

# Promotions & Marketing Committee

## Minutes May 17<sup>th</sup>, 2021 – 8:30AM

### Virtual Meeting

#### Call to Order

A combined committee meeting was held on May 17, 2021 via Zoom. It began at 8:34 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 and Jaymie Laythem from Creative Industries.

#### 1. Presentation from Ben Farella re: Downtown Redesign Plan

Ben brought forward the importance of a communications plan for the membership and the community. Brainstorm solutions for the street closure and its effect on deliveries and customers. Provided some important questions to keep in mind when planning communications strategy.

#### 2. Get stamp made with updated branding.

#### 3. Correspondence:

- Stephanie Ramsey has asked about a having a Downtown Open Market.
- Bryanna Belmore has asked about a street closure for an outdoor market on August 7<sup>th</sup> noon-10pm.

There is some concern about street closures and their impact on businesses. Concerns were also expressed about the timeline for summer events, and what restrictions will look like to follow health unit guidelines. Important to support membership at this time, and not bring in outside vendors.

- Military Family Resource Centre has contacted us about curating bundles for them to purchase for new families value of \$25 (singles, couples & family bundles requested). Military is unable to ask businesses to participate; we would need to do the legwork. They would pay for the bundles. 70-80% of move-ins happen during summer months. 40-50 households/annum.

Happy that this group wants to support Downtown businesses. Amber has been directed to liaise with businesses on their behalf.

#### • Advertising:

1. Member has contacted us about a Downtown North Bay & Waterfront Greetings/Support Local commercial through CTV? Personalize the businesses by having them (CTV) pop into businesses for a quick hello and introduction. Feature a few businesses per commercial.

Could be an interesting idea to hire a videographer for the project, then have the videos to use on social media and website. Abby suggests BuzzMasters. Get CTV pricing as well.

2. NTAAA has reached out about bus stop, bench and shelter advertising.

Not at this time. Amber to respond.

3. Ownera Media has reached out about advertising in their premier issue of Reveal Ontario Lifestyle Magazine.

Not at this time. Amber to respond.

4. Rogers Radio has reached out asking about summer advertising.

Amber to get campaign pricing.

Next Meeting TBD.

**ACTION ITEMS**

Who	Action
Amber Livingstone	<p>Send list of questions for communication redesign strategy to committee members.</p> <p>Get stamp made with icon logo from Print 3. Size: 4x4"</p> <p>Order 500 business cards from Print 3.</p> <p>Have SOFA create video for social media to educate people on icon logo.</p> <p>Wayfinding signage: Document location of signs, sizes and get photos.</p> <p>Send Bracebridge vendor package to committee</p> <p>Contact Health Unit re: guidance on event guidance and restrictions. Also ask who the health inspectors are for our area.</p> <p>Contact CTV for pricing.</p> <p>Contact Rogers Radio for Summer campaign pricing.</p>
Abby Cook	Reaching out to a contact about tips for wayfinding.