

# Beautification & Safety Committee & Promotions & Marketing Committee

## Minutes May 17<sup>th</sup>, 2022 – 8:15AM Virtual Meeting

### Call to Order

A joint committee meeting of Beautification & Safety and Promotions & Marketing was held on May 17, 2022 via Zoom. It began at 8:14am and was presided over by Committee Chairs Barry Klus, Katie Bevan and Rae Brenne.

### Attendees

Stephanie Booth, Barry Klus, Rae Brenne, Katie Bevan, Abby Cook Dayna Greco, Jessie White, Jaymie Lathem, and executive director Amber Livingstone

#### 1. Safety:

- Overnight security has been scheduled 4 nights/week. Reports from security patrols are encouraging with the role they're taking (moving people along). Police removed a small encampment at TD Bank the previous week. Rae shares that there's an encampment set up near the Quint's museum of 2-3 people. Two new officers have been added to the North Bay Police Services bike patrol.

#### 2. Beautification:

- Healthy Community Initiative funds; grant extension until September 2022.
- Looking into FEDNOR application to see if it's feasible for construction communications strategy, and it's funds are still available.

#### 3. Promotions & marketing:

- Bay Block Party is scheduled for August 27<sup>th</sup>, hosted by North Bay Real Estate Board. There will be a variety of beer vendors at the event.
- Food Fest will happen again in the Main West lot. Abby suggests reaching out to Tuco's Tacos. Rae suggests contacting the mini donuts vendor.
- Amber to ask Roger at Cedar tree if he will be open that weekend and wants to put out a patio.
- Abby advises that she can help with self-guided tours.
- Cheapskates has the DTNB generator.
- Signage needed to direct people to lavatories.
- Gallery Shop Hop set for June 3<sup>rd</sup>, 4-9pm. Launch Passport Promotion. Radio campaign for May 30<sup>th</sup> to June 3<sup>rd</sup> on Vista and Rogers.

4. New Business

- Jessie advises us that the Capitol Centre's season launch is happening in June.

Next meeting: Tuesday, June 14<sup>th</sup> at 8:15am via Zoom.