



Promotions Committee ... > 8:30am Promotions Committee - ... > Files col...

Promotions Committee Minutes

 Creator
BIA Coordinator

 Created
Dec 03, 2025, 08:14

 Last updated
Jan 30, 2026, 08:20

Date and Location

December 3, 2025, 8:30am, Sunshine Room

In Attendance

Isabel Anne McRae, Nancy Wing, Jane Farrell, Keri Whan, Julia Foley

Regrets: Dawn Bell

Agenda

1. **Call to Order**
 - i. Meeting was called to order at 8:26am
2. **Disclosure of Pecuniary Interest and General Nature Thereof**
 - i. None disclosed
3. **Approval of Last Meeting Minutes**
 - i. October 30, 2025
 - a. Moved by Jane Farrell
 - b. Seconded by Julia Foley
 - c. Carried

4. Disclosure of Additional Items

5. New Business

- i. Once Upon a Christmas Debrief
 - a. Overall a great event
 1. Paper handout schedules
 2. Seemed to be less people
 3. WBFit is an option for kids near the chill zone
 4. List of duties for every volunteer/volunteer group
 5. BIA Coordinator to act as the runner and check on volunteers all day....need others to lead the stations
 6. Donation boxes/buckets/stockings should be attached to a person who solicits for donations
 - i. Marketing "donations welcome"
 7. Suggestion to stagger hot chocolate stations, use cheaper hot chocolate, get more people to offer hot chocolate
 8. Social media:
 - i. More video footage
 - ii. Too late on putting things up
 - b. Crystal Palace:
 1. Need to block the entire road off for wagon ride safety, need volunteers to help with the barriers
 2. Still some issues with people not listening to the crossing guard
 - c. Candy Cane Lane:
 1. Check with TopShelf and Sebastian about satisfaction
 2. Matt Dickson will not play outside again
 3. Nothing to draw people until Matt was available
 4. Issues with electrical due to lack of extension cords to reach the rear of Town Hall
 5. Need a tear down crew to help with metal barricades
 - i. Suggestion to chat with YAK about promoting their services throughout and help with tear down
 6. Clearer messaging about what kids can do in the Chill Zone
 - d. Santa's Workshop:
 1. Signage inside the museum
 2. Volunteers courtyard

3. Decorations weren't great in the courtyard, we will do the decor next year
4. Be more specific about what is needed at the cookie station
5. Station signage wasn't great
6. Set expectations with the museum and montessori better - invite to meetings
7. Need to arrange for Santa to leave more ceremoniously
8. Stool for volunteer with Santa

e. Mistletoe Market

1. Music would be great
2. Embers definitely wants to do S'Mores again
3. No signage for Plaid Cow sponsorship
4. Written instructions on dealing with cars parked in no parking zone
5. More signage

ii. 2026 Marketing Plan

a.  Map Update

1. Send updated business list
2. 4 - 4x2 (\$150), 8 - 2x2 ad space (\$100),
3. Need a monthly run for maps (4 volunteers - Emma, Marilyn (613-812-0991), Veronica) - February
4. Include motels/hotels, gates at big events (Maplefest, SPF), Perth Brewery

b.  Pop-up banners

1. A new pop-up banner would be \$245.00 vs. \$126.00 to change the banner in an existing stand.
 - i. QR code to website
 - ii. Two banners:
 - a. Pictures of every season
 - b. Events
 - iii. Keep as ever green as possible
 - iv. Due August
 - v. Pick pictures by January Meeting

6. **Discussion of Additional Items**

- i. Volunteer Hourly Report - bring to the board in January

7. **Next Meeting:** January 14, 2025, 8:30am, Sunshine Room

8. **Adjournment:** Meeting was adjourned at 9:47am

