

Marketing and Special Events Meeting December 22nd/2020

Present: Erika Cotton, Amanda da Silva, Tracey Gainforth

1. Marketing Plan for 2021 (a follow-up to the marketing plan presented to the board in December) Who? When? Messaging ---

- We cannot present an actual messaging. Things are constantly changing.
- Quarterly campaigns.
 - Will hire a professional photographer/videographer to go with Amanda and Erika as they highlight different DBIA businesses. Video Blog. The goal is to create online content that will be shared beyond Northumberland.

2. Social Media

- Allyson will take over creating content for the month of January and tying it up with branding.
- Tracey to continue handling the back end. Replying to messages and sharing members' posts
- Project Lola will provide Branding Guidelines in January. This will complete the logo project that they were hired to do.
- Expand reach to outside Northumberland once the membership is ready to accept business (ie, open late and on weekends) -- Partner with Narcity, BuzzFeed, BlogTo, etc...

3. Events (final decisions on each event for 2021) and Plan B for COVID

- "Winterlicious" Type -- name TBD. Date: February
 - Will run for 1-2 weeks. Set menu for take out or delivery
 - Ask who will participate
 - Will not partner with the town
- Plan B for Other events TBD

4. Board Members and Marketing/Special Event Roles

- To be continued. Needs another board member on board first. This will be discussed with the board

5. New Business

- **1st annual Cobourg DBIA Business Summit in March/April**

- Online event with keynote speaker and other business owners who are able to pivot and do well during the pandemic. The day will finish off with the social media marketing speaker
- There will be a cost to this. Payment for the keynote and other speakers and some swags to give to the businesses (tote with pen and writing pad)
- **Beautification/Events/Marketing**
 - Buy tables and chairs to be used for events instead of renting.
 - Build planter boxes to be used in lieu of fencing for street closures and other events
 - The boxes can be put on the sidewalk around King Street after events. This will add to the aesthetic of downtown since it is recommended by public works to reduce the load on the light poles and to use smaller flower baskets.
 - Tracey to reach out to the High School to ask if this could potentially be a project for their students. Building and staining.

Next Meeting: TBD