

Marketing Committee Meeting Minutes

9.9.26

Things To Do

- Build out a new Things To Do category focused on:
 - Classes
 - Fitness
 - Art
 - Cooking
 - Exhibitions
- Explore adding an events calendar to this page
- Explore adding business types/categories to the page to help visitors discover local offerings.

Foliage Plan

- Explore the potential closing of the Middle Covered Bridge for Indigenous Peoples Day.
- Potential programming to include:
 - History tour through the Middle Covered Bridge.
 - Partner with NWPL to offer a story hour.
 - Live music in the Triangle.
 - Reach out to the History Center about a possible 15–30 minute presentation for Indigenous Peoples Day.
- Explore partnering with the July 4th Committee on potential fundraising through Coins for Community.
- Coordinate with the Fire Department and Police Department regarding:
 - Road closure requirements.
 - Cones.
 - Barricades.
- Determine whether a parade permit is required.
- Present plan to Trustees

Woodstock Ambassador Program

- Develop a program with Woodstock residents positioned at strategic locations to provide information and assistance to visitors.
- Molly and Kitty: Provide mid-week ambassador coverage.
- Jim: Conduct outreach to identify residents who can provide weekend coverage.

Wassail

- Welcome Party at Peace Field Farm.
- Jim has secured sponsorships for the event.
- Continue discussion and planning at the next meeting.