

Promotions Sub-Committee Report

On July 28th, 2020 at 6:30pm the SLED Program Fund Sub-Committee met via Zoom meeting to discuss the possible project proposals that the BIA would like to bring forward for consideration. The BIA board members that were in attendance were Janice Brock, Adrian Bakelaar, Leanne Wiseman and Tira Wootton.

The options were discussed as follows:

Direct Mail or Digital Campaign

It was determined that the direct mail or digital campaign would have too short of a lifespan.

New Metal Banners

The changing of the banners on the light standards would be more of a beautification project than a draw for tourism and visitors to the area.

Public Washrooms in Downtown Core

An important issue that the BIA will continue to work with the municipality on finding solutions for but is not suitable with the timeframe for use of the grant dollars.

A White Squirrel statue or structure installation

This option was discussed and through the conversation it was determined that the white squirrel is the largest tourism draw for Exeter as the most well known feature of the town. The group discussed the location that a White Squirrel Statue could be located and how that might look. While the initial discuss rotated around having the world's largest white squirrel the alternative of having smaller white squirrel in multiple locations of interest around town was brought forward. The result was the following as a proposal:

One large White Squirrel statue located at the Parkette located in Downtown Exeter between Excalibur Insurance and the Bank of Montreal.

Smaller White Squirrel Statues or installations of some fashion found in locations like:

- Victoria Park
- McNaughton Park
- Elliott Park

The squirrels would be set up with a system similar to GEOCACHING where visitors log their find in a website when it is found making the installations measurable in their success and ability to create movement of visitors within the town. The online component would also be able to be updated with new information about what is happening in town during a specific time when people are on the White Squirrel Hunt.

To proceed, this report will be presented to Council and the Municipality of South Huron requesting their support. As a show of support, staff request a Board motion that confirms that the Exeter BIA would like to propose that the White Squirrel installations/statues and the White Squirrel Hunt be proposed on Municipal lands.

MOVED BY: Janice Brock & SECONDED BY: Adrian Bakelaar

"THAT the Exeter BIA approves of and supports the request to apply to use the SLED Program Fund to install White Squirrel statues and installations with a digital measurable component creating a White Squirrel Hunt."

VOTE: Unanimously in favour (recorded via email with 9 votes)

MOTION: CARRIED