

Apr 23, 2025 | 📅 Promotions & Marketing Committee Meeting

Attendees: Rae Brenne, Dayna Greco, Katie Bevan, Maureen Bentley, Amber Livingstone
📍 Chamber of Commerce Boardroom, 205 Main St East, North Bay

MINUTES

1. WME: Restaurants: Appetizer/tasting crawl. Savoury Treats & Downtown Sweets. Specific item, kid friendly, available quickly. Cookie Crawl: Special bonus cookie available Nov. 8th only. Bag stuffers: Market Magic; include Shop Hop, food crawls. Would like to see winter lighting at sidewalk level, along with outdoor speakers playing winter music. \$1000 for WME activations.
2. Updated sponsorship packages for Food Fest and Xmas Walk: Food Fest out by mid May. Xmas Walk out for June.
3. Flags for Armed Forces Day (June 4) & Canada Day: 300 flags ordered.
4. Hello Gift Card discussion at AGM, June 10th. Corporate gift launch in July.
5. Brunch & Bargains: May 24th. 9-2 Bargains, Brunch 10am-noon. Book radio ads, write copy, FB event.
6. Ray Brand presents new campaign 9:30-10am: Excitement for retro feel of Neighbourhood campaign.

Upcoming discussions:

- ☐ Advertising (billboards, radio, digital, paper)
- ☐ Sponsorship calls
- ☐ Hello Gift Cards: corporate launch plan: Xmas in July
- ☐ Homecoming event (August long weekend)
- ☐ Distribution of Canada flags: June & July
- ☐ Design bag stuffers

Action Items:

- ☐ Amber to prep ask & concept
- ☐ Amber to email 2024 sponsorship pkgs to committee
- ☐ Amber to draft new sponsorship pkgs for review
- ☐ Amber to resend Bargains & Brunch email

Next meeting May 14th, 8:30-10am Chamber Boardroom