

Jan 29, 2025 | 📅 Promotions & Marketing Committee Meeting

Attendees: Kim Lefebvre, Lynn Compton, Jordan Ringuette, Pat Diegl, Katie Bevan, Amber Livingstone, Rae Brenne, Dayna Greco, Maureen Bentley

MINUTES

Budget discussion: Events budgets & gift card giveaways

Great Community Yard Sale

- Potential street closure
- Members could participate & activate sidewalks
- Breakfast & Bargains? 9am launch to coincide with NB Farmers' Market
- Invite vendors? Insurance needed citing CNB as third party insured for \$5M liability. DUUO insurance.

Gallery Shop Hops

- Asking DTNB to sponsor \$1000.
- Invite all restaurants to be a location for Drink & Draw post Hop. Survey restaurants & provide dates. DTNB would provide materials. Check with Good Atlast to purchase.
- Provide balloon identifiers

Easter Event

- Easter egg hunt. Locate big eggs in stores, bring completed sheets to x location and exchange for a treat/trinket (High Class Snax & Creative Learning)
- Face painting. Window contest.workshops.
- Cost of Easter bunny at Creative Learning; check with Shawn.

Fall Events

- Ideas: Window competition. Craft beer festival. Homecoming. Oktoberfest. Harvest Moon Madness. Thanksgiving.

Winter Market

- November 8, 15, 22 & Nov. 28 (Xmas Walk)
- Need identifiers for DT businesses (led lights?)

Shop Local Saturday

- Shop the neighbourhood
- Win your day DT

Holiday Gift Card Giveaway

- Launch with first winter market Nov. 8

Ideas for Discussion

- Market on Main

[Promotions Planning Calendar](#)

[2025 Promotions Planning document](#)

Next Meeting: February 12th 8:30am, Chamber Boardroom 205 Main St East