

Jun 17, 2026 | 📅 Promotions Committee Meeting

Attendees: Rae Brenne, Katie Bevan, Maureen Bentley, Amber Livingstone

📍 Chamber Boardroom, 205 Main St East

MINUTES

1. Neighbourhood campaign
 - Billboard on the overpass is up, Hwy 11 will be completed next.
 - Pole banners being produced; likely ready at the beginning of July. Requested 50% pre-payment on the project.
 - Banner arms ordered.
 - Will start incorporating messages into social media posts when pole banners are up.
 - Consideration of detachable garland for overpass billboard during winter. Katie will send visual examples; explore options with gateway Signs. Store in sea can.

2. Bay Block Party
 - Hire Sam to assist with the setup of the tent, tables, chairs mid-morning, and tear down at 10pm.
 - Amber will build a volunteer schedule and promote it.
 - Planning to count heads every 30 minutes to collect data.
 - Transition phase this year with BBP overseeing vendor applications, fees.
 - DTNB to pay for water from Clean Water Solutions; will not charge them a fee to participate.

3. Gallery Hop/Scavenger Hunt
 - 5-7pm, August 21st
 - Prizes: Bubbles, pinwheels, along with tickets for Heritage Train & Carousel (50 participants).
 - Invite members to sign up for Hunt
 - Separate email for businesses with extended hours August 21st during Gallery Hop.
 - Katie to discuss a special map for Gallery Hop with Creative Industries for that event (including businesses open late). If they design it, Committee will pay to print 500 units.

Parking Lot

Xmas Campaign to attract shoppers