

Doors Open Subcommittee Minutes

April 1, 2022

Zoom

Subcommittee Members: Ian McKechnie, Bill Peel

Staff: Laura Love

The meeting opened with an overview of action items and information from the last meeting and reviewing properties that were submitted by Laura Love and Ian McKechnie.

The subcommittee discussed the need to increase marketing and releasing marketing material two weeks prior to September 11th and the need for hand out marketing material not only at the sites that will be welcoming individuals, but places around the City, perhaps at the farmer's market and local businesses. Bill agreed that it was important to have paper information.

The subcommittee discussed the ability to also have an 'experience' along the driving route, or the route ending at a location that may already have an event or experience taking place. This is a great opportunity to add to Doors Open and have visitors and residents explore not only the built heritage community, but the local and wider heritage sector.

The opportunity to determine how many people are engaging in this years Doors Open continued to be identified as a priority. Some suggestions were: the amount of brochures that were given out and having volunteers at Doors Open locations.

It was decided that that Doors Open 2022 will follow similar driving routes as last years online Doors Open event, with locations matching the decided on 'Design' theme and having a hybrid of open, closed and online locations.

Action Items

Bill Peel: Planning Route- Fenelon- Sturgeon Point- Bobcaygeon with associated properties from submitted lists

Ian McKechnie: Planning Route- Lindsay- Oakwood- Woodville with associated properties from submitted lists

Laura Love: Planning Route- Lindsay- Omemee- Bethany with associated properties from submitted lists

Emily Turner: Send out last years driving routes and digital brochures to subcommittee members

Next Meeting: Friday, May 6th at 2pm.