

2024 03 04

Promotions & Marketing Meeting

Rae Brenne, Dayna Greco, Allyson Bursey, Jenn Saile, Caprina Tennant, Kate Bevan, SJ Valiquette, Amber Livingstone, Ryan Ivy and Maureen Bentley

Pop Up Picnic: Bi-Weekly, Wednesdays and Saturdays through the summer.

(Opera & Lou Dawgs are interested) Cycle through during weeks during the summer if necessary. Include Discovery Routes - trail maps, DTNB maps, list of location suggestions (Sweetman's Garden, Kiwanis bandshell Wednesday evenings). Encourage non-restaurants to place a bistro table set out during promotion with sticker/promo indicating it's a Pop-Up Picnic friendly spot. Consideration of setting up picnic installations with grass mats.

Night event during June Gallery Hop?

- Email restaurants with dates from May in dates May 25 to Labour Day. Are restaurants open to multiple weeks?

Bay Block Party: Possible static display for dealerships with sponsorship dollars. Advertising, tent sponsors needed.

Street Banners promoting Downtown: Allyson working on design concepts for generic banner, and winter banner.

Outdoor Winter Market: Consider circular traffic funnel for event using 1-way lanes at intersections. Promote that parking is not an issue Downtown. Campus bus? Ryan exploring possibilities. Remind community there's a price point for everyone shopping Downtown. Member activations, Sip & Shop, Late night hours, winter Cookie Crawl

Xmas - DTNB Wish book. (Experience, food, shopping). Start in July.

Promote Downtown Dollars as corporate gifts to larger and small companies.

Next meeting: April 15, 2024 1pm at Lou Dawgs