

Jan 15, 2025 | 📅 Promotions & Marketing Committee Meeting

Attendees: Rae Brenne, Jordan Ringuette, Amber Livingstone, Katie Bevan, Maureen Bentley, Dayna Greco, Malinda Hirvilammi

Attached files: 📎 2025 01 15 | Promotions & Marketing Agenda

MINUTES

Promotions Planning Calendar

- Poll membership for contests/promotions. Send out By 1/17. Deadline for responses 1/31. Send out again as reminder 1/24.
- Poll members seasonally: What do you have planned for this season?
- Advertising for 2025:
 - Yard Sale 5/24: Radio, IG, FB
- October is Small Business Month
- October: Explore platform takeovers
- November: Ask business owners to share fave gift items, ideas, Name, business
- Rapid Reels: Ask business owners to answer simple questions, and cut them together with tight edits (food, coffee, good vibes, etc.)
- CMHA: Push Up Challenge Feb. 11-28. Share on website, socials, membership email. Mental Health Week in May.
- Ice Follies: Passport promo for 2 weeks, Feb 7-21. Prize is \$100 in gift cards. Ice Follies to print passports. DTNB to hand out to businesses. Ice Follies to draw winner Feb. 22.

Action items:

- Book Santa Glenn for Parade and Xmas Walk
- Book Amazing Train for Xmas Walk
- Save the date email: Beavertails, Sellebrations, Fire Dept, CNB
- Inquire about 2025 Winter Market dates
- Best time for sponsored posts on socials
- Plan out Platform Takeovers: Rae & Amber

Next Meeting: Jan. 29th, 8:30am, NB Chamber of Commerce, 205 Main St E

Upcoming Discussions:

- Sponsorship packages for Food Fest & Xmas Walk; make public April 1st
- Location for Food Fest
- Activations for Xmas Walk
- Billboards renewal
- Community Booths at Xmas Walk
- Pop-Up Booths at Xmas Walk
- [Community Yard Sale, May 24th](#)