

Wednesday, March 15, 2017
4:30 – 5:30 p.m.
76 Main Street North

PRESENT MEMBERS:

Roberto Carreiro, Grettel Comas, Herman Custodio, Peeyush Gupta, Jason Palmer, Kristina Romasco, Fernando Russo

STAFF:

Suzy Godefroy, Bobby Karmakar, Andrea Magana

1. Downtown Brand Update

- Razor Creative will be working with the BIA into a Spring campaign, including the creation of a slogan. A creative meeting is needed for what the message is going to be.
 - The identity of Brampton and Downtown needs to be identified.
- Mission and Vision of the BIA needs to be defined, by the Board of Directors, which is currently underway.
 - Some strategic sessions need to be hosted with the Board in terms of the Mission and Vision statement.
- Current logo does not have a call to action. Although the logo is not being changed, there is a want to add to what is existing as the BIA will always be an evolving brand.
- The meeting needs to define the look and feel of the position of Downtown Brampton.
- The AGM should be a generic look while Canada 150 should be within their means.
- Action point: to hold off on any radical changes and continue with the current look.

2. 207 Marketing Plan Update & Media Buys

- Handout given and budget is not engraved in stone yet, but a rough estimate is detailed in the handout.

3. Spring Campaign – Celebrating 15th - May

- Discussions with the Events and Classic Cars Committee about banners.
 - The decision to put banners alongside with the Canada 150 look.
 - Discussion arose on whether this will be involved with a City Partnership with the creative being used.
 - Final decision about banners has not been decided yet.
 - Action: BIA to consult with the City of Brampton.
 - Instead of banners, another idea includes hanging baskets and/ or lighting up trees red and white.

4. Summer Events Campaign

- This topic was not discussed.

5. Marketing Mediums Review:

- Digital/ Social Media
- Radio
- Billboard
- Bus
- Newsprint
- Discover Downtown Marketing Piece – June 2017
 - The piece will highlight the upcoming summer events including Celebrampton, Thursday Night Concert Series, and Classic Cars Celebration as a centre spread.
 - If the keyword Play is used, including the Jazz Festival and Live Art Competition.
 - If the keyword Shop is used, feature retailers.
- Downtown Coupon Insert

Due to time constraints, the other sub topics were not discussed.

6. City Partnerships

- Garden Square Screen
- Update from the COB plan for Wayfinding Signage
 - Meetings with Lisa Wright from Communications and Anthony Wong from Economic Development are both in progress.

7. Parking Awareness Campaign

- This topic was not discussed.

8. 150th Celebrations

- Banners – 150th
- Costs are \$40 per banners plus installation.
- Implementation – June 2017

9. Member Communications

- This topic was not discussed.