

Promotion & Marketing Committee
MEETING MINUTES
June 21, 2019 – 8:00AM
Stix and Stones Store

Call to Order: Rae Brenne - Chair

Attendance: Michelle Trudeau, Nick Clements, Dillion(?), Sheriss Mondoux, Kimberley James (ED)

Discussion, Approvals and Business

1. **Follow up to First Fridays/Artisan Way – June 7th**
 - Marketing
 - Move to 100 W Block
 - Better Setup to fill the block
 - June 7th was too small geographically- perception a lot of empty space
 - More street activity – Demonstrations – Creative Industries, Pottery Guild (Kimberley to reach out to)
 - Dancers, Martial Arts, Body Alive, Penny
 - Specialty Mocktail put out by restaurant
 - Need Music – Band – call either Twilight or Gravica
 - Have weather protection – rent tents if we have to
 - Need better signage – to get pricing for postcard to be given out to all merchants

2. **Garage Sale – Saturday June 15th**
 - The event went very well considering that the weather was not cooperative.
 - Had a great lineup of musicians/buskers
 - Better signage

3. **Bay Block Party – Saturday August 10 (North Bay Real Estate Board)**
 1. What are the merchants to do about open containers in their stores?
 2. Branding and Marketing
 3. Trying to get sponsorship website updated with Alana as old information is still on it.

3. New Business

Date and Time of next Meeting

Thursday, July 12, 2019 8:00 AM