

## **Marketing Committee Meeting Minutes**

*Tuesday, February 8th, 1-3 pm, NCC Board Room*

**Present:** Jean Giroux (Employment Planning & Counselling Peterborough - Chair), Eric Prugh (Investors Group), Cynthia Hucks (Trent Valley International Coffee House), Ron Ireland (RGI Solutions), Yvonne Lai (PPCII Outreach Coordinator, minutes), Jason Stabler (PPCII Coordinator)

**Regrets:** Richelle Clark (Workforce Development Board)

**Absent:** Lori Thompson (CMHA)

- 1. Welcome and go-round (5 min)**  
Welcome to new member Ron Ireland.
- 2. Review the December 7, 2010 RDMC meeting minutes (5 min)**  
Adopted
- 3. What we have done so far - items that need to be updated**  
Action:
  - Yvonne to resend proposed revisions to brochure and speaking notes to committee for feedback by Friday 11 February 2011
  - Yvonne to ask Sheena about different photo for "What We Do" section
  - To print 2000 copies of brochures and distribute speaking notes to PPCII members once finalised
- 4. Marketing plan and practical marketing events/projects – follow-up on action items from previous minutes (20 min)**

### **PPCII Website Contest**

Expenditure:

- 2 prizes of \$250 (5 x \$50) gift certificates to local restaurants
- Advertisement in Chamber of Commerce email blast: 75 + tax = 84.75
- Advertisement in Peterborough This Week: 1/8 page in B&W:  
\$330.60+ tax = 373.58
- Total: 958.33

Action:

- Yvonne to resend information to Council members to circulate

### **Chamber of Commerce**

- PPCII is a member of the Chamber for 2 years (\$400)
- Business after hours (1<sup>st</sup> Tuesday of each month, 4-6pm):
  - o Sponsorship of prizes: 9 x \$25 gift certificates + 12 PPCII umbrellas for the rest of 2010
  - o Action:
    - Jason to ask Executive committee or NCC staff about representation at the event
- Breakfast with the Chamber (2<sup>nd</sup> Tuesdays of each month 7:30-8:30am)
  - o Jason to attend regularly
  - o Action:
    - Jason to follow up on 15 min speaking possibility to be scheduled with the chair (Betty Johnson, Century 21).
- Banner ad in Chamber Business Directory: 350 + tax = 395.50
  - o Sponsor a prize among chamber members (who does the most to employ, train and headhunt immigrants)
  - o Action:
    - Yvonne has asked Business Excellence Awards if they would create a special prize for most immigrant-friendly business / investigate costs and put in next year's budget
    - No news yet; to followup
- Chamber Gala on Feb 5:
  - o 2 Chamber gala tickets for Jean and Jenn = 395.50
  - o Door prize (gift certificate to La Hacienda) = 100

### **Compile list of target agencies**

- Completed: service providers from blue book, list of managers from City and County, Fed/prov representatives, list of in-house publications, CEOs and HR managers of businesses) (Cost: \$500)

Action:

- Committee to assess how to use this list at the next MC meeting

### **Holiday greetings on the WOLF and KRUZ (\$333.35)**

- Recorded and also uploaded on PPCII website

### **Remind PPCII members of PPCII website monthly**

Action:

- Yvonne and Jason to send something new and interesting every 2 months
- Download the package from the website

### **Speaking opportunities @ Rotary Clubs – Yvonne**

- 2<sup>nd</sup> presentation rescheduled to Mar 24, 2011 at Peterborough Golf and Country Club

### **Women's Business Network**

- 1.5 year membership confirmed: 825
- Jenn Harrington, Sonya Hardman and Julie Cosgrove to represent PPCII at meetings

### **Speaking opportunity at CERP**

- Presentation scheduled for 2pm, March 30, 2011 2pm at ODSP offices

#### Action:

- Outreach Coordinator to present and promote photo contest

### **Speaking opportunity at GPAEDC and KMA**

- Tourism sector presentation: Feb 16 10am; contact: Fiona Dawson; (Yvonne to present)
- With CAOs: on the agenda for April/May (exact date TBC); contact: Chantelle Held; PPCII Vice-Chair John Hucks to present
- Rural: no response from Karen Jopling
- Kawartha Manufacturers Association: waiting for response from Laura Lauzon 743-7777 x 2126
- Action:
  - o Outreach Coordinator to follow up with Laura and Karen

### **Human Resources Professionals Association of Peterborough (HRPAP)**

- presentations by individual groups not allowed

### **Reframe film festival**

- Sponsorship of 2 films and ad in program

### **Kiwanis Music Festival sponsorship**

- No paper program to be produced

### **PPCII Banner in front of City Hall**

- Location booked for Jun 16 to Jul 15 201: 650
- Banner design: 268.38
- Banner printing: 681+tax = 769.53

### **Promotional items for the "Together We Prosper" Professional Development Workshops**

- USB stick, clipboard, waterbottle, sticky notes, umbrella: 3456.11

Photo contest

- Allocated \$1,300 to photo contest
- Ask for people to send in photos with theme “Peterborough as a welcoming community” (max 3 photos per person; submitted electronically)
- Post photos on website; public to vote for top 10 photos; top 3 photos to be selected by jury
- Contest to run from Mar 1 to May 15

Action:

- Yvonne to develop contest guidelines and send to committee for approval
- Advertise contest in press release and program for Mar 16 Georges Laraque event

**5. Name Change and TOR (5 min)**

- Name change to “Marketing Committee” approved
- Action:
  - o Committee to provide feedback on amended terms of reference at next meeting

**6. Contact List (10 minutes)**

**7. Marketing the Integration Strategy and Action Plan (15 minutes)**

- To be publicized in Welcoming Communities Initiative website, through Carmela Valles, PPCII website and Peterborough Social Planning Council Infonotes

Action:

- Yvonne to investigate opportunities to advertise this in the Chamber publication
- Melissa/Jason to write the article

**8. Finalizing the marketing plan with estimated budget (15 min)**

- As of January 31, there is \$4532 remaining in the committee budget.
- Expenses to be incurred in February and March include:
  - o \$700 (approx) for banner
  - o \$30 (approx) for Chamber Breakfasts
  - o \$1300 (approx) for photo contest
  - o \$500 for contract with Jason Stabler for contact list
- Estimated amount remaining=\$2000

**9. Budget for next funding year (5 min)**

Members informed that next year's MC budget likely to be around \$5000

**10. Other business (10 min)**

There was a short discussion on how we decide on which organization/event to support so that we can address our target audience.

**Action:**

- Jason to develop decision making framework to assist the committee
- Jason to give the committee an update on the projects for each part of the strategy at the next meeting so that we can direct our promotion efforts to our target audience
- Jason to ask other committees how we can assist them in their promotion efforts

**Next Meeting: April 12<sup>th</sup> 1-3 pm NCC Boardroom**