

## May 28, 2025 | 📅 Promotions & Marketing Committee Meeting

Attendees: Rae Brenne, Dayna Greco, Maureen Bentley, Amber Livingstone

Attached files: 📎 2025 05 28 | Promotions & Marketing Agenda

📍 NB Chamber of Commerce, 205 Main St East

### MINUTES

1. Bargains & Brunch Feedback:
  - 3 responses; all positive.
2. Hello Gift Cards: corporate launch plan
  - Created list of organizations/businesses to call on.
3. Shopify account
  - Cancel account end of June.
4. Food Fest Sponsorship: Who to call on
  - Created list of vendors & possible sponsors.
  - Amber to create Google doc of each list to share w/ committee.
5. Homecoming event (August long weekend)
  - Window theme: pick a decade
  - Scavenger hunt: buy 50 pinwheels & carousel tickets
  - Ask if businesses want to include a discount coupon (Northern Tikes, Evercool Ice Cream, Chief Commanda)

### **Upcoming discussions:**

- ☐ Advertising (billboards, radio, digital, paper)
- ☐ Market Magic: Bag Stuffers (November)

**Next meeting June 11th, 8:30-10am Chamber Boardroom**