

# Promotions & Marketing Committee

## Minutes July 12<sup>th</sup>, 2021 – 8:30AM

### Virtual Meeting

#### Call to Order

The Promotions & Marketing Committee meeting was held on July 12, 2021 via Zoom. It began at 8:31 am and was presided over by Committee Chair Rae Brenne.

#### Attendees

Barry Klus, Rae Brenne and executive director Amber Livingstone. Guests included Abby Cook from Explore North Bay and Rod Bilz from Remedy Development.

1. Review and update of Action Items from June 14<sup>th</sup> meeting. Outstanding items are promoting parking on social media and conversation with Barrie BIA about Open Air Dunlop.
2. Buzzmasters follow up: Project costs are steep, and not in our budget. Richard Fortin is doing interesting interviews with local people. IION innovation grants; Matt getting back to Abby.
3. Website redevelopment: Needs to be user friendly for membership. 3 RFPs needed. Schedule a separate website meeting, and send website document to committee. Canada Digital Adoption Program (CDAP) grant? Abby suggests talking to Paul Myers at Clark Marketing about website. Barry will contact George Eastin to have a look at our website and provide us with some input. Rae would like to see operating hours for businesses at a glance, and parking on the website. Suggestion to ask the membership and the public for feedback on what they want on the website.
4. Pop-Up Shop Parameters: Need to develop a strategy for vendor applications. Hesitancy for downtown businesses to close Main Street, but Rae would like to see pedestrian Saturdays in 2022. Please resend Bracebridge vendor information to Rae.

9:02 am Barry departs.

5. Christmas Walk: Start correspondence with vendors (include cancellation contingency). Barry suggests looking at a smaller scaled event, and to create a festive atmosphere with window displays and lights. Abby likes the fireworks we have done in the past. Abby suggests we promote sliding and create a skating area. Rod suggests that we include the film companies into the event and ask them to set up- props and decorate. Rae suggests having Allison and Hannah decorate again this year. Pop-ups in vacant storefronts. Project a locally filmed Christmas movie on Guardian Drugs wall – how do we get audio? Have hay bales for seating. Activate Brannyn's lot for the event. Ask McCafe to come down with hot chocolate. Ask Oak East Eatery to bring Evercool Ice Cream trailer down and provide hot chocolate. Bring in food trucks like Miso Shiso.

6. Correspondence:

- Moose FM Back to School campaign: Unsure this is a good fit.

Rae would like to do a week of radio advertising each month August through December on KISS and Moose to promote splash pad, patios, walkability. Abby suggests digital marketing campaign; have we tried this. Downtown Huntsville has a 'Why Aren't You Here' social media campaign. Abby says that Tik Tok has a lot of traction; we should create an account and partner with local influencers. Rae agrees to creating account. Rod talks about parking perceptions in Downtown. Rae would like to host paid social media ads on Instagram and Facebook for parking.

Next Meeting Monday, Wednesday, August 11, 2021 at 8:30am.

Meeting adjourned at 9:31am.

**ACTION ITEMS**

Who	Action
Amber	<ul style="list-style-type: none"><li>• Get quote for 3D imaging from Buzzmasters; \$350/store (bulk quote?)</li><li>• Look for notes and vendors on the Christmas Walk</li><li>• Radio advertising: et quotes for 1 week/month August through December from KISS &amp; Moose</li></ul>
Abby	<ul style="list-style-type: none"><li>• Looking into NOHFC grants</li></ul>
Rae	<ul style="list-style-type: none"><li>• Looking into funding grants with Blue Sky for Not for Profits</li></ul>
Barry	<ul style="list-style-type: none"><li>• Will contact George Eastin to look at current website</li></ul>