



MEETING:	Marketing & Events Striking Committee
DATE:	Thursday, September 21, 2023
TIME:	5:30 PM
LOCATION:	484 Pelissier Street
ATTENDEES:	Chris MacLeod, Andrew Corbett, Sunny Bhatti, Olivia Holt, Misty Sergi, Councillor Renaldo Agostino
STAFF:	Debi Croucher, Janice Dyett

	Agenda and Discussion	Responsibility of:
1.	CALL TO ORDER	
	Mr. Corbett chaired the meeting, and called the meeting to order at 5:58 pm.	
	Reading of Land Acknowledgement.	
	Distributed agenda was adopted by Mr. MacLeod, seconded by Ms. Holt.	
2.	DISCLOSURE OF INTEREST	
	None.	
3.	ADOPTION OF MINUTES	Striking Committee
	Mr. Agostino adopted the Minutes of meeting held on August 3, 2023. Seconded by Mr. MacLeod.	
4.	REGULAR BUSINESS ITEMS	
	 Ouellette Car Cruise Administration spoke to the success of the event. 	
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0	Administration spoke to the dates for 2024. Considering the dates of August 8-10, 2024.	

0	Administration noted that the Walter P Chrysler Club will be holding their annual National Meet on August 6-10, 2024. The WPC Club is comprised of owners of all Chrysler vehicles and could attract 200-500 participants. WIDA Fest is also looking at the August 8-10, 2024 weekend. Mr. Agostino will speak with the organizers to see if they would consider changing the dates of their festival.	Striking Committee
• Bus	skers	
0	Administration spoke to the success of Buskers on the Block. Over the 6-week period, there were 29 artists, and 62 performances.	
0	The DWBIA has received a proposal from WIFF to support Buskers on the Block, WIFF Edition. The purpose of this is to have buskers perform outside the WIFF's 3 main venues – The Capitol Theatre, the Armouries and the Chrysler Theatre.	
0	WIFF would like to partner with the DWBIA and have asked the DWBIA to consider a sponsorship of \$2,400, to book the artists, and to coordinate scheduling and locations. WIFF will coordinate power requirements and on-the-ground assistance to performers.	
0	Ms. Holt made a Motion "to sponsor \$2,400 for Buskers on the Block, and to negotiate with WIFF to get a free full-page promotion, that the DWBIA has signage and promotional material-based on the success of the Buskers on the Block event."	Striking Committee
0	Motion seconded by Mr. MacLeod, and approved.	
• Bea	ach Bash Volleyball	
0	Administration spoke to the success of Beach Bash Volleyball at Khan Courts. The event featured a total of 16 Pro Men teams, 8 Pro Women's teams, Mixed 6's, Recreational Mixed 6's, and Under 14 Boys & Girls teams.	
0	Administration noted that there are 2 dates set for Beach Bash Volleyball Tournaments in 2024, namely the	

	weekends of May 24-26 and August 23-25.	
0	There was talk about activating the courts for other events, including a mini-Winter Fest.	
• So	cial Media Reports	
0	Administration supplied the Steering Committee with copies of the DWBIA's social media reports.	
0	Administration noted that there has been more activity on the social media accounts with more stories being posted as well as more cross promotions, primarily as a result of Buskers on the Block and the Beach Bash Volleyball Tournament.	Administration
• Co	-operative Member Advertising for the Holidays	
0	Administration spoke about the advertising offered to downtown businesses, through AM800, Blackburn Radio and windsoriteDOTca. The cost is \$30 per advertisement per medium. Businesses are able to advertising in all three outlets.	
0	Discussion surrounded adding the cost of advertising to the cost of window decorating with a minimal cost to businesses.	
• Ac	tivation of Khan Courts - Halloween	
0	Mr. MacLeod suggested the idea of activating the courts for Halloween and having businesses in the downtown set up tables in the space to give out candy.	
0	After discussion, the Committee decided not to pursue any Halloween-related activities at the Khan Courts in 2023.	
• U.	S. Marketing campaign - update	
0	Discussion surrounded how the mediums to target U.S. visitors has changed from radio to social media.	
0	Mr. Corbett will reach out to a US influencer marketing company to schedule a presentation.	Striking Committee
0	Ms. Croucher noted that the DWBIA did not have the funds in its 2023 budget to support a US ad campaign.	
Meeting adj	ourned at 7:43PM	