



**BIA PROMOTION ADVISORY
COMMITTEE MINUTES
Meeting Date: March 4, 2025**

Present: Members: Carol Young-Petten, Chair, Susan Bishop, Nicole Bishop, Jennifer Perks, Collingwood Public Library

Regrets: Kayla von Zon

Staff Present: Susan Nicholson, General Manager

1. CALL OF ADVISORY COMMITTEE TO ORDER

2. ADOPTION OF AGENDA

THAT the content of the BIA Promotion Advisory Committee Agenda for March 4, 2025 be adopted as presented.

CARRIED

3. DECLARATIONS OF PECUNIARY INTEREST

None Declared

4. DEPUTATION

5. BUSINESS ARISING FROM THE PREVIOUS MINUTES

5.1 Event Update

- International Women's Day
Staff reported that revised / updated posters were being distributed to those businesses who had expressed interest in participating in the program and a Media Release in collaboration the town and their Women's Day initiative had been distributed

- Collingwood Fashion Week
Staff reported that last year's event had been recognized as a Top 100 event in the province at the recent Festival and Events Conference. A Media Release highlighting this as well as three other town presented events that had received the same recognition – Sidelaunch Days, Art Crawl and Trial Tunes - had been circulated.
The committee discussed the 2025 event, which has been scheduled for September 22 to 26, leading into Art Crawl on September 27. The theme of 'Fashion as Art – From the Creator to the Wearer' will be used to link the two events. The committee discussed who would still want to be involved and Sarah Pennal, Susan and Nicole Bishop, Carol Young-Petten and Jennifer Perks agreed to form the core organizing group. A call-out to the membership for additional interest in joining the organizing committee will be included in an upcoming newsletter, with a submission deadline of April 2. The committee also discussed key events that the BIA would present as part of the week and the need for the fashion retailers to develop and fully organizing their own events which the BIA would include in the overall marketing plan. A sponsorship

package will developed as soon as possible so that sponsorship sales can be undertaken well in advance of the event.

5.2 Farmers' Market Update

Saff reported that the Market applications were available as links on the BIA website and had been distributed to previous vendors. 28 applications have been received to date.

6. OTHER BUSINESS

6.1 Review of Committee's Key Priorities

There was no discussion regarding these items, however Committee member Young-Petten reviewed a concept of a Wellness focused event that could be a new initiative for 2026.

- Year-round / winter activations
- Evening Activations
- Expansion of events/activations to include broader BIA district
- Enhance Social Media strategy to include points of interest, stories, etc.

6.2 Business After 6

Committee member Young-Petten offered to host one in April at The Shop Barber & Brand

6.3 Ontario BIA Association Shop Main Street Canada – Support Local Campaign

Staff reviewed the recently released initiative from the Ontario BIA Association to support shopping downtown, choosing Canadian products and supporting local businesses. A Media Release has been circulated and a tool kit distributed to members.

6. NEXT MEETING

7.1 April 8

8. ADJOURNMENT