

Sep 11, 2024 | [Promotions & Marketing Committee Meeting](#)

Attendees: Amber Livingstone, Rae Brenne, Ryan Ivy, Dayna Greco, Maureen Bentley

Meeting Minutes

- Holiday Planning

Xmas Walk

Laurentian Ski Hill outdoor Apres Ski 4th (Barry's block), fire pits? Beavertails? Santa indoors at Cap Ctr?

Dignitary procession from Wyld to tree via train?

Music locations/activations

Winter Market update and action items

Cookie Crawl: Nov. 2nd

Purchase [wristband](#) at Cookie Crawl table. Receive tickets for cookies and list of participants.

Receive free bonus cookie from TAW vendor. Participants give DTNB tickets for reimbursement..[Cookie costume](#). Chloroplast sign?

Sip & Shop: Nov. 23rd

Food biz: can offer signature cocktails. Other biz can offer hot chocolate/mocktails (health unit application). Downtown can provide cups to non-food establishments ([Vaughan Paper](#)).

Send info to membership after TNB launches event.

Membership Activations

Extended hours (use luminaries), host Pop-Up Shops, craft events, unique items (advent calendar), in-store gift wrapping, decorate & light up windows and extend to street, play holiday music.

Holiday Promo - socials, radio, print

Rado ads: week leading up to Xmas Walk & first 2 weeks in December

Holiday promo graphics from SJ (Gift card giveaway). Weekly member gift card bundles. Nov 15th deadline for members to RSVP.

Shop Small Saturday

SJ: Evergreen graphic (Shop small with me), promote new gift card program, passports run Friday Xmas Walk & Saturday.

Parade

No discussion

NEXT MEETING:  **September 25, 2024**  **8:30-10am**

Parking Lot

Winterlicious restaurant promo (Jan/Feb 2025)
Summer DTNB street banner

Action items

RAEstixandstonesnb@gmail.com

- Contact SJ to create graphics for Holiday Gift Card Giveaway, Sip & Shop, Small Business Saturday, Winter Banner. Provide her with a budget. Due 9/20/24
- Order street banner. Due 9/27/24
- Contact Brannyn to hold membership town hall at The Block mid-October date (gift cards, winter programming). Due 9/20/24

RYANryanloudawgs@gmail.com

- Secure photographer for Xmas Walk \$300 budget. Due 9/25/24
- Create asset list of pics for photographer. Due 9/25/24
- Contact Kyle Selle: pricing for live stream of tree lighting, light project and music quote. Due 9/25/24

AMBER

- ~~Create DT biz group on IG. Due 9/13/24~~
- ~~Social promotion of new trees and corn stalks decor. Due 9/16/24~~
- Contact Northern Bounce re: use train for dignitary procession from Wyld & Main E to Fraser parkette. Due 9/25/24
- Contact police: parade permit for train/procession. Due 9/25/24
- ~~Ask Barry if he is hosting Rail Jam competition at Xmas Walk. Due 9/25/24~~
- ~~Contact Laurentian Ski Hill: Apres Ski outdoor area at Xmas Walk with membership drive in Barry's block. Due 9/25/24~~
- ~~Ask Beautification if they are decorating Main W planters. Due 9/16/24~~
- Send out Winter Market info to membership (seek participants for Cookie Crawl, Sip & Shop). Due 9/25/24
- Contact Hello Network: Move forward with gift card program, DT branding an option on cards? Due 9/25/24
- ~~Contact Beavertails: Xmas Walk. Due 9/25/24~~
- ~~Contact Capitol Centre: host Santa indoors at Xmas Walk? Due 9/25/24~~