

Promotions & Marketing Committee

Minutes February 9th, 2022 – 8:00AM

Virtual Meeting

Call to Order

The Promotions & Marketing Committee meeting was held on February 9, 2022 via Zoom. It began at 8:01am and was presided over by Committee Chair Rae Brenne.

Attendees

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

1. March Break Bundles: March Break is March 11-18, 2022.
 - Change name to Winter Bundle.
 - 9 Participants, \$95 value.
 - Seek promo items from membership to include.
 - Order DTNB stickers. Use cellophane bags to put package promo items.
 - Framemaker to donate paper bags for bundles.

2. Late night Wednesdays
 - Poll membership with Google Form
 - Ask how late, day of week, participation

3. Update on remaining outstanding downtown gift certificates
 - \$8575 remaining
 - Social media reminders to use them, suggestions on how to keep track of them (reminders app on phone-individual reminder for each code)
 - Email people with their remaining gift cards.

4. Committee Guidelines Review
Hold off discussion until March meeting.

Next meeting: Wednesday, March 9, 2022 8:00am

Meeting adjourned at 8:48am.