

Promotions & Marketing Committee

Minutes April 19th, 2021 – 8:30AM

Virtual Meeting

Call to Order

A combined committee meeting was held on April 19, 2021 via Zoom. It began at 8:36 am and was presided over by Committee Chairs Katie Bevan, Barry Klus and Rae Brenne.

Attendees

Michelle Trudeau, Katie Bevan, Barry Klus, Rae Brenne and executive director Amber Livingstone. Guest, Abby Cook from Explore North Bay.

1. March Break Bundle review
Need to consider including taxes in pricing of future bundles, and how many to sell. Michelle suggested looking ahead at upcoming dates and curating specialty bundles.
2. Updates to website
Abby talks about possible grants – CTAF (Covid Technology Adoption Funding), IION, NORP (Northern Ontario Recovery Program) through NOHFC.
What is the DIA's requirements for website through the city?
Barry Klus shares about virtual store walkthrough tour created by Buzz Masters.
3. Letterhead, business cards, stamp with updated branding
Amber to contact SOFA re digital letterhead and business card creation with updated branding.
4. Shirt design
Amber to get updated branding vector/ai files from SOFA and upload to Google Drive.
Offer shirts to membership at cost. Sell some on Shopify site.
5. Social Media strategy
Use event calendar on Google Drive for planning remainder of 2021.
6. NOHFC Marketing Intern
To be discussed at a future meeting.

Next Meeting Monday, May 17, 2021 at 8:30am.

Who	Action
Amber	Contact SOFA re digital letterhead and business card creation with updated branding.

	<p>Get updated branding vector/ai files from SOFA and upload to Google Drive.</p>
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	<p>Upload 2021 event calendar to Google Drive</p>
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