

Promotions and Marketing meeting

Monday, February 5, 2023 9:30am

Stix & Stones Yarn Boutique

Minutes

Attendees: Rae Brenne, Allyson Bursey, Dayna Greco, Ryan Ivy and Amber Livingstone

2024 Events

- Food Fest at Bay Block Party 8/24
- Xmas Walk 11/29
- Pause on Fun Cube Photo booth for 2024.
- Online gift card giveaways

Sponsorship Goals

- \$5000 for Xmas Walk
- \$5250 for Food Fest
- Implementing a \$250 user fee for street banners.

Promotional Items

2 Street banners: 1 generic in colour on both sides, 1 promoting winter & Xmas Walk in black & white both sides.

Volunteer Items

Red volunteer vests to be worn during events, and easily identify volunteers.

Action Items

- Allyson to draft ideas for banners by end of March.
- Amber & Ryan to draft sponsorship packages in March.
- Amber to get quotes on banner costs.
- Amber to order volunteer vests.
- Amber to amend current Street Banner information to include the user fee, and indicate that Gateway Signs & Service is the preferred contractor for banner installation and removal.
- Amber to book Glenn Demille for parade, Xmas Walk and for 3 hours on December 14th. Amber to book Amazing Train for Xmas Walk.
- Ryan to explore light displays
- Ryan to draft photo asset list for event photographers.
- Draft set up and tear down checklists for both events.

Next meeting: Monday, March 4, 2024 9:30am at Stix & Stones Yarn Boutique