

Marketing Committee Meeting Minutes

Tuesday, Oct 11th, 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), Maryam Monsef (PPCII Outreach Coordinator)

Regrets: Jason Stabler (PPCII Coordinator), Lori Thompson (CMHA), Julie Dotsch (One World ESL School)

Tasks:

- Promote conference via Chamber News blast, networking event and WBN (done)
- Decide message of radio ads and target (ask other committee for their needs/input) (Jason)
- Send a list of vendors at the last Caribbean Street Festival to Jean (done)
- Get more youth stories to keep the PTW blog updated- provide SWIS Staff with a template of questions (in progress)
- Connect with a videographer willing to capture stories as a volunteer or for a honorarium (in progress)
- Follow up with Dan Taylor on presenting to the GPAEDC staff (done)
- Update Fbook status with a call out for stories (in progress)
- Details on the WIC event: how many employers? Whose table will we be sponsoring? How much for PPCII members to attend? (cancelled)
- Send Committee details on Reframe film sponsorship (done)
- Recruit Facebook friends (in progress)
- Canada World Youth to assist with Social media and gathering stories (in progress)
- Link PTW stories with Trent, Fleming and our Facebook account
- Set money set aside for accessibility and updating the website
- Set up video meeting- work on script (Jason)

1. Welcome and go-round

Welcome to our guest, Chi Hang Liu

- 2. Single-Buyer Radio Advertisement Strategy with the Breeze-** A presentation with Chi Hang Liu, from Workforce Development Board, was scheduled to find out more information about the "Single-Buyer Radio Advertisement Strategy" they currently are utilizing with three local radio stations. Prices and details regarding demographics were reviewed and, after much deliberation, the group determined the need to obtain further information from other PPCII committees regarding their marketing goals as well as to determine the target audience, purpose and the message (s) to be promoted prior to fund allocation.

3. Review the June 7th MC meeting minutes

Adopted.

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 (2010), 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, **Caribbean Street Festival, Prosperity Trade Show (2011)**

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

5. Current Marketing plan

Ongoing Events

- **PTW column:** In supporting the concept of the continuation of the PTW blog the committee discussed outreach strategies to ensure that newcomer stories are available on a monthly basis.
- **Chamber of Commerce After hours events:** Based on the fact that there has been no representation at the past two Chamber After Hours events the committee discussed the benefit of having two potential volunteers scheduled for each month. This decision was in recognition of the how busy our volunteers can be and the need to provide flexibility for their sometimes demanding schedules.
- Breakfast with the Chamber
- Remind PPCII members of PPCII website monthly
- **Women's Business Network:** The value of "toonie talks" was discussed as a great opportunity at the WBN meetings to promote the PPCII and its work.
- PPCII Promotional Video (see below)

Upcoming Events

- **Evening of International Business** (November 1 at the Venue) was cancelled.
- **PPCII Conference** (November 17th at the Holiday Inn)

6. **PPCII Promotional Video-** While details were not available at the meeting the video is still under review with Redstone Media and a recommendation has been made regarding significant reductions to the video content. With so many great things to say about the PPCII the committee will need to approve a much altered version of the original format to ensure a more audience friendly and concise presentation.

7. **Future Marketing plan** (dealt with most of what was in this item (in previous minutes) under other items in this agenda (15 min)

- a) **WBN Spotlight Details:** A motion was approved to proceed with hosting the WBN after hours function in January. The event will be hosted offsite and will provide an opportunity to network and increase visibility of PPCII with 20 – 30 local employers. Cultural food, music and entertainment will be provided at the event.
- b) Marketing the Integration Strategy and Action Plan
 - Integration Strategy on home page
 - Action Plan is in webpage format with PPCII branding
 - Reorganizing the website around sectors
 - Marketing through, Welcoming Communities Initiative, PSPC info notes, chamber publication, Carmella Valles
- c) Web Contest Feedback (Deferred to next meeting)
- d) Using list of target agencies/revising target audience(Deferred to next meeting)
- e) **Multicultural week:** The concept of Multicultural Week is still being discussed with local stakeholders and progress will be reviewed at future meetings.

6) Budget Update

Together we prosper



- Ad in ReFrame Film Festival Booklet—\$50 business card ad
- Website Updates-- \$65
- Enlarged Strategy (\$65)
- WBN Spotlight Event (\$250)
- Sponsoring Reframe Films (\$150)

Total allocated: \$3,497, Remaining: \$1,503

7) Other business

- A brief discussion focused on better utilization of social media to promote the Council, issues, events and personal stories.

Next Meeting Dec 6, 2011, 1-3PM NCC Boardroom