

Jayne Carmer

PARIS BIA MINUTES AND NEWSLETTER

The BIA meeting was held on Tuesday, April 8, 2008, with nine members present.

The minutes from March were approved by Tracey Palmer and seconded by Lisa Kratz.

Business arising from the minutes:

We have learned that the self-waterers for the planter baskets are \$100.00 each, making them far too expensive.

We still need someone to water the flowers. We have had some people interested, but nothing finalized yet.

Many thanks to all who came out to help take down the Christmas decorations. Unfortunately the weather and all the snow in the downtown kept us from taking these down sooner, but the help was much appreciated.

Jamie Kent from Grand Experiences gave an excellent presentation on tourism opportunities in Paris, focusing on our rivers. Grand Experiences started in 1997 and had 800 customers the first year. In 2007, Grand Experiences had 11,000 canoe and kayak customers. These 11,000 people are just part of the overall market. It is estimated that 25,000 people per year come to Paris by outfitters in total. It is also estimated that another 25,000 people come as individuals and groups, for a total of about 50,000 people per year coming to Paris to canoe, kayak and raft. This does not include the people who visit Paris Dam to fish or sight-see.

Jamie suggests that we should take advantage of the Kiosk installed at the Paris Dam Canoe Landing, using the plank side to place information describing the downtown and how to find it via the new pathway. Visitors would be interested in information on our history and diversity.

Many thanks to Jamie for the great presentation. We will speak to Bill Lisk about advertising on the sign board at the dam, and ask if there is a cost involved, and Jamie has offered to donate his printer abilities for posters, etc.

Roy Skuce reported that there was a total of \$225,000 needed to build the Cobblestone Parkette. As we all know, the BIA has borrowed \$50,000 to donate to the parkette, and there is now a thermometer posted at the parkette showing what is still needed. (We believe the amount still required does not include our \$50,000). There will be jars handed out to all the merchants to be used to collect donations for the Cobblestone Parkette.

It was suggested that we have a Wedding Registry for the downtown. We will discuss this further.

Treasurers Report:

It was agreed that we would go ahead with advertising in the Day Tripper. We also confirmed that there will be plants sent to the new businesses in the downtown. Lisa also reported that the cost of running the LED Christmas lights this winter was \$148.00, compared to about \$2,000.00 for the old style lights used in the past. (Wow!)

The Budget has been drafted, and will be approved at the annual general meeting, which is to be held on Tuesday, May 13th at 6:00 PM at the new Cobblestone Public House, located across the street from the Arlington Hotel. Other items to be covered at the general meeting are elections of officers, and approval of last years annual meeting minutes.

It was suggested that we try to have each meeting at a different downtown restaurant, so we will keep you posted on locations to come.

Carol Moyer of the River Lily announced that on Sunday, May 4th at 2:00 PM, a new plaque will be placed at her store to recognize the first electric transmission of sound anywhere. This has been approved North America wide. (Another WOW!)

Advertising:

We were approached by the Waterloo radio Station 98.5 CKWR FM. It was decided that there is too much advertising and not enough music on that station, so people may not be interested in listening. We need to look more closely at our advertising and consider possibly going to a Web site. We could also do up a small brochure for the tourism bureau directing people to the Web site. A representative from the BIA will attend the next Chamber meeting to discuss collaborating with them on a Web page.

The Curious Country Shopper has our ad until June, and the Day Tripper until next February.

Other Business:

There is a community outreach program at the United Church manse offering free hot dogs and soup for the needy or lonely. The food bank is also located there. Donations are always appreciated.

DON'T FORGET---THE ANNUAL BIA GENERAL MEETING WILL BE HELD ON TUESDAY, MAY 13TH AT 6:00 PM AT COBBLESTONE PUBLIC HOUSE (ACROSS FROM THE ARLINGTON)

Meeting adjourned.

SPRINGTIME IN PARIS
JUNE 7TH 2008

ARE YOU READY?????

WITH SPRINGTIME IN PARIS FESTIVAL JUST AROUND THE CORNER, IT IS NOW TIME TO ORGANIZE OUR ADDITIONS TO THE FESTIVAL. AS COVERED IN THE LAST NEWSLETTER THIS IS WHAT WE ALL ARE DOING ON JUNE 7TH.

A TASTE OF PARIS...THIS IS A SHOWCASE OF OUR DOWNTOWN CUSINE.

THIS WILL BE HELD FOR ONE DAY ONLY. SAT. JUNE 7TH 11-2. THE RESTURANTS WILL BE OFFERING A TASTE OR TWO OF SOMETHING FROM THEIR MENUS AT A MINIMAL COST. SAVE UP YOUR APPITITE..., LUNCH COULD PROVE TO BE VERY INTERESTING THAT DAY.

WATCH FOR THE SIGNS IN THE WINDOWS AS TO WHO IS PARTICIPATING. THE MASTER LIST IS LOCATED IN INKSATERS FRONT WINDOW.

SALES, SALES, SALES!!!! WHILE THE CUSTOMERS ARE STROLLING DOWN THE SIDEWALK TO THE RESTURANTS, THEY ALSO CAN CASH IN ON SIDEWALKS FULL OF SAVINGS. WITH THE CROWDS THAT THE FESTIVAL PULLS IN THERE WILL BE LOTS OF PEOPLE ON THE STREET, SO MAKE SURE YOU

HAVE LOTS OF GOODIES FOR THEM TO BUY.
EVERYONE LOVES A BARGIN.
PLEASE PUT GREAT THOUGHT INTO WHAT YOU
WISH TO DO THAT DAY....AGAIN WE NEED TO BRING
AWARENESS TO OUR BEAUTIFUL DOWNTOWN AND
ALL THE THINGS IT HAS TO OFFER. THERE WILL
ALSO BE MUSIC PROVIDED BY GARFIELD AND
COMPANY OF "THE OPEN G" GUITAR STUDIO AND
YOUNG LOCAL ARTIST.

ADVERTISING: WE ARE RENTING TWO ROADSIDE
SIGNS TO ANNOUNCE OUR EVENT. THERE WILL
ADVERTISING IN THE PARIS STAR AS WELL AS
OTHER OUT OF TOWN PUBLICATIONS. YOU CAN
ALSO VISIT www.springtimeinparis.ca FOR MORE
INFORMATION. THE ONLY THING WE NEED TO DO
IS TO TALK REALLY NICE TO MOTHER NATURE FOR
THE PERFECT SPRING DAY.

THANKS FOR TAKING PART IN THIS EVENT. THE
MORE ACTIVITY, THE BETTER. IT ALSO SHOWS
EVERYONE JUST HOW WELL WE ALL WORK
TOGETHER. IF YOU CARE TO HOLD YOUR SALES FOR
MORE THAN ONE DAY, FEEL FREE; JUST
UNDERSTAND THAT THE ADVERTISING IS FOR THE
SAT. ONLY.

THIS WILL BE THE LAST INFORMATION SHEET
GIVEN OUT, SO IF YOU HAVE ANY QUESTIONS,
CALL LISA AT INKSATER'S 519-442-4931

HAVE FUN!!!!