

Promotions & Marketing Committee

Agenda June 14th, 2021 – 8:30AM

Virtual Meeting

1. Follow up from May 17th meeting

Who	Action
Amber	<p>Send list of questions for communication redesign strategy to committee members. ✓ 6/4/21</p> <p>Get stamp made with icon logo from Print 3. Size: 4x4" ✓ 5/18/21</p> <p>Order 500 business cards from Print 3. ✓ 5/18/21</p> <p>Have SOFA create video for social media to educate people on icon logo. ✓ 5/18/21</p> <p>Wayfinding signage: Document location of signs, sizes and get photos. ✓ 5/21/21</p> <p>Send Bracebridge vendor package to committee. ✓ 6/03/21</p> <p>Contact Health Unit re: guidance on event guidance and restrictions. Also ask who the health inspectors are for our area. ✓ 5/19/21 (see attachment)</p> <p>Contact CTV for pricing. ✓ 5/18/21</p> <p>Contact Rogers Radio for Summer campaign pricing. ✓ 5/18/21</p>
Abby Cook	Reaching out to a contact about tips for wayfinding.

2. Remaining March Break Bundles aren't moving. Should we drop the price or do a giveaway?

3. Follow up from May meeting: Hiring videographer to do vignettes with membership for use on web and social media. CTV has also provided us with pricing for an on-air campaign. (see attached)

4. Correspondence:

- Poutine, Pints and Plaid Event - At Home Edition: do we want to sponsor them? (see attachment)
- KiSS FM would like to highlight local businesses this June! Every afternoon starting June 7th Vicki will interview a local business and talk them up during her show. The investment is either a \$50 gift card or a service. (see attachment)
- Capitol Centre: Bluesfest weekend scheduled tentatively for Labour Day Weekend. The weekend includes a film screening/open mike night on the Thursday night, a Chief Commanda Blues Cruise on Friday night, then 2 evenings of open-air concerts right on Main St. on Saturday or Sunday.

5. Passport Program: When should we launch it? Printing should be completed week of June 14th.

6. Sidewalk Usage discussion.

7. Gateway to the Arts Festival to Diversity: September 24-26, 2021.

Next meeting: _____