

Promotions & Marketing Committee

Minutes August 11th, 2021 – 8:30AM

Virtual Meeting

Call to Order

The Promotions & Marketing Committee meeting was held on August 11, 2021 via Zoom. It began at 8:37am and was presided over by Committee Chair Rae Brenne.

Attendees

Rae Brenne, Michelle Trudeau, Karrie Emms, Stephanie Booth and executive director Amber Livingstone.

1. Follow up from July 12th meeting: Will set up a separate meeting to discuss the website for September.
2. Buzzmasters follow up: Drone footage and 3D Imaging. Suggestion to discuss supplementing/cost sharing as line item in 2022 budget. Drone footage should wait until 2023 after rehabilitation project is completed.
3. Radio Advertising: Need to choose which weeks to book spots? Need to choose what advertisement will be for each month. Are we still attempting to run spots in August? Suggestions:
August – generic, park Downtown, shop here
September – mid-month, Culture Days, Fusion Fest, parking
October – TBD
November – w/o 22-26, Christmas Walk, parking
December – first two weeks following walk, focus on Christmas shopping, gift cards, parking,
Passport promotion (November 26-December 24 - \$25 gift card winner/week + one grand prize winner)
4. Become a Vendor (information for outside vendors participating in festivals/events)
Decision to discuss at a future meeting.
5. Capitol Centre Bluesfest: Labour Day weekend - outdoor event; fenced in. Street closure; they circulated a letter to members on their block approximately 3-4 weeks prior. Saturday concerts run 4pm-10:30pm, Sunday 1pm-7:30pm. Plan to animate sidewalk before event with buskers and tourism partners (invited to set up an information booth/tent Saturday 1:30-6pm and Sunday 11:30am-6pm); this includes Downtown North Bay. Important to support surrounding membership as well as event host.
6. Christmas Walk: What does the 2021 event look like? Large or small? Outdoors only? Need to put together event page and then weigh in on activities as a group. Suggestion of entry points at one end of each block, or circular navigation with barriers down the middle of the street. COVID safety plan required. Stores can choose to be open or closed, and will be in charge of their capacity limits. Activities/vendors to keep for 2021:

Beavertails, McCafe, fireworks, hydro bucket rides. Consider reaching out to school board for student volunteers on event date. Perhaps have 2 plans and include cancellation contingency in case of lockdown, etc.

Next Meeting Wednesday, September 8, 2021 at 8:30am.

Meeting adjourned at 9:39am.

ACTION ITEMS

Who	Action
Amber	<ul style="list-style-type: none">• Bluesfest street closure: when does it start/end? No notification from member or municipality. Ask restaurants about Skip the Dishes impact. Where are tents being set up? Busker permits? Include event info in newsletter.• SOFA: update passport to read \$25 draw.• Send Rae budget dashboard• Contact Hal Falk re: Christmas tree search.
Rae & Amber	<ul style="list-style-type: none">• Meet to discuss Christmas Walk vendors.