



COMMITTEE REPORT

Committee Name	Promotions and Marketing
Report Date	Thursday January 16th
Prepared by	Kimberley James (ED)
Members Attending	Nick Clement, Rae Brenne, Barry Klus, Michelle Trudeau, Katie Bevan
Type of Report	<input checked="" type="checkbox"/> Update <input checked="" type="checkbox"/> Board Action
Brief Statement of Committee area reporting:	Advertising, Bay Days, Bay Block Party, First Fridays/Gallery Hop, Marketing Strategy
<p>UPDATE:</p> <p>1. Advertising – Committee agreed to spend the \$1500 for a 4X8 Billboard for Laurentian Ski Hill Advertising over the course of 3 yrs. Second year would be 2022 and third year 2023. Sofa Communication to design and then sent to Laurentian Ski Hill</p> <p>2. Bay Days – June 12-14th, 2020 - Budget Line Item is \$1200. Looking at Community Garage Sale, Big Games to play, Mayhem on Main. Road Closure for all three sections then only close what is needed. Community Garage Sale to start at 8AM – 1PM (?). Want to add in Food and Alcohol – reach out to Moose and Cecil’s. Need to send out an email blast to the Community Groups. An Accessibility Map to be designed</p> <p>3. Bay Block Party – August 8th, 2020 – Budget Line item is \$6000 – Banner to go up July Long weekend, Possibly two sections of Main Street – to be confirmed by NBREB, 12 food vendors this year. Need to reach out to last year’s vendors, look at a popcorn vendor (possibly Capitol Centre). Secure the lot – email has been sent out to both parties for the space. Green Vision is on board. Need a water station for vendors and participants Food Map again? Look at other local food vendors – Subway, Incurry Currie etc</p> <p>4. First Fridays/Gallery Hop - Five dates for 2020 – Budget Line item is \$3000 - was decided to combine these two events – Gallery Hop Shop Hop. Downtown North Bay would contribute sponsorship</p> <ul style="list-style-type: none"> • Recommendation for Committee Action: <ol style="list-style-type: none"> 1. Events to Sponsor • Recommendation for Board of Management Action: <ol style="list-style-type: none"> 1. Marketing Strategy 	
Next Meeting:	February 13th , 8:00AM Chamber Board Room