

NEWPORT CITY DOWNTOWN RENAISSANCE PROJECT

PROMOTION COMMITTEE MEETING

Promotion is the marketing component of the revitalization process. It involves letting residents, investors, and visitors know what your downtown has to offer by promoting both individual businesses and the district as a whole. Effective promotion enhances the image of downtown as an exciting community center and meeting place, with activity, thriving stores, successful business, and quality service. Successful promotion involves:

- promoting the goods and services offered by downtown businesses
- organizing special events to bring people downtown
- developing ongoing programs to build a positive image of the commercial district
- establishing a marketing identity for the downtown, including a logo
- publicizing the downtown district’s successes

***Promotion** creates excitement downtown. Street festivals, parades, retail events, and image development campaigns are some of the ways the Newport City Downtown Renaissance Project encourages customer traffic. Promotion involves marketing an enticing image to shoppers, investors, and visitors.*

March 8, 2007

		<i>Action Requested</i>	Next Steps
12Noon – 12:15pm	Welcome (Trish) 1. Introductions 2. Coordinator’s report 3. Review minutes & next steps from last meeting	* <i>sign-in sheet</i> *	
12:15 – 12:35	“Rails to Sails” (Eric Paris & Nancy Cook) 1. Plans for trips 2. Promotion needs 3. Impact on Newport City’s downtown merchants	* <i>next steps re promotion</i> * <i>next steps to involve downtown merchants</i>	
12:35 – 12:45	“Newport Passport” 1. Elements 2. Events 3. General promotion	* <i>Project leader & subcommittee members plan meetings &</i> * <i>draft iterations for “Rails to Sails,” Magog tour boat, other special events</i>	
12:45 – 12:55	Promotion Committee: Committee Leadership & Structure 1. Chair of the Committee?	* <i>Elect Chair of the committee</i>	
12:55 – 1:00pm	Did we accomplish objectives of meeting? Were new issues raised? Next steps? Next meeting:	* <i>Review ‘next steps’</i> * <i>Agree on next meeting dates</i> <i>Adjournment</i>	