

BIA NEWSLETTER

September 8 , 2009

The July meeting was held in the board room of The Co-Operators Insurance, with 11 members present. The Agenda was approved by Lorne and seconded by Maureen. The minutes of the previous meeting were approved by all.

It was announced that the Website is now complete (just Google Paris.ca), however, the Paris Agricultural Society can only support one page on their website, with a maintenance fee of \$10.00 per month.

We discussed the flowers in the hanging baskets, and it was suggested that next year we have them checked during the summer for any bugs or pests that might destroy the flowers.

Matt Cummings from the Cobblestone Restaurant spoke to us about the Legacy Card program.

There will be a Springtime in Paris meeting on September 16th and they would like someone from the BIA to attend if possible.

November 20th Christmas Event:

The plans for the "Jingle Bell Night" are well under way. We discussed the following:

- Tree lighting in the Cobblestone Common Parkette
- Carolers walking through the downtown
- Children's school choirs
- Elves (instead of Santa) with 1000 candy canes
- Police involvement
- Fire Dept. involvement (have a fire truck downtown)
- Christmas light exchange (Brant County Power)
- Have a NO TAX EVENT FOR EVERYONE IN THE DOWNTOWN
- customers will get a draw ticket for \$1000.00 voucher that can be used anywhere in the downtown
- advertising on billboards (about \$1300.00 for 1 month)
- also advertising on CKPC and the Paris Star

- postcard style handouts with matching posters for store windows
- advertising on the Fairgrounds sign
- also advertise in the Daytripper for the Nov/Dec issue

Since this will be our major event for the year, and there are so many things to discuss, we decided to have a second meeting on September 22nd.

Meeting was adjourned.

JINGLE BELL NIGHT - FOLLOW-UP MEETING - SEPTEMBER 22ND.

The response has been very good from the members of the BIA that we have been in contact with.

We decided to assign tasks to various members of the executive to make the work-load lighter.

Tree lighting at the Cobblestone Common Parkette and the contract with the County for the time required - Lise Dalpe.

Base for the 10' tree - Sheila Tough (BIA already has lights)

Contact St. James Church to see if their band can play, with a donation to their building fund (\$100.00). The band would move along the street - Carol Moyer.

Holy Family has a choir, but there has been no response from them yet. We will inquire about Braemar House School in Brantford - Lisa Dalpe.

Elves could possibly be played by some grade 9 students from the high school - Lori and Judy from BHome.

Community policing will probably do something, possibly their kick-off for the "fill a cruiser" campaign - Jackie Haines.

Fire truck to be in the downtown for the event - Bill Tough.

Mobile sign at the School for the Blind is \$20.00 for the period from Nov. 13th to the 20th - Maureen Little.

Community Bulletin Board at the Fairgrounds is \$40.00 for 10 days - Lisa Dalpe.

Signs at Cargo Master, Advance Printing, Paris Vet Clinic, Oak Park Road and Paris Road - Lisa Dalpe.

Public and Separate Schools send information home every Friday with the students in their "Friday File". We will ask permission to include our flyers in these Friday Files, just before the November 20th event - Sheila Tough

Use Kijiji, which is a free Website, to advertise the event - Darrin (Co-Operators).

We decided against putting inserts into Hydro bills as this was too expensive.

Tillsonburg radio EZ103 will do 16 ten-second ads for \$210.00 - Lori and Judy.

Snap Magazine - Debbie from Debbie's Basic Black will look into this. We are not sure about the readership in this area, but it is a very well done magazine with good quality.

Posters and matching post cards - Lori and Judy.

Sign at Curves - Lisa Dalpe or Joanne (Divalicious)

Popcorn machine for out on the street - possibly Co-Operators.

Meeting adjourned.