

Marketing Committee:

- Members consist of Laura Carcelen & Eddy Hammoud.
- Tasks for Committee Members to brainstorm/complete:

Committee has had a meeting recently to discuss the following topics and make decisions regarding them all:

- **Media Solicitation-** Committee has to discuss the potential opportunities of working with outside media outlets for 2023.
- **Community Safety & Crime Prevention Program-** In collaboration with the Town of Tecumseh and our local emergency services. Committee has to decide on when this initiative would be best to execute. Paladin Security has also proposed their services for day/night patrol and events.
- **Subsidization-** Committee will visit the topic of subsidizing certain marketing and advertising opportunities for our Members once our budget has been made and approved for 2023.
- **Online Giveaways-** Coordinator has set-up some virtual Tecumseh Dollar giveaways for the beginning of 2023 to encourage engagement on our social media pages. This will lead to the public discovering the businesses within our BIA. Not only do we want to keep residents within our town staying/shopping local, but we want to increase tourism from neighbouring communities.
- **Marketing Firm-** Looking into hiring our Marketing Firm for the additional task of updating our website for us on a daily basis. A monthly charge will be associated with this.
- **Tecumseh Dollars Gift Card Program-** Committee will meet with the company hired, Miconex, to discuss the next steps in the implementation process & projected timeline the new program will launch. Coordinator is requesting assistance from the Board of Management to fill out paperwork required from EML.
- **Website-** New website and socials are now in place. The Committee will be presenting a monthly marketing proposal to the BIA for feedback/approval.