

Feb 12, 2025 | 📅 Promotions & Marketing Committee Meeting

Attendees: Shannon Unger, Rae Brenne, Amber Livingstone, Maureen Bentley

Attached files: 📎 2025 02 12 | Promotions & Marketing Agenda

📍 NB Chamber of Commerce, 205 Main St East

MINUTES

1. Gallery Shop Hop March 28th
Email & invite restaurants to be a location for Drink & Draw post Hop. DTNB will provide materials. Check with Good Atlast to purchase. Ask Katie/Colleen what materials are needed. Provide balloon identifiers: Shops staying open = aqua balloons. Drink & Draw = hot pink balloons. 4 balloons/location.
2. Easter Event April 19th, 11am-3pm
Easter egg hunt. Egg photos on cardstock. Children search for eggs in participating businesses. Business adds sticker to clue sheet to confirm egg was found. Bring completed clue sheet to X location for instant prize. (High Class Snax & Creative Learning). If a larger # of businesses come on board, minimum of 10 eggs must be found to claim a prize. Purchase Easter cellophane bags. Face painting at Northern Tikes. Cost of Easter bunny at Creative Learning; check with Shawn.
Window contest: Email membership for participants. Create Google form for voters. Create poster for biz windows with QR code directing votes. Balloons for Easter windows. Top businesses in each category wins a 6-pack of donuts from Good Glaze. Create social media posts for event & window contest.
3. Neighbourhood Campaign Update
Quote approved, advise Ray Brand.

Action items

- Send sponsorship packages to Shannon
- Email members about Easter Egg Hunt & interest in prize basket
- Email members about Gallery Shop Hop
- Find out materials needed for Drink & Draw
- ~~Create Google form for window contest~~
- ~~Ask Northern Tikes about location for face painters~~
- ~~Get quote from Tickled Teals for 2 face painters x 4 hours~~
- ~~Ask Tickled Teals about purchasing biodegradable balloons~~
- ~~Email members about window contest~~
- ~~Email members about Gallery Hop Drink & Draw~~