

North Peace Cultural Society Anniversary Steering Committee Meeting

5:30 pm, Wed Jan 9, 2013
North Peace Cultural Center

Meeting Goals: By the end of the meeting we will hope to have:

- achieved a more finely tuned and articulate vision for the project and it's events.
- gained a task & timeline-driven understanding of our roles and responsibilities going forward
- identified specific requirements for next step activities and assigned tasks/responsibility
- established a reporting/monitoring process.

Agenda

1. Process - working as a team, meeting commitments, what are we responsible for and not, how do we communicate.
2. Committee updates
 - Visual Arts Sandy
 - Fundraising and Budget Rob
 - Publicity and Promotions Bettyanne
 - Community Partnership/Liaison Sue
 - Programming Bettyanne
 - Production Committee
 - Gala Committee (Existence only)
 - Project Coordinators
3. Assess deadlines, assign task, and identify follow-up process. What/who/and by when
4. Other?
5. Next meeting

Publicity and Promotion Committee: Bettyanne, Sue P, Mark Bodner, Lisa Bush, Oliver H, Mel (Northerner), Brad (Moose fm), Tony A (?) others?

Responsibilities: Publicity and Promotion is responsible for developing the overall branding, messaging, advertising for project utilizing all media (print/online/radio, social media, etc)

Goals: to build and grow a level of information, awareness, visibility, interest/excitement in our region around the project

Outcomes: participation, sponsors, patrons, funds, celebration, pride.

Objectives: Visual branding and images to be consistent throughout print, online, web, social and all media. Messaging to be consistent throughout radio, advertising, promotion

Framework: create timeline, task line, budget, partners.

'Anniversary Projects': website and magazine development.

- Develop short and long term goals, vision, distribution, partnerships strategies.
 - task: create timeline, identify contract partners, assign goals and monitor
 - task: identify sponsors, advertisers, for web/mag
- deliverables: primary marketing tools for anniversary events; a visual, audio, film, and print documentation of the anniversary project.

Promotion and publicity to include:

- branding and messaging, images, logos, tags, templates for posters, cards, flyers, display, tent-fold, letterhead, signage, to be used with all anniversary related communication, publicity, promotion.
 - task: graphic design, timeline, collect each committee's info/needs.
- website upgrade existing systems, branding etc)
 - create budget, tender web design contract, identify needs/wants/wishes.

General Publicity outline

Dec 15	soft launch (conversational, magazine, stories) Completed: council announcement, 2 press interviews, one magazine article, personal announcements at meetings, Christmas party, etc.
January 15	intro piece, campaign framework (budget, dates, deliverables.
January 9-30	meet framework timeline (inc media launch, groundwork for fundraising, draft sponsor packages, magazine mock up, website goals; receive schedule of events from all committees for timeline. Chocolate festival and HOI visibility (ie, chocolate piano's, HOI ice carving "20", children's ice carving, anniversary branded prizes etc)
February 1-15	advertising/publicity templates ready, media sponsors on board, sponsor packages to fundraising, magazine template to fundraising, first round of print publicity complete. start announcements/up dates.
Feb 16 - 28	visual arts projects build-up (all media), continue announcements (blog, fb, anniversary newsletters
March 1 - 15	magazine and website focus, all info to be reviewed. Anniversary events details and info confirmed, images, photos, interviews etc underway.
March 16 - 31	media announcements, committee publicity needs met, confirm visual arts, 20 days and gala requirements and begin preparing, collect sponsor and advertiser branding/logos, details for both mag and website recognition.

NPCC 20th Anniversary Meeting: March 27, 2013 5:30 pm

People in Attendance: David B., Sandy T., Mark B., Oliver H., Sue P., Holly U., Nakib A.

To start the meeting Sue took all of us to the npcc office and showed us the completed archives, and explained how they work. Wow they are huge! There's been a lot of politics over the years, and it's all in there. Good work Sue!

