

Minutes from promotions and marketing meeting

Date: Thursday March 23, 2023

Location: Stix and Stones Studio 145 Main Street West

Attendance: Rae Brenne (p&m chair), Katie Bevan (DIA chair), Allyson Bursey (co-chair p&m), Ryan Ivy (co-chair p&m), Colleen (creative industries), Kerri (Capitol Centre)

Call to order: 8:47am

#### 1.) Billboards

- Committee agreed to keep Algonquin and highway 11 north billboards
- Discussion to create add-ons to billboards- seasonal or based on events- these would be pop ups in eye catching colours that come out from the basic outline of the billboards
- Discussion about timeline for construction and how the billboards could be reworked within that timeline- reference to making over Main Street website

#### 2.) TRF Fund update from Katie

- Report due march 31
- message is “Enjoy Downtown North Bay & Waterfront”
- Creating fold out maps, kiosks in the mall, booth at the farmer’s market
- Map will have the messaging “Eat, shop, live, play” and outline businesses within those general quadrants
- Discussion about needing way finding for Downtown during construction- East vs. West blocks, where to park, and how to access businesses- will this be included in the city’s plan or how can we be supported on this through the city
- Healthy communities grant discussion- update for those not familiar with it and discussing lighting the alleyways and putting out a call for artists to design and implement this project

#### 3.) Marketing plan for construction “Making over Main Street”

- TRF items; wet your whistle, cookie crawl, picnic in the park- created to support us during the construction seasons
- Discussion about creating a template for social media for businesses. Ie; create a generic post with Downtown branding that businesses can plug their information in to on where they are located, how to access them, and perhaps their own logo or a photo- can amber create this using Downtown colours? Use this concept for various social platforms and throughout the course of the construction seasons for updates, giving our membership a cohesive message to post on their platforms to inform customers about what is going on.
- Working internally with Gord & Amber to create consistency
- Questions about accessibility- how is the city planning to maintain accessibility for all patrons throughout the course of the construction- back door entrances, temporary ramps etc
- \*AMBER- share making over Main Street website on our social platforms and start on branding for membership purposes

#### 4.) Bay Block Party

- August 26th Weekend

- Main East 100 block to the 200 main east block is the main stretch this year
- What is the plan to activate the 100 main west block- will we be able to do anything? Vendor market, food fest etc- not sure due to the construction plan, will discuss further once we know more

#### General discussions

- Kickoff to construction- can we invite patrons down to paint the street or anything that would be ripped up during construction. Concept being community building, showing people the start & end dates for the construction, getting people downtown and excited for what's to come.
- create a street party for every time a block of the construction gets completed- shop hop, block party- low cost, high impact
- Love the idea of shop crawls, in addition to cookie crawl, picnic, wet your whistle and etc.

Next meeting discussion about hosting them on Mondays so entice more attendance- chose Monday April 24 at 9:30am at the Chamber boardroom (if available) or the Studio at Stix and Stones.

Meeting adjourned 9:55am