



COMMITTEE REPORT

Committee Name	Promotions and Marketing
Report Date	Thursday February 13 th , 2020
Prepared by	Kimberley James (ED)
Members Attending	Barrie Klus, Nick Clement, Rae Brenne, Dayna Greco, Michelle Trudeau, Stephanie – Bohemian Market
Type of Report	<input checked="" type="checkbox"/> Update <input checked="" type="checkbox"/> Committee Action
Brief Statement of Committee area reporting:	Bay Days and Bay Block Party, Parking

UPDATE:

1. **Parking** – Michelle let us know that we need to do some marketing/education to the general public and membership, as the City already had a contract with Passport Canada in regards to the 1hr free parking not being integrated into the app, also the meters do not talk to the passport app

ACTION: New Marketing Company to generate

2. **Bay Days** – June 12-14th, 2020 - Budget Line Item is \$1200.

East Block to have Mayhem on Main ran by CheapSkates with Discovery Routes Bike Checkup,

Centre Block to have large outside family games with the Moose and Cecil’s doing food, alcohol and music.

The Moose and Cecil’s will look after getting buskers to play from Noon - 9PM. The Social Café (Johnathon Wayne) will work the Executive Director to get the large outdoor games to have on the street.

West Block- The Executive Director reached out to Perry Daigle to have the North Bay Cruisers to display their cars. They are to setup and arrange. Waiting on an answer back from Perry Daigle

3. **Bay Block Party** – August 8th, 2020 – Budget Line item is \$6000 –

Road Closure to include all that is needed for the event two weeks prior. Looking at closure of 200W from Algonquin to include Fraser Street From McIntyre to Oak Street to 100 Main West to cross over Ferguson to Wyld Street. With Wyld Street open for emergency vehicles. The NBREB wants to license from 200W Main W to 200 Main E for a continuous flow

Billboard: to rent a billboard on Cassells for about a month ranging from \$300-\$500 – looking for a partner for this.

Water Station: the committee talked about having a water provider so that vendors for either food or alcohol have a place to go to. Many last year went into the stores for water.

Children Activities: Looking at the Splash pad and adding to it.

Centre Block: wanting to license the flow through from Main W to Main E, but no decision as to what to do in the 100 E block yet.

Food Tucks/Food Tasting Tour: want at least 12 food vendors for the Food Court area,

Banner – Banner to go up the Friday after July 1st – July 3rd until the Block Party

Downtown North Bay

205 Main Street E North Bay, Ontario P1B 1B2

705-472-8480 ext 233 or yourdowntownnorthbay@gmail.com



4. **First Fridays/Gallery Hop** - Five dates for 2020 – Budget Line item is \$3000 – There will be a Gallery Hop on June 19th to coincide with Summer Solstice

ACTION:

1. Executive Director will reach out to the other restaurants in the centre block to see if they wish to participate in Bay Days and have a meeting with all with the next month
2. Reach out to musicians for 50's/60's music for the Parkette for Bay Days
3. Executive Director to find a supplier and pricing for a water station for the Bay Block Party
4. Executive Director to reach out to all the food and beverage membership to see if they want to participate in the Food Tasting Tour again – set up a meeting with in the month
5. Executive Director to find out cost for the City to deliver and setup barricades, picnic tables and cover the empty lot with Dustex for the Bay Block Party

Next Meeting: **March 12th , 8:00AM Chamber Board Room**