

Outreach Subcommittee Minutes

March 25, 2024

Subcommittee Members: Ian McKechnie, Julia Hartman

Staff: Emily Turner, Laura Love

Regrets: Sandy Sims

Emily reviewed the Doors Open website status. The event has been added to the site in the back end but will not become published until sites are added. Emily and Laura are going to meet with Communications staff in early April to create a marketing plan for Doors Open. Communications staff have indicated that advertising for a September event such as this should be initiated in May or June to provide public awareness.

The subcommittee provided updates on the sites that they had contacted so far. Julia spoke to the Boyd Museum which has agreed to participate. She also reached out to Eganridge and Sandy was going to follow up with them. Ian has reached out to Cherry Tree Lodge which has confirmed and is looking for contact information for the Sturgeon Point Association to reach out to them. Emily has contact information for some members of the association and will provide that to Ian. Ian has also suggested that a plein air session or similar be held at Cherry Tree Lodge as has been done in the past and will investigate. Laura has reached out to the Fenelon station and is waiting to hear back. She is also trying to locate the contact information for Blythe Farm. Emily has also reached out to Parks Canada but has not heard back yet.

The subcommittee discussed churches and who to reach out to. They agreed to focus on the historic churches. Emily will reach out to St. James and Laura will reach out to other churches in Fenelon. They also discussed reaching out to St. Peter's Church in Bury's Green which is a small detour from County Road 8. Laura will touch base with their board.

The subcommittee also discussed marketing. They agreed the online marketing the City's communications team was effective but more hard copy and paper advertising was also needed to reach older audiences who weren't on Facebook or the City website. Ian suggested that an ad be taken out in the August edition of the Advocate and that he would also write an article on Doors Open sites for the September Advocate. Julia suggested that post cards and posters for bulletin boards, Legions, churches and similar community spaces would be very helpful. Laura also suggested taking some of the print items to locations out of Kawartha Lakes, such as Millbrook, to bring in people from outside Kawartha Lakes.

The subcommittee also discussed the idea of doing a Doors Open passport or similar initiative where visitors could enter a draw if they visited a certain number of sites with prizes from local businesses. Emily will investigate how that might work.

Action Items:

- Continue to reach out to sites (All)

- Work on Doors Open website (Emily)
- Marketing meeting with Communications staff (Emily and Laura)
- Investigate potential for site passport (Emily)

Next Meeting: April 29, 2024