

2024-04-15

Promotions & Marketing Meeting Minutes

Maureen Bentley, Jordan Ringuette, Katie Bevan, Dayna Greco, Rae Brenne, Ryan Iny, Allyson Burse, Aimy Reilly, Pat Diegl, Michelle Trudeau, Caprina Tennant, Amber Livingstone

Introductions

Construction: Additional signage to be printed for wayfinding. Katie to order signage.

Rae to place A-Frames out on Oak St.

Walking access videos: Share & amplify

Radio Advertising: 1 week monthly April through October (parking, businesses are open). KISS FM only.

JET FM & KISS FM: 1 week leading up to Xmas Walk. 1 week in December.

Social Media: Rae & Allyson to create generic template/stories for members.

Amber able to create logo stickers for members to use.

QR Codes: Use window clings to drive people to info about parking, hours, businesses being open

Discussion to consider reusable bags for members to give out.

Street banners: Allyson drafted ideas. Need action steps at the next meeting.

Pop-Up Picnic: Funds from Tourism grant. Tourism NB is lead with City of NB and Downtown as partners. Resend offer to restaurants week of April 22nd. SJ to help recruit vendors.

Move to a sub-committee to oversee experience.

YTL Proposal: Street Party with road closure. Request digital copy of document.

Next Meeting:

May 6th at 9:30am in the Boardroom at the Chamber of Commerce, 205 Main St E

Email invitations will be sent out to this group.