

Wednesday, February 15, 2017  
8:30 – 9:30 a.m.  
76 Main Street North

**MEMBERS:**

Grettel Comas, Peeyush Gupta, Deobrah Kenny, Kristina Romasco, Jo-Anne Watson

**STAFF:**

Suzy Godefory, Bobby Karmakar, Andrea Magana

1. Call to Order: The meeting was called to order at 8:43 a.m.

**2. 2016 Christmas Market:**

- Total amount spent was under budget. The wrap up meeting involved discussion on increasing vendors and utilizing more space. Discussion on whether the event should be handed back to the City was also considered. If so, an idea arose on having the City organize and the BIA can sponsor to focus on other marketing initiatives during Christmas.
- Discussion on having ice sculptures and locating them at different areas of the downtown for younger people to take pictures and post on social media, with the possibility of having different sculptures sponsored by businesses.
- The City can arrange vendors, while the BIA can create a different event supporting the BIA businesses, such as a Christmas Shopping Night.
- The BIA has reached the maximum ability for the Market, therefore passing it on to the City would be better since they have more resources and staff to organize and improve.

**Motion to bring the Christmas Market to the Board: City of Brampton takes over Christmas Market with their Marketing Department and BIA partnership.**

**Moved by:** Kristina Romasco

**Seconded by:** Jo-Anne Watson

All in favour.

**3. Carriage Ride Program**

- The carriage rides were extremely popular on social media, resulting in 85 new likes on Facebook during Valentine's Day alone. With the new provider, the total amount spent was a quarter of the budgeted amount.
- Discussion arose on having carriage rides during the summer.
- A meeting with the provider to discuss other routes, what the horses can do, and where they can go is in progress.

**4. 2017 Event Schedule**

- Easter Egg Celebration to be added for Saturday, April 15, 2017.

- The Taste of Downtown Brampton is being held from February 27 – March 12, 2017.
- Thursday Night Concert Series: June 1 – August 31, 2017.
- A Night In The Lane, may be changed to Saturday and name change to Night on Main or Harvest on Main, which can kick off the Fall Taste.
- Live Art Competition: September 9, 2017.
- Canada 150: Recommend to the Marketing Committee tonight that Canada 150 should be done after Victoria Day. Celebrate Canada discussion banners.
- Mother’s Day: carriage rides and brunch idea and will inquire with the carriage ride provider.
- Classic Cars: July 20 – July 22.
- Culture Days: September 29 – October 1.
- Fall Taste: October 10 – November 10.
- Christmas Market: mid November, with City, to circle back on.
- Scare in the Square is a City event, and Trick or Treating is a BIA event. Push to move it to Saturday October 28 instead of October 29.
- November: Christmas open houses for businesses.

#### **5. Easter Egg Hunt – Easter Weekend**

- Saturday, April 15, 2017, 11 a.m. to 3 p.m. in the stores—Easter egg hunt. Easter basket decorating with the City was discussed.
- Location for Easter basket decorating is to be determined, either in the BIA office, Vivian Lane, or reaching out to Beaux Arts.
- Ride with the Easter bunny carriage ride, official time should be from 11 a.m. to 3 p.m.
- A map with participating businesses needs to be created.
- Plan is to follow the same pattern as trick or treating. To determine a participating business, kids will find an egg on the window.

#### **6. Sub-Committee Updates:**

- -TNCS 2017
  - David Harmsworth is working on organizing bands.
- -Classic Cars Committee for 2017
  - Meeting today at noon.
  - Chaired by Peeyush Gupta and David Harmsworth. Peeyush is reporting to the Board.
- -A Night In The Lane
  - Possibility of changing it to Harvest on Main.
  - Committee members involve Kristina, Deborah, Grettel and Jo-Anne.

#### **7. 2017 Events Sponsorship**

- \$750 was sponsored for FOLD and the BIA is prepared to give \$1000 for the Bronze package.

- Beaux Arts since they have been a big supporter for all events. \$500 has been recently given for the Sedulous Selfie exhibition at Beaux Arts.

**8. Adjournment:**

Meeting adjourned at 10:00 a.m.

The next meeting will be on Tuesday, March 7, 2017 at 8:30 a.m.