

May 14, 2025 | 📅 Promotions & Marketing Committee Meeting

Attendees:

Attached files: 📎 2025 05 14 | Promotions & Marketing Agenda

MINUTES

1. Sponsorship Package: Adjustment to tier pricing; include tickets for Title and Premium sponsors. Include text to advise payment can be in installments with post-dated cheques or split invoices.
2. Corporate Gift Card Campaign: Create a list of emails for companies to reach out to. In person drops with DTNB maps.
3. Pop-Up Picnic: Will provide approval for TNB to make branding available for city-wide promotion of experience, including downtown businesses.
4. Bargains & Brunch: Send reminder to business of 9am open. Create 1 pager of locations for sales and brunch.
5. Winter Market
 - Winter window decorating contest w/ votes
 - Cookie Crawl & Downtown Bites: Asking to put it on Driftscape as a self-guided tour. Film theme in conjunction with CNB; need to know by July. **Unable to commit to deadline timelines for owners and operators.**
 - Market Magic Bag stuffers: Are we using market assets/branding? Need permission from partners. **Ask for permission to use market logo. Designed in house.**

2026 Budget Items:

- ☐ Map update and reprint 5000 units
- ☐ Consider amount of promotional DT Dollars giveaways

Action items

- ☐ Quote: Dave-9 Lives Design: quote for map update & print
- ☐ Get permission from WME partners to use market logo.
- ☐ Advise WME: unable to commit to driftscape.
- ☐ Bargains & Brunch: Create 1 pager of locations for sales and brunch.

Next meeting May 28th, 8:30-10am Chamber Boardroom