



COMMITTEE REPORT

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| Committee Name | Promotions and Marketing |
| Report Date | Tuesday October 24th, 2019 |
| Prepared by | Kimberley James (ED) |
| Members Attending | Nick Clement, Rae Brenne, Barry Klus, Michelle Trudeau, Dayna Greco, Katie Bevan, Sherri |
| Type of Report | <input checked="" type="checkbox"/> Update <input checked="" type="checkbox"/> Recommending Committee Action |
| Brief Statement of Committee area reporting: | Santa Claus Parade, Holiday Hub, Christmas Walk, Holiday Passport |

UPDATE:

1. **Santa Claus Parade** – Santa has been booked along with Mrs. Claus. Dignitaries have been emailed for the float. Bartlett Towing has been blocked for Saturday Nov 16th 6PM-10PM to decorate the float. Gateway has been contacted for signage on side of float to reflect the Christmas Walk

2. **Holiday Passport** – email to be sent out to three printers for a quote for the marketing collateral for the Holiday Season – Print 3, Moyer Printing, Beatty Printing, along with Sofa Communication. The front of the passport to be point form for information. To be ready by November 12th, Delivery by Nov 14th to use by Nov 15th. Decided to do 5-\$25 Gift Certificates per week from November 18th- Dec 23rd, with a grand prize of 6 - \$100 Gift Certificates (based upon \$25 each one). Passport to be ready by the Santa Claus Parade

3. **Holiday Hub** – Gulliver’s Secured for two months - \$1500 for both months. The movie studio will be leaving Christmas décor in the shop for us.

Events- Rae, Katie and Volunteer Willow will be putting the Holiday Hub together, for vendors and workshops;

There will be a Membership Night Nov 13th 5 PM-8 PM– soft opening for the Holiday Hub with handout bags, to provide membership with information as to what is happening during Nov/Dec. Food and Beverage to be determined.

Inventory was done and there is enough tape, scissors, and wrapping paper for Gift Wrapping service at the Holiday Hub – cost – donation or food donation to Food Bank and throughout the season

To draft a newsletter to summarize what has happened in the last 6 months.

Looking at Polaroid Camera for instant photos at the Hub - price

A Budget needs to be drafted for the Holiday Hub

4. **Christmas Walk** – A list was given out as to what has been booked and what needs to be finalized. Ran into a snag with the Horse and Wagon – new vendor – in getting \$5M insurance for the event. Working on other options. Fireworks are booked and received certification from Fire Department, Marshmallow Pits have been secured and given a burn certificate from the Fire Department. Many Community choirs have come aboard this year. Food Vendors have also been confirmed – Beavertails, McCafe, Good Glaze Donuts, David’s Tea, and Oh My Lard. The finalization of the choirs are being done based on space available and the size of choir. Santa Claus has been booked for the Walk and subsequent dates for the Hub.

Downtown North Bay

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• **Recommendation for Committee Action:**

1. Budget – being done for Christmas Walk and Holiday Hub
2. Christmas Passport– Requests have been sent out for redesign and printing
3. Ordering of Holiday Bags for shops and Holiday Hub
4. Hire for Dec?
5. Booking Workshops on line or have a subpage for the Hub on our FB
6. Volunteers for Gift Wrapping

Next Meeting:

November 14th, 8:00AM Chamber Board Room

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