Meeting commenced 5:40 pm:

Oliver: In Regards to: Programming of the 20 days, & The Gala:

- The Gala is the more important focus than the 20 days in June due to the small size of the steering committee. (As per convo. With Bettyanne)
- Oliver to send out list of confirmed or tentative for 20 days to update us all.
- If groups want theatre during 20 days, there may be/is opportunities (eg. Studio to Stage.)
- Gala performers presently: Brock Jellison- dancer, Peter Togni- Pianist
- Oliver needs the Gala budget.

GALA:

- Website needs to have more info for people checking. (due April 5th - Mark)
- Invitation list is growing & ready; just give her the word and she will email it.
- Need a coordinator to pull it together. Instead of an event planner hire someone for a 2-month contract
- NPCCS needs to provide a vision/image for the Gala. We agreed that 90% of the Gala needs to be finalized by April 15th.

VISUAL ARTS:

- Sandy asked about loft being a venue for N.P Potters guild to put up a static display. Sandy will check with Bettyanne regarding insurance.
- Oliver offered the idea of the ledge inside along library & south wall high up in building for miss-fires to be put up. Would hold a lot of work.
- Artist in residence idea is being taken off the plate.

- Nakib Ahmed 250-329-6778

- Send all Arts Archive
- Send Nakib Janet / Visions

- When confirmed, Sandy to email info to Mark to make a PDF Map that could be printed off of npcc website and for brochure to include a small map with dots for addresses and includes dates.
- Most promotion will be online
- Mark will also look after the decals for the venues.
- All on target
- Art walk prep has been helping people know about the celebration, keep the buzz happening! Last Art walk was 2001

STUDIO CRAWL: Sat June 8th 1 day long.

- Just getting final confirmations from artists; about 9 possible studios.
- Buses to run Sat June 15th

RE: Hospital Care Centre included in art walk

Also discussed was the possibility of the Hospital Art Committee, wanting to be involved with the Art Walk as one of the venues. Hospital would have to confirm they want to be on the map and if they want a guided tour. Sandy will discuss options with the hospital committee.

RE: MARQUEE

- Facts & Figures are needed.
- Larry to find out Bylaw allowances. Is it even allowed in a high traffic area?

PRODUCTION

- Mark is the production guy
- Starting possible temp. Position 1 day a week as of Apr 13th/13
- Magazine has been axed for now to be re-visited & pursued next fall.
- Most promotion will be online. Let emphasis on print material.
- Brochure scaled back- there still will be one?

GOALS:

- Great opportunity to Celebrate what WAS, what IS and WHERE is going to go?

- Mark (and everyone involved) need to know who is coming and what is happening in order to be able to do the PR
- The Gala can be plugged at the Art Auction. Eg: Tickets available May 10th!

NEXT MEETING: April 3rd

Thanks everyone who was at the meeting! Your input is greatly appreciated.

Holly

December, 6th 2016

Bright Nights in June meeting #2

Attended: Connie, Katy, Sue, Trinity, Melissa, and Oliver

To-do list/Ideas

- Create an "Event" on facebook for bright nights
- Global/CBC Events
- Work on the website write up and on tickets, (Cocktails starting at 6-7:30)

Write out formal invitations to mayor and council, maybe district of Taylor and others.

Start putting together slideshow of the archives – during show, or before show

Create an Artist of the month – each performer sends a small paragraph with a picture

Contribute to the whole total

There will be a Triva/ Treasure hunt for the history of Canada, the Highway, and the Centre around the Centre, when you find all of the clues, you can put your name in for a draw.

Gallery Exhibit instead of a silent auction

All money goes to the free art day – Children in the arts

Talk to Alan about art exhibit

Sand sculpture project, join with arts council

Arts Market with the booths for the art groups.

June 10th, in the parking lot

partner for the summer on July 8th, and August 12th

Tasks

Next Meeting January 10th 4pm