="list-style-type: none"> <input type="checkbox"/> Canada Day Arts Fair <ul style="list-style-type: none"> ○ Ms. Croucher spoke to the \$10,000 given to the project through Canadian Heritage funds. ○ Surplus funds left over for Open Streets. 	

- The Canada Day Arts Fair shared an audience of 2,500+ with the Farmers' Market

□ **Ouellette Car Cruise**

- The Tecumseh Twilight Car Show has been set for the same date at the Ouellette Car Cruise. They only have spots for approximately 30 cars.
- Flyers will be handed out to residences and business on Pillette, Tecumseh Road East, Ouellette and Riverside Drive.
- Off the Hook Paralegal and Vanner Paralegal, along with Kipping Tire, have joined us as Pit Stop Sponsors.
- Disco Inferno is having a themed after party.
- Adverting will be on AM800, CTV, Biz X Magazine, windsoriteDOTca, Essex Free Press, Old Autos, Inside Track, Sell It Here, and DWBIA social media platforms.
- Discussion surrounded the number of staff working the event, the number of auxiliary police officers, as well as T-shirt sales.

□ **Buskers**

- Buskers have received extensive media coverage including the Windsor Star, CBC, CTV, AM800, Blackburn and windsoriteDOTca.
- 5 Buskers for the first Saturday night.
- There is a large expression of interest from local musicians, artists and performers to sign up.

□ **Play On! Canada**

- The first Steering Committee meeting was held at 4pm on August 1. Attendance was low.
- The next step is to select or appoint a Chairperson.
- The DWBRA applied for the Ted Rogers Community Grant, which, if warded, will fund up to \$25,000.

□ **Beach Volleyball**

- Administration applied for the Ted Rogers Company Grant, on behalf of Rotary, for funding of up to \$25,000.
- Still need to get quotes for lighting.
- Discussion surrounded the different locations.
- Discussion surrounded the date to have a news conference.
- The ground floor of the parking garage has been secured.

Marketing Campaign

- The campaign is complete but needs revision.
- Electronic copy to be sent to Committee for comment.

CJAM

- The Board had agreed upon a \$300 budget for food and drink for staff.
- A receipt was submitted for just under \$200.

Brewing for Comedy

- An ad has been scheduled for placement in WindsoriteDOTca for mid-September.
- Promotion for the event starts in early September.

Hiatus House – Shine the Light campaign

- The Committee agreed to Bark in the Barn, lawn sign sales.
- Invite them to put a free booth at the Farmers' Market.

Social Media

- \$100 per week is being spent on social media.
- There are event specific budgets.
- Committee would like to see day-to-day posts about upcoming events and content for Buskers on Saturdays

Pop-Up Construction Lights

Administration

Striking Committee

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| <ul style="list-style-type: none">○ Discussion took place about the use of construction lights that could be set up for nighttime safety.○○ Program could be known as Downtown Windsor – Under the Lights. | |
| Meeting adjourned at 7:58 PM | |