

# Downtown Development Report

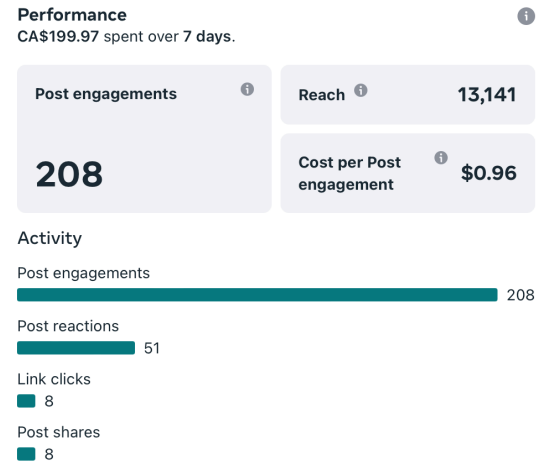
## Board of Directors

### Tuesday, January 21, 2025



## Social media & Marketing

- Finished out 2024 budget with META ads for Bring us your Bucks
- Planning to create a mailer of events dates as well as a brochure for downtown to have at welcome centre and to send out to other tourism offices
- Marketing committee still needs to come together, not much interest from posts and conversations so far



## Items of Special Note:

- Strategic Initiatives (MOK) has a new Tourism Co-ordinator - Kirston Zandwyk
- Sessions had a break-in on Saturday, January 11th - suspect was apprehended shortly after with help from K9 unit
- Darrel presented the patio presentation to council on January 8th - great job Darrel! In the Special Budget meeting on Monday, January 13th Councillor Stewart reminded council that we are awaiting a quick response on this issue and it needs to be discussed at their next meeting.
- New restaurant in the works for Queen Street
- Changes coming to The Bruce meeting room

## BIA Bucks

- \$13,300 in redemptions for 2024
- \$18,855 in sales for 2024
- We had a \$1,100 order cancelled because we couldn't accept credit card payments
- Do we look at getting a square?

## Blinky

Blinky is in decent shape. Never a bad idea to get him cleaned though to keep up with odours inside.

## 2025 Events

### Events dates:

\*\*Dates in ***bold italics*** are not 100% set yet.

??? - ***new spring event ?\* working on ideas with committee***

March 5 - BIA Breakfast Meeting

May 19 - First Market in the Park

***June 16 - possible street market\****

July 7 - Street Market (Scottish festival displacement)

August 25 - Street Market (Gathering of the Bands displacement)

***September 8 - possible street market\****

September 20 - Fall Harvest Street Market-

***September 21- business participation needed \****

September 25 - Harvest Dinner

October 25 - Spooktacular

***October 25 - pub crawl (?)\****

November 5 - AGM

November 21 - Hometown Christmas

November 27 - Ladies Night

***December 12 - Late Night Shopping Night\****

***Potential Christmas Market event for December in partnership with Tourism & Chamber***