



January 2009

BROADBAND UPDATE

The BIA fibre broadband project rolls out to the members along Manitoba Street. Over the next few months service will be available to all locations in the downtown areas. The Bracebridge promotional webcams will be streaming on the BIA website in early '09 and the speaker system will be implemented once the fibre access points are completed.

To order fibre highspeed internet services to your location please call Indigiinet Corporation @ 1-866-235-7510.

ANNUAL GENERAL MEETING

The Annual General Meeting will take place Monday, February 10 at 6:00 pm. Location will be determined at a later date.

All members of the BIA are welcome and there will be food and beverages served as well.

If you have any questions or concerns regarding the BIA please feel free to bring them to the meeting.

FEBRUARY BLOWOUT

On Saturday February 21, 2009 the BIA will be holding its annual February Blowout sale. Moose FM will be live on location and the BIA will also be holding its **3rd annual Balloon Blowout**. The Balloons that the BIA drop off will contain gift certificates inside them. We ask that when your customers make a purchase that you have them pick a balloon. The value will vary from \$5, \$10, \$20, \$50, \$100 and can be used towards their current purchase or if they wish they can go to anywhere else in the BIA to use them. They are valid for February 21st only so they cannot hold on to them past this day. There are over \$3500 in gift certificates throughout the BIA, but customer's can only qualify by making a purchase. Each member will receive a limited amount of balloons / gift certificates so it is while supplies last. We have asked members to include their own balloons in addition to the balloons we provide and to include your own in store discounts or gift certificates inside these balloons. We want every balloon to be a winner!

Instructions for this event are on the second page of this newsletter

CALENDAR OF EVENTS

February Blowout—February 21, 2009

-See January Newsletter

Classic Car Show—June 21, 2009

-Details to be announced

Midnight Madness—July 31, 2009

-Detail to be announced

If you would like to volunteer for any event, please contact Ryan at the BIA office

35A Manitoba St, P.O. Box 845

Bracebridge, ON, P1L 1V1

Tel:705-646-5590, Fax:646-5591, Email:info@downtownbracebridge.com



SET UP

On the day of the event please blow up all the balloons provided to you. The gift certificates are already inside. Please have your balloons blown up prior to opening.

Place balloons on the balloon sticks that we have provided and create a display.

HOW THE GIFT CERTIFICATES WILL BE REDEEMED BY THE BIA

The BIA will be around the following week to collect the gift certificates. Please fill out the back section of the gift certificate prior to us picking them up. We will require the business name and merchant name.. This will avoid any mix ups for when we are processing your redemption. All gift certificates are logged and numbered. Upon receiving your redemption we will require you to fill out a form confirming that you have received your refund. The refund will be in the form of a cheque from the Town of Bracebridge.

Please note based on the number of certificates that are in circulation, it will take approximately 2 weeks to have the redemption completed (from the time we pick them up).

WHEN YOUR CUSTOMER IS IN THE PROCESS OF MAKING A PURCHASE

1. Have them pick a balloon.
2. Pop the balloon and take the gift certificate out.
3. Ask if the customer wishes to use it towards their purchase now or elsewhere in the BIA.
4. **If they are using it towards their purchase now** please obtain the following:

- Customer's Name (Fill out the space provided on the front of the gift certificate)
- Telephone Number (not mandatory but please try to obtain)

All information is private and will not be shared

5. **Write VOID on the front** of the gift certificate and keep the gift certificate. Finish your sale and take the amount off that is stated on the gift certificate.
6. If you receive a gift certificate from a walk in please **verify the expiry date** which is located on the front bottom right hand corner and **complete steps 5 and 6.**

Please note that gift certificates are only valid February 21 and the customer cannot receive cash back from any gift certificate

BIA BOARD OF MANAGEMENT MEETINGS

The Board of Management meets on the last Tuesday of every month. Meetings are held in the Council Chambers (1000 Taylor Court) and all members are welcome to attend and share their input. If you have an issue you would like on the agenda, please contact Ryan at the BIA office in advance.

Contact List

Mae Brazier	President	645-3131
Karin Nickel	Vice President	646-1246
Tricia Hunter	Treasurer	645-7763
Kris Orchard	Member	645-0021
Sue Reuger	Member	646-7727
Rod Purvis	Member	645-5695
Mary DaPonte	Member	645-5009
Cheryl Kelley	Appointed by Town	645-5264
Lori-Lynn Giaschi-Pacini	Appointed by Town	646-8122
Ryan Broadworth	BIA Coordinator	646-5590