

Sep 25, 2024 | Promotions & Marketing Committee Meeting

Attendees: Maureen Bentley Rae Brenne Amber Livingstone (Downtown North Bay) Katie Bevan Dayna Greco Ryan Ivy Katie Bevan Lynn Compton Kim Lefebvre

Minutes

Winter Market

- Get DT street banner up by Nov. 2nd
- Collect letters to Santa at HQ tent
- Provide & collect passports with explanation at HQ tent
- Bag stuffer promo: enter into draw to win a live tree from Copeman Farms

Passports

- 3 stamps: 1 from a market vendor, 2 from downtown businesses
- Update design as per discussion
- Print 2000 units
- Need to educate members, patrons & Market Vendors
- Hand out at HQ tent
- Use luminaries to identify open businesses
- Weekly non-winning passports go into draw for live Xmas tree from Copeman Farms. Draw held on Small Business Saturday (Nov. 30th)

Christmas Walk

- Laser on Main West lot building?
- Ryan meeting w/ Kyle Selle re: light show
- Photographer secured
- Remind members to put out benches for seating
- Ask members if they are interested in hosting a pop-up vendor from the Farmer's Market

Hello Network Gift Cards

- Info night at The Block Oct. 24th
- 2 years without DT logo

NEXT MEETING:  **October 9, 2024**  **8:30-10am**

Parking Lot

Winterlicious restaurant promo (Jan/Feb 2025)

Summer DTNB street banner
Meet with NB Farmer's Market (Jan 2025)

Action items

Rae

- Contact Chippewa & Scollard marching bands
- Draft Passport info sheet w/ Katie
- Secure Oct. 24th info night at The Block
- Contact Copeman Farm about purchasing tree for final draw from passports & bag stuffers
- Look over Passport design
- Street banner design w/ SJ

Ryan

- Send Amber photo asset list for Xmas Walk

Katie

- Draft Passport info sheet w/ Rae
- Laurentian connection

Amber

- ~~Ask Board for availability to man HQ tent on market nights~~
- ~~Provide contact info to Rae re: Copeman Farms~~
- Find mailbox for Santa letters/passport collection
- Confirm Hydro bucket rides & light switch
- Update Passport design
- ~~Sara Gage: connecting Square to bank account for payments~~
- Cookie Crawl follow up email 9/30