

Tuesday, February 21, 2017
3:30 p.m. -- 4:30 p.m.
76 Main Street North

MEMBERS:

Hahn Nguyen, Kristina Romasco, Eddie Bauchur, Scott Upshall, Fernando Russo, Thomas Low, Sawgar Patel

STAFF:

Suzy Godefory, Bobby Karmakar, Andrea Magana

1. City of Brampton proposal on Food Truck Fridays

- This initiative will be held in Downtown and the City is seeking feedback. It is uncertain if it will be every Friday however there will be something happening every Friday.
- There should be no overall direct competition since the objective is to bring people to Downtown Brampton as there is a lack of awareness for the downtown.
- Question on whether the food trucks can pay a fee or sponsorship that can be used back to events.
- More details need to be provided in order to give better feedback and opinions. Frequency of the food trucks needs to also be determined.
- Suggestion on having the food trucks come on any other day since there is always programming on Friday's and other days would be more useful.
- The food trucks should not be a weekly event, rather suggesting to be bi-weekly. If it is not successful, then monthly.
- BIA presence is uncertain but there could be some outreach to promote this initiative.

2. Celeb Brampton Food Festival

- Returning to its roots and looking at closing Nelson Street to Wellington, as well as Queen Street from Theatre Lane to George Street.
- The event is in the second week of June and will be an international food festival and BIA businesses are invited to participate.
- Discussion arose on not having no more free food, rather can be changed to people buying a book of tickets that is valid for a tasting of various food places to restaurants.
- Requested if participating, the business can set up in front of their location.
- The parade is at the beginning of the day, and food will not be set up until after the parade is over.

3. The Taste of Downtown Brampton Update

a. Marketing Package

- 24 participants.
- Radio advertising with Z103.5 starts next Monday, February 27, 2017. Social media has already started, already resulting with 13,000 impressions on Facebook, along with a strong following on Twitter and Instagram as well.
- Change to a lot more digital, including the BIA website is already updated, along with a buy with inBrampton and a completely digital buy with Toronto Star.
- Since it is not print and more digital, more businesses have resulted in participating.

b. Participation Guideline

- The Taste begins on February 27, 2017 and hours of operation for each business will be added to The Taste page on the BIA website.

4. Peel Students Film Festival – May 2017

- Negative from members: Have recommend that the BIA send this information our via our e-News.
- Suggestion for half price coupons to be given.
- BIA to post this event on the BIA Event page on the website.

5. Food Tourism Round Table – March 7, 2017 2:30 p.m. – 4:30 p.m.

- The City of Brampton is taking on a project on making Brampton a food destination and requires feedback now.
- A Round Table discussion is going to be held at March 7, 2017 from 2:30 – 4:30 p.m. at the Rose Theatre, and if the BIA food businesses do not show up, there will be decisions made without them.
- A link to the event will be sent; RSVP is compulsory and must be attended.
- Many events are being planned and downtown needs to be noticed for people to know its existence.
- Plan of action is not decided yet.
- Focused to show the multiculturalism of Brampton.
- An invitation was sent from the City, but only 2 people have received it, also being on the BIA Board of Directors.

Discussion on Patios also arose.

Meeting adjourned at 4:28 p.m.