

Promotion & Marketing Committee
MEETING AGENDA
July 18th, 2019 – 8:00AM
Stix and Stones Store

Call to Order: Rae Brenne - Chair

Attendance: Michelle Nick, Sheriss Kimberley, Norma, Katie, Barry, Dayna

Discussion, Approvals and Business

1. **Follow up to First Fridays/Artisan Way – August 2ndth**
 - Adding in a Grassy patch – to pick up 4 rolls of grass add in our Muskoka Chairs
 - Waiting on Layout for Street
 - Music will be placed at end of 100 W /Fraser facing down Main Street
 - Todd Glenhill from Waxman Records sent in a proposal for an addition to First Friday's of a Beach theme. It was a great idea, but was discussed that it could be an event on its own. Currently cost prohibitive, will look at it for next year as a budgeted line item. But would still like the Music and Beach Sports for this month's event
 - Adding in Moonlight Madness for this First Friday
 - Will need logo for advertising - Rae

2. **Bay Block Party – Saturday August 10 (North Bay Real Estate Board)**
 - Food Fest – we have 5 food trucks, plus the food tasting tour – 7 participants
 - Setup/Tear Down – Setup starts at 6AM for the barricades on Oak and Main Street as per the road closure
 - Food Tour Packaging – ordered small clamshell from Vaughn Paper Products, reached out regarding stamp for the top of them.
 - 4. Artisan Way Market – has been added to the Bay Block Party and will be going into the 100 E block. Need to get power from south side of street – Thor, Polly and C21
 - Kids Section – looking at putting it into 200 E section – waiting on confirmation
 - FoodFest Contracts – following up on all of the vendors for contracts
 - Lightning Options – suggested to light Main street up in the 100 W block. Research was done on solar lights – given to Katie
 - Banner Update – final design approved and sent to Gateway 50% given as a deposit - \$3243.89 (plus taxes)
 - Wanting to amend the liquor license for travelling to the 100 E Block since the addition of the Artisan Way
 - Needing a new Road Closure for changes

3. Advertising and Marketing

4. Fall Festival Concept

- October Fair?

5. Christmas Walk

- Outline for this years' event
 - Fireworks last year cost \$5K
 - Tractor and Wagons

Date and Time of next Meeting

Thursday, August 15th, 2019 8:00 AM