

MARKETING COMMITTEE

MANDATE / MISSION

Reporting directly to the Lindsay Downtown BIA's Board of Directors, the Marketing Committee's purpose is to develop and execute promotions, events, and initiatives that showcase the downtown to both the local community and visitors, with the goal of driving customer traffic to the member businesses, and the area as a whole.

SPECIFIC ACTIVITIES:

The Committee will oversee and carry out activities that will achieve the above mission, that include but are not limited to;

- Create an annual Marketing Strategy and theme for the following calendar year, as well as an annual budget to support the plan;
- Develop an annual event calendar to identify committee-led events and large-scale promotions;
- Assist the BIA Staff in planning the committee-led events, and assist in their execution when possible;
- Provide input to the social media strategies that will be implemented by BIA Staff;
- Determine the types of advertising (print, broadcast, digital) that the BIA will participate in to promote their initiatives and events;
- Oversee the annual Event Grant Program, to encourage outside organizations to hold their events in the downtown;

COMPOSITION

The Committee will be comprised of at least one Board Director, and the balance shall consist of other interested parties, who may include other Board Directors, members of the BIA's general membership of business owners, operators or staff, or interested members of the public.

FREQUENCY OF MEETINGS

The Committee shall meet on a monthly basis, with a minimum of 10 meetings occurring annually.

COMMITTEE MEMBER EXPECTATIONS

By agreeing to formally sit on the committee, members will be expected to:

- Make their best effort to attend every meeting, on time and prepared—members who miss more than 3 consecutive meetings may be asked to leave the committee;
- Lend their personal and business expertise in carrying out the activities of the committee;
- Take into consideration the best interests of the organization and it's membership with each decision made.
- Participate in the execution of committee-led events and promotions outside of the meetings whenever possible