

Mar 12, 2025 | 📅 Promotions & Marketing Committee Meeting

Attendees: Lynn Compton, Kim Lefebvre, Rae Brenne, Shannon Unger, Maureen Bentley, Amber Livingstone

Attached files: 📎 2025 03 12 | Promotions & Marketing Agenda

MINUTES

1. Gallery Shop Hop March 28th
 - Rae to Follow up with Katie re: Drink & Draw items.
 - Amber to reach out to Cecil's re: Drink & Draw participation.
 - Email businesses re: extended hours.
 - Pick up balloons from Tickled Teals.

2. Easter Event
 - Include a map on the Egg Hunt sheet of Easter events (bunny, face painting).
 - Resend window contest email to members. (note POSCA paint markers available at Good Atlas).
 - Resend Egg location email to members.
 - Deliver Easter window posters with balloons to participants week of March 24th.

3. Hello Gift Card launch
 - Soft launch on March 31st.
 - Set up meet & greet with members in April to discuss new program.

4. Pop Up Picnic
 - Tourism North Bay is asking if we will encourage restaurants to run this experience for 2025.
 - Ask restaurants about participation over June & July. Feature one restaurant each Friday.
 - Ask restaurants if they'd prefer promoting one location weekly, or would like to offer their picnic menus for all 8 weeks.
 - Create handouts & bring to restaurants.

Discussion Items:

- Promote market Saturdays: Visit DTNB after the market.
- Check out Hwy 11 S billboard for quality.
- Remind members in warmer weather to sweep out to the street

Next Meeting: March 26th 8:30am, Chamber Boardroom 205 Main St East