

Beautification & Safety Committee & Promotions & Marketing Committee

Agenda April 14th, 2022 – 8:15AM Virtual Meeting

1. Safety:

- Meeting with By-Law Enforcement and Community Safety Well-Being Plan coordinator on Thursday, April 14th to discuss security options using the same amount of funds as 2021, but partnering with the municipality's security. Would like to reinstate overnight security 4 nights/week. This will compliment the Healthy Community Ambassador Program during the day. We will also inquire about walking patrols.
- Concerns referenced about some businesses having customers who are fearful walking from the parking lot to store and back to their vehicle due to street-involved individuals.

2. Beautification:

- Clean Green Beautiful (CGB) launch is April 21st.
- Want to bring back the annual Downtown Spring Clean Up, and partner with CGB. Looking at Sunday, May 1st, with Sunday, May 15th as a bad weather back up date.
- Email membership about the event, and encourage them to join in and clean around their business, and assist with tidying around vacant spaces. Karri Emms advises that she can assist with volunteers. Offer volunteer hours to members with high school students to participate. Reminders to sweep alcoves not touched by city staff, vacant spaces, window cleaning.
- We will be submitting a grant application to NOHFC with the goal to form a campaign to bring people DT during construction. Partnering with Economic Development (EcDev). Also including long-term investment and attraction strategies, and printed information about DTNB to provide local hotels. Perhaps hire a videographer for post-construction video to share our new look. The grant has rolling deadlines.

3. Promotions & marketing:

- Do over dine in concept ([more information here](#)). Use #DineInDoOver for one month. Encourage community to tag restaurants, and post food pics. Paid social media advertising. DTNB will giveaway 3 x \$25 gift cards. Ask people to tag DTNB in their social media posts when they dine in Downtown. Post IG Reel with different restaurants. IG stories for each diner with link. Post giveaway with Reels and make it shareable. Look at Mother's Day brunches/special coming up. Promote early, and draw 3 winners the Monday following Mother's Day. Post food available DT on socials for April and first half of May, along with teasing the upcoming Summer Farmer's Market. Post about Dinner & a Show to help promote restaurants and theatre., as well as trivia nights and live entertainment. In May, promote accessibility and parking. Walk with Me videos. Jessie White from Capitol Centre shares that there are dance competitions going on at the theatre the weekends of April 28th and May 6th, from 9am-9pm Thursday through Sunday. Great information to share with membership. Consider some dual reels/partner posts with Capitol Centre like Dinner & A Show and Date Night ideas. Invite community to Rediscover Downtown.

- Science North GNOR May long weekend
- Opening of the Farmers Market May long weekend. Is there an opportunity for signage to encourage patrons to explore Downtown while visiting the market? Katie suggests that Naomi at the Museum may put out an A-Frame sign for us if we provide one. Ask membership if they are planning to open early Saturday mornings for the early market visitors.
- Communications campaign for upcoming rehabilitation project. To be discussed more at future meetings.

4. New Business

- Upcoming events: Diversity Festival hosted by Gateway to the Arts August 27-28 by Museum. Bluesfest hosted by Capitol Centre September 1-5 in Capitol Centre Parking lot.
- Gateway to the Arts has started a newsletter, and encourages members to share their events with her to amplify them.

Next meeting: Tuesday, May 17th at 8:15am