

2024 06 10

Promotions Committee

Michelle Trudeau, Lorie Fairburn, Amber Livingstone, Caprina Tennant, Maureen Bentley

Marketing Update:

Need update on street banner from Rae. Has the designer come back with a proof?

Radio ads on KISS FM: 1 week/month from May until October

Social media template: no update (idea parked)

Promote bike racks once they're out.

Pop Up Picnic:

7 participants.

Available July 2nd. Promoting it July 3rd at the Summer Concert Series kick off.

Block Party/Food Fest:

Palladino has purchased Subaru; strong community supporters in Sudbury. Send sponsorship package to them, and to Northern Security.

Outdoor Winter Market:

November 2, 9, 16, 23

Sip & Shop event 1 week

Cookie Crawl 1 week

Fall Event:

Consider Pride windows with members. September 11-15.

Amber to contact NB Pride for info on parade route.

Cranberry Fest is a destination event October 5th: Can we encourage attendees to come downtown? Girls weekend, open houses, food specials?

Winter/Xmas Shopping:

Extended hours: send survey to members (Thursdays until 6 or 7pm).

Use luminaries to ID open businesses.

Advise Cassellholme & Empire; maybe they can shuttle residents over for shopping.

Hello Network Gift Card program:

Concerns about consumers needing to provide information, and employers seeing where people shop.

Is Hello compatible with Light Speed POS?

Can Corporations purchase branded cards for giveaway/gifts?

Survey membership for interest in program.

Next meeting: TBA