

GREATER FORT ST. JOHN MARKETING COMMITTEE POLICY
Council Policy No. 12/00

POLICY:

The City and Chamber will cooperate in developing and promoting a long term Community Development Strategy that will:

- Advance the concept that Fort St. John is the Regional Service Centre for North Eastern BC;
- Pursue business development and diversification and the retention of existing business, industries and jobs;
- Encourage government ministries and agencies to establish regional offices and operations in the City;
- Encourage development of a sophisticated complement of local government facilities and services consistent with Fort St. John's status as the Regional Service Centre for North Eastern BC;
- Development marketing and promotions programs to present the City in a "positive image" focused on the strengths and attributes of the City and North Peace Region.

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1998 GOALS AND OBJECTIVES:

Recommendation: To write a letter to School District 60 asking them to join the beautification program and cut the grass more often in the playgrounds.

May 31 Spring Planting Bee

Ian to contact Horticultural Society asking them to partner with City.

To support the Chamber of Commerce's initiative to build a sign with advertising and map for the pull-out by the Water Treatment Centre.

First Night

The Marketing Committee would like to strike a committee that would begin preparations for a First Night Celebration to usher in the year 2000. The City's commitment at this time would be to simply endorse the project with their support. The committee would get underway and consider the details and facilities that would make the event happen. Any impact on the City budget would not be evident until next budget year.

Chamber Membership

The Marketing Committee would like to request that the City become a member of the Chamber of Commerce.

Flower Planting

With the number of flower beds almost doubled, the Committee recommends that the planting be put out to tender and would request the City to do that. There should be two components to the tender, one with the contractor designing the layout with input from the Committee, and one just supplying the plant stock.

We would like to request that the City maintain and weed the flower beds on a regular basis. We were hoping that we would be able to hire students to look after the beds, and wonder if this is at all possible with the collective agreement. The target date for the planting would be May 30 with a local organization providing hot dogs and refreshments. The Committee is also committed to acquiring corporate sponsors to offset costs and to continue to expand the project. This would be incorporated into the sponsor sign that was discussed last year.

The tender for flower planting should go out quite soon in preparation for the planting.

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1998 GOALS AND OBJECTIVES: (continued)

Newsletters/Brochures

The Committee would like to proceed with two newsletters this year, one to promote spring clean up and one to promote winter activities. These would be full colour brochures with two folds on 8.5" x 14" glossy paper stock. They would be delivered through the newspaper so we would require 12,000 each run.

The spring brochure would focus on the clean-up, planting, new water system, banners, any news on Centennial Park that the CP committee might like to promote, landscape upgrades for the Recreation Centre and pool for this year, new trashcans, and any road repaving and sidewalk creation that the City would like to promote. The more comprehensive the newsletter the more relevant it will become.

I would request that the City issue the tender for this to dispel any confusion regarding who the successful candidate contracts with. The Christmas brochure was approximately \$4,000.00 for full colour. The tender should be for both brochures.

Web Page

The Committee was curious as to the status of the City's web page. Many concurrent pages are popping up giving either inaccurate or incomplete information.

Christmas Activities

We would like to build on the success of last year, duplicating the tree, which we will request again from Canfor. We would like two fires this year, and go again with the hot dogs and hot chocolate. This would of course follow the parade at night. The stage would be required again as well as sound and lights for the countdown.

This was on last year's list but did not happen, we would like to brainstorm, put out tenders and produce a top quality product.

City Brochure

The City has a fine magazine and tourism insert produced by the Chamber. It has first class investment information and statistics, but we do not have a simple, colourful two-fold brochure that gives a simple idea of what the City is about. This would be a full-colour brochure, similar to the one we had about five years ago that could be racked in displays, easily given out by traveling Councillors, suitable for inexpensively mailing in a business envelope.

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1998 GOALS AND OBJECTIVES: (continued)

Recommendation: That the City commissions the Marketing Committee to produce a full-colour promotional brochure.

On a personal note, I would really like us to be able to budget more for clean-up. So much of our positive image initiative goes up in dust when the snow disappears. Is there any way we could start cleaning up as soon as the snow leaves the streets? I know there is the freezing thing and technical reasons for delaying but other cities seem to be able to reduce their grime who have the same limitations. During summer there were so many times that the streets were terribly dusty. The storeowners quickly adopt a “why bother” attitude, which is really counterproductive but understandable.