

Oct 8, 2025 | 📅 Promotions Committee Meeting

Attendees: Rae Brenne, Maureen Bentley, Amber Livingstone

📍 NB Chamber of Commerce, 205 Main St East

MINUTES

1. Xmas Walk:
Use Sudbury & Muskoka hashtags for event posts and Small Business Saturday.
Social media ads for Sudbury & Muskoka. QR code at Xmas tree. Capture Name, email and postal code. Prizes: in town live Xmas tree, out of town \$100 Downtown Dollars.
2. December:
Activations December 6, 13 & 20. Santa 12/6 if available and scavenger hunt - 30 spaces (ice bubbles for prizing). Can a member sell hot chocolate for \$1?
Amber checking if Santa is available. Grinch 12/13; Rae to speak with Renee Giroux.
Solstice Saturday 12/20.
3. Cookie Walk & Two Bite Tour during Outdoor Winter Market:
Need 5 participants for each experience.
4. 2026 Discussions:
Stay & Play packages with Homewood Suites for Bay Block Party & Xmas Walk; talk with TNB. Nov/Dec men's night with in-store gift wrapping offered.