

Marketing Committee Meeting Minutes

Tuesday, August 2, 2011- NCC Boardroom

ACTIONS:

- Add photo contest pictures to the PPCII Facebook account and alternate the album cover
- Solicit Council members to participate at the Prosperity Tradeshow in September
- Prepare a slideshow presentation for the Tradeshow in September
- Get a quote for printing a large version of the Integration Strategy
- Photograph the PPCII at the Caribbean Street Festival
- Date Speaking Notes and update upcoming events
- Finalize proposal to present for the GPAEDC
- Develop a budget for the WBN Spotlight
- Analyze the Website Contest feedback to review at the next meeting
- Research other "Culture Week" initiatives- including Oshawa's
- Include PPCII contact information on future letter heads
- Continue to work with WIC regarding the development of an 'immigrant friendly' Business Award
- Work with CHEX to develop concept for three part series on immigrant integration in Peterborough
- Follow up with Redstone Media regarding video outline and the next steps
- Seek participation from Council member at the December 6th Chamber meeting.

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

1. Review the June 7th MC meeting minutes

Since quorum was not met, approval of the meeting minutes (and other items) will take place electronically.

2. Review of Marketing Committee Membership

The committee Chair will be following up with Committee members and staff will solicit membership from the Council.

3. 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, **Photo Contest, Ode' Min Giizis Festival Procession, Action Plan Launch, OFAH fishing Day**

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

4. Current Marketing Plan

Ongoing Events

- **PTW column**—Continue to be updated twice monthly with 1 story and 1 video. Blog Hits have increased from 307 to 376 since June 7th.
- **Chamber of Commerce**
 - After hours events---Council representative attending the July 5th meeting emphasized that it is a one-on one endeavor. Future meetings covered to Nov 1st and staff will put a call out for someone to attend the December 6th event.
 - Breakfast with the Chamber—Jason’s presentation at the July meeting was well received with good questions from the members. Jason will continue to attend.
- **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 on the website have increased from 13792 to 16570 since June 7th. This great increase may be due to photo contest and the series of public events we’ve been hosting.
- **Women’s Business Network**—Council representative attending the WBN event found it a welcoming environment and a beneficial networking experience.
- **PPCII Promotional Video**__ (See item 5)
- **Update Speaking Notes**__ This will be done on a regular basis and will include the version date on each draft.
- **Update PPCII presentations**__ This will be done on an ongoing basis, as speaking opportunities dictate.

Completed Events

- **Photo contest**_ Winners were selected and announced at Del Cray Park on Canada Day. Prizes have been distributed and the feedback received indicates interest in another photo contest. Staff will bring it to the Committee’s attention in the new year. The top twenty will be posted on the PPCII Facebook account, with the album cover alternating regularly. Both the submission phase of the contest and the online voting significantly increased website hits.
- **Ode’Miin Giizis Community Procession (June 18th)** __ Staff along with Council members and community members took part in the procession, which was great exposure for PPCII and did not cost money.
- **OFAH Fishing Day**—Over 100 newcomers participated and provided positive feedback to staff. The event was the first in the Peterborough Welcome Pass Series and both the event and the Welcome Pass received media coverage from CHEX, Peterborough Examiner, and the Angler and Hunter Radio Show on Cruz FM.
- **Multicultural Canada Day**—The PPCII booth was very popular and highly visible due to the pull up banners, and the proximity to both food vendors and water tent. The Peterborough Welcome Pass was officially launched and event attendees responded positively to the work of the PPCII.
- **Action Plan Launch**—About 40 people attended, and both the Mayor and County Deputy Warden spoke to the merit of the Action Plan and the work of the PPCII. The event was covered in the Peterborough Examiner and since then, the Research and Implementation Specialist has been contacted by several community organizations about their relevant projects. Website hits have significantly increased since the event.

Upcoming Events

- **Prosperity Tradeshow (September 14th)** __ (This will be done in partnership with WIC and taking place at the Morrow Building. Staff will prepare a slideshow to run on a laptop, print a large copy of the Integration Strategy, and seek the help of Council/Committee members to help cover two hour shifts. Laptops will also be available to showcase the interactive Action Plan to attendees.

