

## Sep 24, 2025 | 📅 Promotions Committee Meeting

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

📍 NB Chamber of Commerce, 205 Main St East

### **MINUTES**

1. Xmas Walk Update  
Booked: KISS, CFCH. Waiting on quote: Bay Today w/ Hello Christmas gift cards value of \$250. Waiting on a quote from SJ.
  - Book Nugget ad.
  - Cloroplast QR code sign at Xmas Tree: scan to enter draw for live Xmas tree giveaway.
2. Winter Market  
Downtown activations: Cookie Crawl, Two Bite Tour (Amber to visit eateries in person) by October 3rd.  
Bag stuffers: SJ, evergreen design, 2-sided (waiting for quote).
3. Christmas/Holidays promo: Holiday gift card giveaway (SJ-waiting for quote).
  - Send out to members after Thanksgiving.
4. Harvest Moonlight Madness October 9th, 5-8pm. Ballot w/ purchase-win one of 2 x \$50 Hello Gift Cards (purchased). Have ballot boxes & ballots. 8 businesses have signed up.
  - Save the date on social media September 26th.
  - Can we use luminaries/star bags?
5. Small Business Saturday: November 29th.
  - \$100 Hello gift card giveaway. Scan QR code in store, and upload photo of receipt. One entry/calendar day Nov. 28th & 29th.
  - Support local messaging
6. 2026 Planning
  - Billboard update: Amber to get quote
  - Events: Feb. Love Your Downtown (Biz owner's testimonials), Red Cardi Party/Neighbourhood launch (Look for the helpers. Be a helper.), Busker event,
  - Merchandise: Jute bags for sale. Winter design limited edition. Annual Xmas Walk pin: collectible, artist designs. T-shirts for Board members.
  - Advertising: 1 week/quarter. More discussion.
  - Sponsorship
  - Neighbourhood campaign: will share costs w/ Beautification for pole banners

7. Correspondence:

- Xmas Party Crashers. Not in our budget.
- Fill the Bus Campaign; want to focus on supporting membership.
- Provide \$100 gift card to Capitol Centre fundraiser for silent auction

8. January 2026 meeting:

- Come up with campaigns on social media with positive messaging, and goals.
- Intl Women's Day March 8th: Videos with female biz owners about their experiences.