

## **Outreach Subcommittee Minutes**

April 29, 2024

Subcommittee Members: Ian McKechnie, Julia Hartman

Staff: Emily Turner, Laura Love

Regrets: Sandy Sims

Emily reviewed the Doors Open website with the subcommittee. Several of the sites are now listed on the Doors Open website and the Kawartha Lakes event page is now live. Emily and Laura will work on updating the Doors Open page on the city website as the sites are confirmed.

The subcommittee reviewed the confirmed sites. Emily has confirmed the Fenelon Falls fire station and is meeting with the staff from the generating station to confirm their participating. The generating station is keen to participate but details need to be finalized. Ian has confirmed sites for Sturgeon Point including the church, and Cherry Tree Lodge. He will also run a walking tour. Emily noted that she would need some details for the website, including times and meeting place for the tour. Julia has called several places and not received a response. The subcommittee also discussed needing several other sites in Bobcaygeon, such as churches, the dry stone wall or Settler's Village.

Julia asked what would be expected of the subcommittee on the day of the event. Emily said that there would need to be a volunteer at each site. Some of the volunteers might be from the sites themselves, but the subcommittee would also have to do that and sit at a site for the day to count visitors and hand out items.

Laura provided an overview of the marketing meeting with Communications staff. Staff have put together a marketing plan to expand the number of visitors and try and reach a younger demographic. They will put together social media, including posts and videos, as well as print advertising such as in the paper, posters and rack cards. The marketing will start in early summer to kick off the event. Staff are also going to put together some day trip itineraries to link the event with local businesses. Emily has spoken to staff at Peterborough to coordinate some of the marketing.

### **Action Items:**

- Continue to reach out to sites (All)
- Work on Doors Open website (Emily and Laura)
- Work on marketing material (Emily and Laura)

Next Meeting: May 27, 2024