

AUGUST 18, 2022

DOWNTOWN DIGEST



PUBLIC ART SURVEY

I would like to share with you a Public Art Survey that the Public Art Advisory Committee in partnership with Creative Industries is hosting. We are looking to gain more insight, suggestions and information regarding Public Art in the North Bay Community to help inform PAAC's future projects. Please feel free to share.



INSTITUTE FOR CATASTROPHIC LOSS REDUCTION

At least one-quarter of small businesses impacted by a natural disaster never reopen.

The smallest of small businesses (i.e. enterprises with fewer than 10 employees) are especially vulnerable because few have the resources or knowledge needed to assess disaster risks and develop comprehensive mitigation and recovery plans. Still fewer know where to go to access such tools.

This organization has a guide, and a list of downloadable forms you might find helpful.



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INSTAGRAM UPDATES

Instagram will convert all videos to Reels

It's already happening; all videos shorter than 15 minutes posted by a public account will be turned into Reels. That means anyone worldwide can see it in their Reels tab, irrespective of whether they follow you or not. Based on the content, Instagram's recommendation algorithm will show your Reels to people who might find them interesting.

What Are Instagram Notes & Why Are They in Your Inbox?

Instagram Notes let you post short notes (similar to Post-its) to your "Close Friends" list or to followers you follow back. Great for sales, unexpected closure, other announcements.

Instagram Notes can be found in your Inbox right above your direct messages:

Notes disappear in 24 hours and can only be 60 characters in length. Users can reply to notes via sending a direct message.

How to Use Instagram Notes

In your Inbox on Instagram, you will see a new Notes section at the top of your page.

If any of your followers (who you follow) have created a Note, this is where you'll see it.

Press the "+" sign to create a new note.

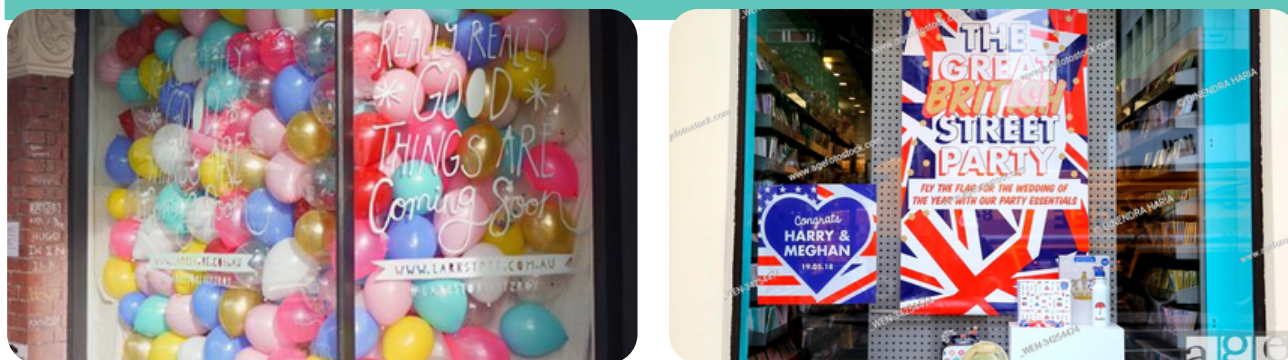
Type in your message, select who you want to share it with, and press Share.

PASSPORT PROMOTION IS WRAPPING UP

Our final draws for the Summer Passport Promotion are coming up quickly; we'll draw our final 3 winner's names on Wednesday, August 31st.

If you have completed passports to go into the draw, please let Amber know to come and collect them.

We have a small amount of blank ones remaining if you need a few of those, just make a request through the office to have them delivered to you.



BRING THE BLOCK PARTY TO YOUR WINDOWS

The Bay Block Party is set for Saturday, August 27th.

Let's show the community and guests that Downtown is ready to party by decorating your windows.

Each participant will receive \$20 Downtown Dollars!

What do you need to do next?

1. Decorate your party themed window
2. Snap a photo of your party window, and send it to the office to be on the participants list.

BAY BLOCK PARTY UPDATE

Bay Block Party is a free community event hosted by the North Bay Real Estate Board (NBREB) in partnership with Downtown North Bay & Waterfront.

The event will include road closures as follows:

Friday, August 26, 2022 at 9:00am through Saturday, August 27, 2022 at 11:59pm, Fraser Street between McIntyre Street West and Oak Street West, as well as Main Street West between Fraser and Ferguson.

Friday, August 26, 2022 at 8:00pm through Saturday, August 27, 2022 at approximately 8:00pm, Main Street East between Ferguson and Wyld.

Saturday, August 27, 2022 at 6:00am to 3:30pm, Main Street East from Wyld to Sherbrooke.

Sidewalks will remain open. Businesses are welcome to activate the sidewalk in front of their location.

The Main West block will host the concert stage, Food Fest and breweries, as well as event sponsor tents and a silent dance party.

The 100 block of Main East will host an artisan market, the YMCA and inflatables.

The closure in the 200 block of Main East will host Cheapskates' Mayhem on Main event.

MEMBERSHIP INFORMATION

Beautification & Safety Committee Meeting	Promotions & Marketing Committee Meeting
Next meeting TBA	Next meeting TBA

LET ME KNOW IF YOU WOULD LIKE AN AUTOMATIC INVITATION TO THESE MEETINGS.



EMAIL
AMBER

GARBAGE PICK UP	CARDBOARD PICK UP
Every Tuesday & Friday morning. Please hold off on putting garbage bags out until after 5pm Monday and Thursday.	Weekly on Friday morning. Please hold off on putting your cardboard out for pick up until after 5pm on Thursday evenings.



REMINDER YOU CAN JOIN THE PRIVATE GROUP ON FACEBOOK FOR DOWNTOWN BUSINESSES; [CLICK HERE TO JOIN.](#)

PREVIOUS NEWSLETTERS



BOARD MINUTES



COMMITTEE REPORTS



This newsletter is all for you so, naturally, I'd love your input!

Drop me a line and let me know what you'd like to see and read. I look forward to hearing from you!

Cheers,
Amber



“If you a make a sale, you make a living. If you make an investment of time and good service in a customer, you can make a fortune.” ~John Rohn