

# Promotions & Marketing Committee

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

### Virtual Meeting

#### Call to Order

The Promotions & Marketing Committee meeting was held on September 8, 2021 via Zoom. It began at 8:32am and was presided over by Committee Chair Rae Brenne.

#### Attendees

Rae Brenne, Michelle Trudeau, Stephanie Booth, Abby Cook, Dayna Greco and executive director Amber Livingstone.

1. Follow up from August 11<sup>th</sup> meeting: Website discussion; separate meeting in September/October.
2. Radio Advertising: October – 2 scripts rotating. Promote Downtown restaurants, second script shop local, spend your gift cards, parking. Moose FM October 3-9, KISS FM October 17-23. Amber to write copy and voice ads.
3. Winter Passport: Launch on November 18<sup>th</sup>.  
Draw 10 x \$25 winners on November 25<sup>th</sup>, December 2<sup>nd</sup>, 9<sup>th</sup>, 16<sup>th</sup> and 23<sup>rd</sup>.  
Draw 4 monthly winners of \$50 Downtown Dollars on December 1<sup>st</sup> and January 4<sup>th</sup>  
Draw 4 grand prize winners of \$100 Downtown Dollars on January 4<sup>th</sup>.
4. Christmas Walk: Need to decide as a group what to move forward with for event planning. A variety of options were discussed on how to safely host an event. Following concerns about uncertainty, plans were adjusted as follows:
  - Contact businesses and ask about after hours shopping, appointment shopping, gift wrapping, and personal shopping.
  - Provide shopping/gift invitation to corporations
  - Create a variety of gift guides for consumers with photos, prices, business names. Launch November 1 with DT Dollars, and add additional guides to website
  - 6 weeks of late night Thursdays starting on November 18<sup>th</sup>
  - Launch on the 18<sup>th</sup> with Christmas tree lighting, passport launch
  - Thursday night shoppers receive double stamps
  - Seeking option for Free parking Downtown for all of December (sponsored by municipality?)
  - Create photo vignette in parkette with sleigh, trees, décor?
  - Window competition with membership. Top 3 businesses receive DT Dollars.

Next meeting: Thursday, October 7, 2021 8:30am

Meeting adjourned at 9:42am.

### ACTION ITEMS

Who	Action
Amber	<ul style="list-style-type: none"><li>• Determine when to book Santa Glenn</li><li>• Contact TD about lighting their trees</li><li>• Contact town crier for tree lighting</li><li>• Seek out missing light head on Main East</li><li>• Museum – pergola lights?</li><li>• Count current light strings for large tree</li><li>• Contact Home Hardware re cost: string lights – bulk order of 50-100</li><li>• Seek out FD for installation of tree lights</li><li>• Have SOFA create banner design for winter, DT banner</li><li>• Hire someone to stream live Xmas tree lighting on November 18<sup>th</sup></li><li>• Poll membership on participants for Thursday events</li></ul>
Rae	<ul style="list-style-type: none"><li>• Have platform built for sleigh</li><li>• Anchor sleigh and trees to platform to prevent theft</li></ul>
Katie	<ul style="list-style-type: none"><li>• Can we light trees in parkette?</li><li>• Test snowflakes for lighting replacements</li><li>• Purchase soft white lights for large tree?</li><li>• Contact &amp; hire decorators for beginning of November</li></ul>