

## Sep 10, 2025 | 📅 Promotions Committee Meeting

Attendees: Maureen Bentley Rae Brenne Amber Livingstone (Downtown North Bay)

📍 NB Chamber of Commerce, 205 Main St East

### **MINUTES**

1. Block Party Overview  
Get 2026 date from Cap Ctr: send save the date to food vendors
2. Xmas Walk
  - Block activations: Main W-Community tents, Main E-train, Main E-outdoor activations
  - Advertising: KISS, CFCH, Nugget, Bay Today w/ Hello Christmas gift cards value of \$250.
  - SJ: create map, event graphics and poster
  - [Lighting displays](#)
3. Winter Market
  - Downtown activations: Cookie Crawl, Two Bite Tour (Amber to visit eateries in person)
  - Promotion of extended hours/Gift shopping DT
  - Bag stuffers: SJ, evergreen design, 2-sided (1-Dates for Xmas Walk, Markets, parade w/ QR code to events page. 2-Info about Hello Gift Cards w/ QR code to purchase)
4. Christmas/Holidays promo: Holiday gift card giveaway (SJ)
5. Fall promotion: Harvest Moonlight Madness October 9th, 5-8pm. Ballot w/ purchase-win one of 2 x \$50 Hello Gift Cards. Purchase ballot boxes, ballots. Sales, launches, in-store gift cards, clean out inventory.
6. NB Farmer's Market Fall Fair Sponsorship: Gold sponsor at \$249.

### **Upcoming Discussion: 2026 Planning**

- Billboard update
- Events
- Merchandise
- Advertising
- Neighbourhood campaign: share costs w/ Beautification for pole banners