

Doors Open Subcommittee Minutes

February 24, 2022

Zoom

Subcommittee Members: Ian McKechnie, Bill Peel

Staff: Emily Turner, Laura Love

Everyone introduced themselves to Laura who will be working on Doors Open this year and will be taking it over from Emily in 2023. Ian provided a history of the event in Kawartha Lakes for Laura from the first event in 2004 to the events of the past few years.

The subcommittee established the date for the event as Sunday September 11, 2022.

Emily identified several items the subcommittee should start discussing: whether or not to have an in person, hybrid or digital event, sites, and marketing. The subcommittee decided to aim for an in-person event with the potential for some digital content. Bill suggested that a driving tour be created with the sites on it so people can choose to go in or to enjoy the sites from the outside only.

The committee discussed tracking participant numbers as well as volunteers at each site. One item to address will be to ensure there are enough volunteers and also track accurate visitor numbers.

The subcommittee is aiming for 10-15 sites with a route map, with the potential to cluster sites together to make it easier for people to visit them all. The 2022 theme from the Ontario Heritage Trust is Design and the subcommittee has decided to also use that theme. Emily has suggested that everyone go away and brainstorm sites then come together at the next meeting with a list.

The subcommittee discussed the need to increase marketing. Laura brought up the importance of having paper brochures that could be handed out at different businesses, the farmer's market, and city buildings. Emily suggested having a site passport with a draw prize to encourage people to visit multiple sites.

The intention is to get everything in order by the end of June (sites, routes), then spend the summer doing marketing and promotion, as well as logistics.

Action Items

- Brainstorm sites (All)

Next meeting: April 1, 2022 at 2pm