

Wednesday, February 15, 2017
12:00 – 1:30 p.m.
76 Main Street North

MEMBERS:

Scott Ching, Peeyush Gupta, Roberta Canning, Paul Major, Sam Wilson, Shane Scott

STAFF:

Suzy Godefory, Bobby Karmakar, Andrea Magana

1. Classic Cars Celebration: Same overview as before. Chartwell band will have a meeting with David Harmsworth, Peeyush Gupta, and Suzy Godefroy.

2. Budget: \$32,000

3. Event Programming:

- **Thursday, July 20, 2017: Night at Gage Park 7 – 10 p.m.**
 - Concert needs to be coincided with the Classic Cars theme.
 - Moving the British Invasion to Harmsworth or Vivian Lane.
- **Friday, July 21, 2017 – Party in the Lanes 5 – 10 p.m.**
 - Mark Joseph band is in contact with Beaux Arts—particularly at Vivian Lane. Another option includes the Sound Junction.
 - Garden Square: Mark Joseph or St. Rock or School of Rock (former BIA Member)
 - Laneway leaders:
 - Grettel Comas is in charge of Latin Fest.
 - McArter will be Debbi Visser and Deborah Kenny.
 - Harmsworth is David Harmsworth.
 - Vivian's Lane is now with Reagan Hayward.
 - Friday headliner needs to be decided. Discussion on being the 905, Mark Joseph or The Junction.
 - Separate meetings with each street needs to be established.
 - The BIA will reach out to last year's laneway leaders in the next few weeks to provide an update on what is happening at the March meeting.
 - A DJ is an option to consider for the youth, namely at the end of Main Street North and Theatre Lane/ Nelson Street West.
- **Saturday, July 22, 2017 – Garden Square and Main Street**
 - There will not be any food trucks due to their concerning constraints for themselves as well as the BIA businesses and restaurants.
 - Discussion on reaching out to Gusto's Pizzeria because of their history in Classic Cars participation. Perhaps creating a food alley of Gusto's, Nom Nom's and Mr. Pepper's Pizza.
 - A host is needed for Friday and Saturday. Andrea Magana will be in touch.

- More details on some of the cars is also needed, as well as getting a better grip of the cars that will stay the night.

4. Party in the Lanes

- This subject was discussed in conjunction with topic 3 in Event Programming.

5. Car Parade – Saturday

- Discussion on incorporating the Canadian theme to the parade to commemorate Canada 150. Can include flags on the car's antennae's or look into banners.

6. Saturday Main Street Road Closure and Event Activities

- If saving on headlining people, seek costume characters, including tribute artists and/ or impersonators. An example includes having Batman and the Batmobile.
- Seek to Sphere Entertainment further for more options.

7. In-Kind Services from the City of Brampton

- Suzy Godefroy has a meeting with respective City of Brampton staff.

8. Marketing Tactics

- Radio advertising and much more digital content. Quotes from the Toronto Star (online) have been received, as well as seeking The Guardian and inBrampton.
- 3 fold brochure that can be distributed during the Rotary Rib 'n Roll, Celebrampton, Farmer's Market. BIA stores and other events.
 - If being distributed at the Farmer's Market, it must be in print by the first week of May. If unable, create "Save the Date" postcards for distribution.
- Discussion on having free transit to Classic Cars for Friday and Saturday since there are licensed events at the venue. Good news point to showcase to the City on their health and wellbeing to park the car and take transit home.
 - Action point to speak with Brampton Transit.

Meeting adjourned at 1:30 p.m.

The next meeting will be on Wednesday, March 15, 2017 from 12:00 – 1:30 p.m.