
Marketing Committee Meeting Minutes

Tuesday, June 7th, 1-3 pm, NCC Board Room

ACTIONS:

- Follow-up with Redstone Media regarding their needs for the promotional video and to obtain a more formal quote for services.
- Develop the materials to facilitate the Video planning meeting of the MC in July.
- Upload the finalists of the photo contest to the website, advertise the contest calculate and contact the winners, and announce and display the winners at Canada day.
- Update PPCII presentations on an ongoing basis, as speaking opportunities dictate.
- Update Speaking Notes and put version date on them
- Continue to work with WIC regarding the development of an 'immigrant friendly business' award.
- Follow-up with GPAEDC and KMA regarding PPCII presenting at their meetings.
- Work with CHEX to develop concept for three part series on immigrant integration in Peterborough
- Follow-up with KEYS re: upcoming conferences.
- Send email request to committee regarding funds for the Action Plan launch and sharing a booth at the prosperity tradeshow with the WIC.
- Report at subsequent MC meetings on monies spent, allocated and remaining in MC budget.

Present: Jean Giroux (Employment Planning & Counselling Peterborough - Chair), Eric Prugh (Investors Group), Cynthia Hucks (Trent Valley International Coffee House), Maryam Monsef (PPCII Outreach Coordinator), Jason Stabler (PPCII Coordinator)

Guests: Tim and Tasha (Redstone Media), Ziysah Markson.

1. Review the April 12, 2011 MC meeting minutes

The Committee accepted the minutes from the previous meeting.

2. PPCII Promotional Video

The Committee met with representatives from Redstone Media group to discuss options and format for a PPCII promotional video. The video would be 4 – 5 minutes in length with a focus on why the PPCII is so important to the Peterborough community. Redstone Media will be working with PPCII staff to further clarify details of the project including identifying the target audience, messages to be conveyed, who will appear in the video and to complete the script. The estimated cost of the video is \$2000. The MC is having an ad hoc meeting to plan out the content of the video on July 19th from 1-3pm at the New Canadians Centre Boardroom.

3. Photo Contest—Selection of Finalists

- The Committee viewed all entries for the Photo Contest and determined 20 photos to be put online for the final judging. Ziysah Markson was invited by the committee to assist with voting. Over the next three weeks the public is encouraged to visit the website to vote for their favorite picture. The three winners will be determined by June 30th with prizes being awarded at the Canada Day celebration. Prizes include gift certificates for Cosmic Charlie's, framing and photo development and will be presented to all three finalists. Printing costs for photo contest in the amount of \$27 were approved by the committee.

4. What we have done so far

Logo, Business cards, Brochure, Website, Pull Up banner, Banner, Speaking notes, Power point presentation, Table cloth, Prosperity Trade Show, Strategy Launch, Publicity at Multicultural Canada Day and Canada Day parade, Chamber membership, Congrats letters to New Councilors, Decal, Philanthropy Forum, Reframe Film Festival Sponsorship, pens, clipboards, flash drives, water bottles, umbrellas, radio holiday greeting, Web Contest, Georges Laraque Event.

What we decided not to do: Dragon Boat, Community Mental Health Fair, Festival of Trees, Golf days, Radio, CHEX, General print media, Little Lake music fest, Spring Sizzle, CMHA Health Fair, Ad in UK immigration Magazine, WBN Conference, Ode'Miin Giizis Festival T-shirt sponsorship.

5. **What we have done so far - items that need to be updated**

- Brochure Updates—see follow-up from previous minutes below
- Speaking Note—will be updated and marked with version date on an ongoing basis
- Power Point Presentation—was updated prior to County Council presentation—will be updated on a regular basis.

