

## COMMUNICATIONS OFFICER'S REPORT

**NOVEMBER 30th:** Drove to Minuteman Press in St. Catharines and picked up new printing of Rack Cards.

**NOVEMBER 30th:** Made arrangements with Distribution Team leader to pick up a quantity of Rack Cards for distribution at NOTL's Candlelight Stoll December 4th, and Ice Wine Festival in NOTL.

**DECEMBER 1: 10:00 a.m.** Meeting at Museum with Sarah Maloney and Erika Alexander to discuss FUND-RAISING! We desperately need to form a Fund-Raising Committee with a high-profile person as chair. We need sponsors, contributors of funds and in-kind to enable us market and advertise the up-coming Bicentennial events/activities! We talked about putting together a letter and marketing package that could be mailed/given, distributed to the community. It will serve to ascertain funding as well as inform the community about our up-coming Bicentennial.

We also discussed the urgency of committees submitting their budgets for 2011! 2011 is the CRITICAL year of informing visitors and locals of the HUGE Bicentennial Celebrations that are going to occur in 2012, 2013 and 2014. We must "TELL ALL" in 2011 so they can tell their friend, fellow employees, relatives and anyone they speak with about the NOTL Bicentennial.

Also discussed was the need to INFORM & EDUCATE all hospitality, tour operators, winery staffs, B&B's, Cottage Rentals, Carriage drivers, shuttle drivers, etc. They are our frontline ambassadors and will be able to give the message to everyone they come in contact with! Tentative training/education dates are the last week of March and the first two weeks of April 2011. Will probably be held at Navy Hall. Bob Andrews, Sarah Maloney, Jim Alexander and perhaps Wes Turner will give historical glimpses and highlights to attendees.