

Wednesday, February 15, 2017  
4:30 – 6:00 p.m.  
76 Main Street North

**MEMBERS:**

Herman Custodio, Kevin Cyr, Andrew Mackenzie, Jason Palmer, Fernando Russo

**STAFF:**

Suzy Godefroy, Bobby Karmakar, Andrea Magana

**1. 2017 Marketing Plan Update:**

- Meetings with Bob Darling and working on making the downtown Brampton destination through a strong branding campaign.
- There is a budget of funds primarily for destination marketing as every event has their own marketing budget assigned.

**2. Marketing Mediums:**

- Digital/ Social Media
  - Buys with Bramptonist and inBrampton in place
  - Buy with Brampton Guardian digital component to print.
  - Meeting with Toronto Star and to go fully digital rather than print.
- Radio
  - 680 News as well as 103.5 as they have a great reach across the GTA as well
  - iHeart and Spotify were other options, as well as 97.3.
- Billboard
- Bus
- Newsprint
- Discover Downtown Marketing Piece
- Downtown Coupon Insert

**3. Downtown Exterior Signage:**

- Wayfinding Signage
- Parking Garage Posters
- Main Areas i.e. Garden Square Signage

**4. Parking Awareness Campaign**

- Brought for discussion by members as some believe people have a complete lack of awareness of parking in the downtown.

**5. 150th Celebrations**

- Discussion to have banners in the downtown commemorating Canada 150.

**6. Member Communications**

- This topic was not discussed.

**7. Other**

- Slogan: A meeting to spend an hour on direction of what the BIA will do, create and brand who the BIA is. Example discussed included “Discover and Experience”.