

Wednesday, January 25, 2017
12:00 p.m. to 2:00 p.m.
76 Main Street North

1. Date of Event: July 20 – 22, 2017

2. Description: Classic Cars Celebration – July 20 – 22, 2017

3. Budget: \$32,00

4. Event Programming:

- Suggestion to have alternating bands throughout the day, and scheduling programming in the Square was a better improvement, therefore it should be kept.
- There shouldn't be any big technical difficulties as this is going to mainly occur on Saturday Night.
- The least attended laneway was near the back of the event, since most of the traffic was near the Square (after 9 pm to be specific).
- Note that the Farmer's Market is on until 1 p.m.
- Note that there must be one lane for cars to leave.
- With foot traffic, businesses will tend to stay later than usual, however, it was mentioned that the businesses cannot be complaining if they are closed.
- Mentioned to have food trucks in the end of Main Street and Nelson Street West.
- A separate meeting on parking the cars needs to be determined.
- Example: Pawn Kings had a setup during the Farmer's Market, but were not open during the event. There needs to be a reason for people to come since people won't walk down the street unless there is something going on.
- Discussion on opening community organizations arose, bringing more event activations to have critical mass. A tent with brochures is not exciting, but having activities with an organization will be fun for a family. If planned out right, where hot rods and other cars will be, it will be balanced.
- Last year there were about 100-150 cars.
- Since the planning is earlier, now is when the BIA should have membership engagement. Stick with businesses since planning 6 months in advance, businesses can plan accordingly and staff appropriately with Farmer's Market in the morning, then Classic Cars in the afternoon and night.
- Thursday Night Concert at Gage Park started at 7 p.m. and went on until 10 p.m., but rained last year.
- Entertainment can begin as early as 2 p.m. and run until 10 p.m.
 - 4-6 p.m. and other streets are going to be leaving, while 4-6 p.m. will be a show down at Main and Nelson.
 - Keep the kids at the movie and the partiers down at Main and Nelson.

- If entertainment is good, people will stay and even move. There needs to be one entertaining thing that has people going around.
- Targeting to other people, those who don't drink or are vegetarians for instance to please them and also make it inviting to the event.
- The parade is from 1:30 p.m. – 2:15 p.m. Show and Shine after that is until 5 p.m., except (hopefully) the cars will stay at Main until 9 p.m.
- Last year, the event finished at 11 p.m.
- A movie was being played in Garden Square from 5-7 p.m., yet there was nothing on Main and Nelson. Therefore, it should be and start between 4-5 p.m. and go on until 7 p.m.
- If there's entertainment appealing to the car owners closer to where they are, they will stay. With 9 p.m. entertainment, and starting at 2 p.m., if the cars are there, programming may as well be scheduled.
- Past programming included mini Elvis contests. Tribute band from a certain time, and then a bigger show at Garden Square. Getting the word out to the right people needs to be conducted. Discussion also arose on Dancers on Saturday Night fever dance.
- Free entertainment at night and then a band at night. Since it's early, it's good to start to contacting and getting the word out. Tribute artists would also attract the right people as well.
- Cars for Wellington Street on Thursday Night is still happening.
- Discussion on providing a small honorarium per participant and then a grand prize 'bonus' for the winner. Overall, a tribute contest rather than Elvis only. This will occur from 2-7 p.m. and then a band from 7-9 p.m.

5. Party In Lanes:

- Ideas include culture lane and also tribute lanes. There can be an Elvis Lane.
- Queen Gypsy can be in charge of food.
- Close the south part of Main Street, since it is an awkward space, and have it in front of Harmsworth Decorating. Question on closing that area of the street, resulted in keeping the event in the lane since that is the initial purpose.
- George Street Restaurants: the infrastructure is fine but George Street expects the BIA to do everything for them. To be looked into but also needs a leader for that area, like the others.
- New businesses will create new energy since they don't know the past conflicts. The purpose for Night in the Lanes was to get people moving around, yet the George Street restaurants began the conflict.
- Mutual decision to have a leader for each laneway, otherwise there won't be any event (George Street particularly).
- Budget has increased due to going over last year.
- Saturday night main stage—great entertainment and people. Price was very good, though not a lot of bands of that quality for that price paid and the fittingness of the

occasion. The exposure they could have was not received, and they very much deserved. Need to reach out now to get a cost and advise that we are looking.

- Sponsors—corporate sponsorship is an idea, as well as getting businesses to sponsor. Not able to get everyone, but even 100 for \$100, there can be much funds and gives the businesses awareness.
- Sponsorship package is being finalized and should be ready in 2 weeks.
- Approaching Wendel Clark—question on whether he can come for a signing since it will be good for him (the new restaurant) and the BIA. Other hockey players have also been mentioned.
- Possibility of linking to a charity? If so, stick with one, such as the hospital.

6. Car Parade – Saturday

- Cardinal Leger will be used to register cars.
- Jeff Chalmers with the food truck at 9.
- 2 vendors will be used instead due to long line ups.
- It will begin at the same time, 1:30 p.m., starting from Cardinal Leger so that it will get to downtown by 2 p.m. The cars will be driving up Queen Street and Main Street.
- Trying to get more cars than last year.

7. Saturday Main Street Road Closure and Event Activations

- Reopen Main Street between Wellington Street and John Street.
- A program will be made for the whole weekend.
- There are different ways to have the contest from CCV Insurance due to politics.

8. In-Kind Services from the City of Brampton

- There will be no in-kind services from the City of Brampton.

9. Marketing Tactics

- Deferred for the next meeting until things are books and finalized.
- Save the Dates on websites, plus high school reunions.
- Paper marketing—needs to be completed by the first of June so that targeting marketing will be appropriately done.
- Ad for the Garden Square screen. PAMA may have archived pictures of car lots, possibility of even reaching out to residents for family photos that they may want to submit.
- Marketing and Performers: two aspects of marketing.
- Postal code search and distribution for flyers. Pop ups for quick teaser acts to consider.
- BIA members should be reaching out to their networks. Farmer's Market would be a great start.
- 10 pole banners with Classic Cars event and dates.

The next meeting is scheduled for February 15, 2017 from 12 – 2 p.m.