6. **Marketing plan and practical marketing events/projects and follow-up on action items from previous minutes**

Ongoing Events

- **PTW column**—continue to be updated twice monthly with 1 story and 1 video. Blog hits have increased to 301 from 227 since May 12.
- **Chamber of Commerce**
 - After hours events---no attendee on May, tentative attendees for June 7 future meetings covered to Nov 1st.
 - Breakfast with the Chamber—Jason did not attend in April, attended May 10, will be presenting on PPCII at July event
- **Remind PPCII members of PPCII website monthly**—done through newsletter (now on website as previously discussed) and through materials being hosted on the site. Hits to the website increased to 13792 from 12492 since May 12.
- **Women's Business Network**—Jenn Harrington and Julie Cosgrove have attended WBN meetings since the last MC meeting. Both report a good experience and many opportunities to speak about the PPCII.
- **Photo contest**—see item 3 above.
- **PPCII Banner in front of City Hall**-- Done, will be up on George at London, from June 16-July 15

New Events

- **Presentation at County Council (May 18th), and Presentation at County Council CAOs meeting (April 27)**--both with Jason, Hajni and John were well received and generated interest from participants and media coverage.
- **Ode'Miin Giizis Festival (June 15-19)**—PPCII logo to appear in guide, lending umbrellas Festival request to provide money for T-shirt sponsorship not approved by committee.
- **NCC AGM**—PPCII staff participated on June 1st. Included report on PPCIII and PPCII materials were distributed. Well attended and received.
- **New Member Showcase organized by the Greater Peterborough Chamber of Commerce** --19th of April. Maryam was able to connect with various individuals, and distributed PPCII material to those she spoke with.
- **Race Relations Retreat**--On April 29th, Maryam attended this event organized by the Elementary Teachers' of Ontario at the local Peterborough office. She shared part of the immigrant experience

and encouraged the teachers to connect with the PPCII and NCC to better understand and prepare for 'the changing face of Peterborough'.

Followup from Previous Minutes

- **Misprint of Brochures** –this was the result of a misunderstanding on both sides—staff suggested and committee approved that we accept that it was an error and correct the brochure at a future time.
- **Business Excellence Awards** –Jason working with Workplace Integration Centre on this. First step is to determine the process currently used by the Business Excellence Awards for their existing awards and then to develop a process similar to this for our award.
- **Photo Contest, Portal, and the MyKawartha.com Column highlighted at Council Meeting**-done by Jason
- **Speaking Engagement at GPAEDC and KMA**—Maryam has contacted both agencies and is waiting on a response.
- **Photo Contest Poster and Facebook page**--sent to Council members with request to post in respective agencies with extension for submissions noted
- **PPCII Promotional Video Quote/Content**---see item 2 above
- **Newsletter, link to Portal, Excel sheet with website feedback, and political debate information sent to committee**—Done by Jason
- **KEYS conference (Kingston Employment and Youth Services)**—Jason to Contact regarding any upcoming conferences.
- **CHEX series**—Human interest stories are being considered as part of a three part series through CHEX television. A tentative format is outlined and details will follow in future reports.
- At a basic level, the CHEX series will focus more on the human interest stories related to immigrant integration as well as the benefits of immigration to Peterborough etc...
- **Review of PPCII Research Projects**---done at PPCII meeting

7. Marketing Plan for next Year.

Deferred to next meeting

- **Action Plan/Research Launch**
- **Prosperity Tradeshow Booth with WIC—September 14th**
- **PPCII Conference in October**
- **PPCII Promotional Video**
- **CHEX Video**
- **Ode' Miin Glizis. Lending PCCII Umbrellas and participation in community procession**
- **Chamber Breakfasts**
- **Other committees marketing needs**
- **Multicultural week**
- **Speaker's Bureau**

NOTE: PPCII staff will report on moneys that are spent, allocated and remaining in all future meetings.

NOTE: Requests for spending money on the Action Plan/Research Launch and on the Prosperity Tradeshow will be made to the committee via email.

8. Web Contest Feedback

Deferred to next meeting

9. Marketing the Integration Strategy and Action Plan

Deferred to next Meeting

10. Using list of target agencies

Together we prosper



Deffered to next meeting

Next Meeting Aug 2nd, 2011, 1-3PM NCC Boardroom