



Downtown Huntsville BIA
BIA ANNUAL FIRESIDE CHAT
2021 Street Activation Plan
ZOOM: Thursday, January 14, 2021
5:30 pm – 7:00 pm

Present:

- Bob Stone
- Steve Campbell
- Kelly Haywood
- Lindsay Buttus
- Michelle Gardiner
- Scott Ovell
- Kathy Sheridan
- Michelle Hill
- Anne MacDonald
- John MacDonald
- Christina Clarke
- Randy Mitson
- Catherine Cole
- Christine Kropp
- “Algonquin Outfitters” TBD
- Sophie (Staff)
- Morgan (Staff)

BIA Traditional Events

- Beer Festival (May 22, 2021)
 - Beer Festival is hard to do virtually, this festival works well, do not reinvent it
 - Connecting with HFA re: virtual contest
 - Moving the festival to the fall and see if there might be a possibility to do it then
 - Martin - LOB Vinyl Food & Beer
 - Muskoka-licious Campaign
 - Welcome to the construction crew / kick off for streetscape in May
 - Coupons for dinner and maybe downtown dollars
 - Connecting with HBR re: BINGO and their ideas =

- Midnight Madness (July 16, 2021)
 - Shop local weekend - flyer, social media campaign, etc.
 - So many unknowns -- number of people in stores & where construction is at
 - Promote sales all weekend - do not close the street
 - Offer gift cards on sale / gift card campaign
- Summer Sidewalk Sale (August 21, 2021)
 - Same concept as Midnight Madness
- Macaroni Festival (September 11, 2021)
 - Take out concept - being conscious of how it could reheat, and quality of each one
 - Incorporate some sort of remembrance moment for 9/11
 - Depending on COVID - combine Macaroni and Beer Festival in the Fall
- Tiny Tots Halloween Parade (October 30, 2021)
 - Being conscious of getting people out of their house without a need
- Girlfriends Getaway (November 12-14, 2021)
 - Christmas Market -- let's try to have this market closer to Christmas
 - Take up one section of main street - stores open and other vendors indoors
 - Have activities going into the evening and maybe use it as a launch into events/opening of Main St.
- Customer Appreciation Crawl (November 25, 2021)
 - Christmas Market in collaboration here
 - Stamp card driven incentive program to appreciate our customers

*Direction: relocate the traditional events budget (not a lot of money in these budgets) to further marketing campaigns / telling the story of Downtown, or out of the box ideas/ordinary experiences/marketing that will work with COVID and construction (bulk ordering, marketing packages for businesses).

BIA Additional Construction Initiatives

- Construction Voucher Program
 - Doing it in small chunks and changing up the promotion, like Explorers Edge makes it easy and engaging
 - Focus energy on initiatives such as this - increase the voucher spend
- Downtown Coupon Booklet
 - Important to not charge the businesses to participate
 - Digital coupon book and print a postcard that will drive people to a webpage that contains all the offers, coupons and offerings can change daily / weekly / monthly -
 - Extra \$\$ saved can go towards the Voucher program
- Shuttle Service
 - COVID -- challenges with crowds and transporting people

- Timing of shuttle would be very important for staff
- A shuttle service in timely on staff and costly - direction to develop a strong parking strategy - communication, marketing and promoting where parking is available
- Enhance / Market Healthy Huntsville more - store managers can nominate an employee for Healthy Huntsville
- Personal Shopping Experience (Delivery Service)
 - Not the best use of BIA time
 - Marketing campaign to support online purchasing
- 2021/2022 Skating Rink and Outdoor Winter Experiences
- Remote BIA Outdoor Market
 - Block by block construction - but advanced construction project means there will be two blocks closed at a time
 - Canvassing smaller stores with a smaller number of products, idea is not feasible for larger stores
- Wellness Event / Challenge
- Touch A Truck Event
- Weekly Musicians
 - Buskers - nice addition to the outdoor market
- Mural Painting
 - Selfie boards
 - Artistic installations
 - Enhancing the experience of downtown
 - Local artists doing different murals
 - Paddle Art Contest - AO - ends on Aug 31st - free paddles, if artists want to decorate and submit in the contest
 - Direction - focus BIA energy on initiatives such as this.
- Decorating Main Street
 - Muskoka Chair Initiative
 - Continue to recognize the partners involved in the projects
- Advertising
- Streetscape Photography Documentation
 - John and Randy willing to help
 - Tie concept into the Touch a Truck concept, LIVE weekly updates, marketing campaigns - celebrate the construction - this is critical

New Business

Newsletter --poll on short, often, topic-oriented emails, versus one condense weekly newsletters - very personal choice. Give people the option to opt into weekly emails or topical emails → send out both. Could look into the possibility of creating a printed newsletter.