

2024 05 06

Promotions & Marketing Meeting Minutes

Rae Brenne, Ryan Ivy, Pat Diegl, Michelle Trudeau, Katie Bevan, Maureen Bentley, Caprina Tennant and Amber Livingstone

2024 Committee Budget overview. Discussed Food Fest sponsorship package; it is ready and has been announced on social media. Hoping to bring in \$6000 to help with event costs. **Amber to email package to Board.**

Marketing Update:

Street Banners action: **Rae sending design ideas being to Ray Brand.**

Radio advertising: 1 week/month on KISS FM May through October. 1 week leading up to Xmas Walk on KISS & JET. 1 week in December on KISS & JET. **Script copy sent to Rae to review.**

Wayfinding signage: **Katie ordering litter signs and additional directional signage from Seemore Graphics. Suggestion to secure A-frames with bike locks.**

Members templates: **Rae will have these ready for June meeting.**

Pop-Up Picnic Experience with TNB: Sub-committee streamlining process for businesses. Launching in late June; running through September. Currently 4 participants. Promo event in early July at Kiwanis Bandshell with Tourism.

Block Party/Food Fest: **Amber to request OCWA water buggy. Need sponsor.**

Outdoor Winter Market with TNB

Overview & update on event: November 16th, evening event with road closure. Sip & Shop planned with mocktails offered by participating businesses. How can we use luminaries? Encourage businesses to remain open. Cookie Crawl?

Reminder of planned events: form sub-committees

Fall Harvest event: **Bring ideas & dates for promotion to June meeting.**

Shop Local Saturday promotion: Partner with Chamber to encourage shopping small on November 30th.

Discussion/Action Items & Delegation:

Encourage members to do a traffic count for 3 weeks in July. Provide tracking template.

Upcoming events:

Gallery Hop-June 7th, Sept 20th, Nov. 16th

Thanksgiving-Oct 14th,

Farmer's Market events: Strawberry Festival 7/6, Corn Festival 8/17, Fall Festival 9/21

For next meeting: **Launch of extended evening hours**

Next Meeting:

Monday, June 9th at 9:30am in the Boardroom at the Chamber of Commerce, 205 Main St E
Email invitations will be sent out to the membership.