- **Caribbean Festival (August 4th)**__ From 4-10pm, PPCII will have a table on Hunter Street providing information, selling freezies, NCC water bottles, and red pashminas. Staff will ensure that the PPCII's presence is photographed for use in the video.

Follow up from Previous Minutes

- **PPCII Promotional Video**__The video will cost \$5,000. The PPCII will pay \$5,000 and Redstone will donate \$3,000 back to NCC as an in-kind donation. We have had a professional photograph Canada Day, the Action Plan Launch, and the OFAH Fishing Day. Once the outline of the video is finalized, we will target photos to video content.
- **Peterborough Business Excellence Awards**__ Staff will continue to work with WIC regarding the development of an 'immigrant friendly business' award and will be meeting with Chamber staff to potentially have the award established for next year's nomination period.
- **GPAEDC and KMA Presentations**__ Staff will draft a brief proposal outlining the purpose and benefits of the presentation to GPAEDC members.
- **CHEX TV Series**__ Staff will follow up with CHEX to develop concept for three part series on immigrant integration in Peterborough.
- **Follow-up with KEYS (Kingston Employment and Youth Services)** __There are no relevant conferences yet, but Jason will continue to monitor their activities on a regular basis.
- **Requesting funds from the Committee**__ Staff requested funds for the Action Plan launch and sharing a booth at the prosperity tradeshow with the WIC.
- **Budget Report**__ The reporting of monies spent, allocated and remaining in MC budget will be ongoing at subsequent MC meetings. (See item 6 for recent updates)

5. PPCII Promotional Video

A draft of the outline was sent to MC members, but no feedback has been received to date. Committee members and staff continued to make adjustments to the outline at the meeting, and open to suggestions from other members electronically. The next phase will involve consulting with Redstone Media about scripting, approaching speakers, and compiling images and quotes.

6. Future Marketing plan

- a) **WBN Spotlight Details**__ PPCII applied to have the WBN Spotlight on either January 18th or February 8th from 5-7pm. If granted, the PPCII will be hosting 30-40 WBN members, providing them a tour of the NCC building, presenting information about the PPCII and WIC, and provide an opportunity for sharing and networking between new Canadian women who are interested in/acting entrepreneurs and the women of the WBN. The theme of the evening will revolve around sharing stories, experiences, and food from around the world. Maryam will compile a budget based on any costs for venue and food and present to Committee before accepting the offer.
- b) **Marketing the Integration Strategy and Action Plan**__ The Integration Strategy is now on the home page with PPCII branding. Reorganizing the website around sectors is in progress. Marketing through the Welcoming Communities Initiative, PSPC info notes, chamber publication, and Carmela Valles has yet to be completed. As directed at last meeting, staff will look into what needs to be done for these opportunities and will come to the committee with any money to be spent.
- c) **Web Contest Feedback**__ Staff will provide suggestions based on analysis of feedback will solicit committee for their thoughts. This item will be on the next MC agenda.
- d) **Using list of target agencies/revising target audience**__When the video is completed, target agencies can receive a link to the YouTube video. We could add them to our mailing list and use any of their publications as a source to market the

PPCII. More time needs to be devoted to this, so this will be a standing item in MC agendas.

- e) **Multicultural week**— This is a potential longer term project with members of the Newcomer Advisory Group and others in the community. We will talk about this at the next meeting. In the meantime, staff will research what Oshawa has done, what cultural events are taking place in Peterborough already and any associated costs that the PPCII may incur in coordinating this.

6) Budget Update

Staff updated the Committee on budget details and changes to previously approved items.

7) Other business

a) Marketing Needs of Other Committees

- This is now on the agenda of every committee. ISC has requested that we work on a business case for each sector, why the work of the PPCII is important, and highlight the importance of partnerships to work of council and how they lead to other opportunities (including funding)—use our own experience as a starting point for this. The latter can be highlighted in the promotional video.

b) Contact information on Letterhead

- The PPCII phone number, email address, and our website will be included in all letterheads from here on.

Next Meeting October 11, 2011, 1-3PM NCC Boardroom