

Promotions and Marketing Committee
MEETING Minutes
August 22nd, 2019 – 8AM
Chamber of Commerce Board Room

Call to Order: Rae Brenne - Chair

Attendance: Nick Clements, Michelle Trudeau, Barry Klus, Katie Bevan, Dayna Greco, Norma Nelson, Rae Brenne, Kimberley James

Discussion, Approvals and Business

1. Welcome
2. Bay Block Party – follow up – approximately 4000 ppl
 - i) Feedback/Suggestions
 - Need Accessible parking and entrance
 - Better communication with Breweries for setup/takedown
 - Food Fest all weekend long – Taste of Northern Lights
 - Look at empty parking lot – next to Circle of Friends
 - All Shelter for picnic tables and possible 100ft Beer tent
 - Beer Vendors clean-up of stations
 - Water Station
 - ii) Restaurants/Count for tickets
 - Total of 150 tickets including Volunteers
 - Both the Moose and Cecil's had a min of a 45 minute wait time on that night
3. First Friday
 - Need more details on the Bluesfest, is the wall going up again?
 - We have an individual playing Blues to compliment the Bluesfestival
 - We are working on having the Battallion's coming down
 - Pottery Guild will be doing a demonstration
4. Advertising
 - i) Farmers Market – getting the downtown partnership together for a brochure – meeting August 26th
 - ii) Battallions – Did we want to do any advertising with them, last year we did an ad for the 40th Anniversary of the Downtown. Decided against it for this year, no ROI on the investment
5. Fall Event – decided to blow out the last First Friday as our fall event.
 - Scarecrows in the windows – contest with either pumpkins or scarecrows
 - Movie projected on the side of the building need community partners to help
 - NUSU coming down to partner with us – as it is also their homecoming

6. Christmas Hub – need to secure space as soon as possible – have talked to Gulliver’s and we can have it for 2 months just have to confirm with all parties

7. Christmas Walk – special meeting to be called for this.

Date and Time of next meeting

September 19th, 8AM Chamber of Commerce Board Room

Adjournment