

Jul 29, 2026 | 📅 Promotions Committee Meeting

Attendees: Maureen Bentley, Amber Livingstone

📍 Chamber Boardroom, 205 Main St East

MINUTES

1. Hello Gift Cards: Onsite Sales
\$1000 + HST + 100 cards at \$2.50 each to proceed. Promotions will cover Square cost fees pertaining to sales.
2. Block Party/Food Fest:
 - 13 vendors. Hawkers & Peddlers license, Cooper Equipment, electrician. All Shelter confirmed; Danny to pick up. No response from water contact. Booking additional lights. Volunteer list is live.
 - Summer Scavenger Hunt: All prizes obtained. Need to work on clues.
3. Harvest Moonlight Madness: Extended shopping hours until 7pm
Ballot with purchase to win \$50 Hello gift card. **Need to choose October 8th or 9th.**
4. Holiday Passport Campaign: November 28 through December 17.
Stamp with purchase. Draw 4 x \$50 Hello gift card winners Dec. 4, 11, 18.
Use current passports on hand; may have to print more.
5. Merry & Bright in the Neighbourhood: December 10th until 7pm.
Extended shopping hours; passports already in play for incentive to shop.
6. Social Media:
 - 3 Very Merry Things: Retail, Food, Other, December 3, 10, 17
 - Gift Idea Posts: November 30, December 7, 14, 21, Include if stores provide gift wrapping, special services

PARKING LOT

- Winter Markets: November 7, 14, 21 (4-8pm), 27 (4-9pm)
- Christmas Walk: Block Activations

