

Mar 26, 2025 | 📅 Promotions & Marketing Committee Meeting

Attendees: Rae Brenne, Katier Bevan, Maureen Bentley, Amber Livingstone

Attached files: 📎 2025 03 26 | Promotions & Marketing Agenda

MINUTES

1. Yard Sale (May 24)
 - Brunch & Bargains: sidewalk sale & businesses open at 9am. Brunch starts at 10am.
 - Email restaurants seeking interest & special brunch offerings.
 - Email members inviting them to activate the sidewalk and sell old inventory, etc.
 - Rae sharing our plans with Sara Inch.
2. Market Days Posts
 - Generic post encouraging market patrons to visit downtown businesses.
 - More discussion at April meeting.
3. Billboard renewal
 - \$770 for 5 year permit. Amber to check quality of sign. Refresh with updated campaign.
4. Activation for Winter Markets
 - TNB asked if DTNB would run Food Fest activation at market for first 3 dates.
 - Promotions have indicated we are unable to take this on due to capacity and planning of our signature event. We also want to drive people to visit downtown restaurants.
 - Offer Cookie Crawl first 3 weeks, along with extended hours. Can we offer a Drink & Draw component? Needs more discussion.
 - DT specific volunteers. Backlit sandwich boards to provide direction? Amber needs to move about, and not stay in HQ tent.

April 23rd Meeting

- Flags for Armed Forces Day (June 4) & Canada Day: Katie to look into options available. \$300 budget.
- Ask Shannon to present updated sponsorship packages for Food Fest and Xmas Walk.
- Hello Gift Card discussion at AGM. Date TBA.
- Hello Gift Cards: corporate launch plan
- Ray Brand present new campaign 9:30-10am

Next meeting: April 23rd 8:30am, Chamber of Commerce, 205 Main St East