

Wednesday, April 19, 2017  
12:00 p.m. to 1:30 p.m.  
76 Main Street North

**MEMBERS:**

Roberta Canning, Scott Ching, Peeyush Gupta, David Harmsworth, Reagan Hayward, Jackie Jeffrey, Ted Jeffrey, Max Morgan, Sam Wilson

**STAFF:**

Suzy Godefroy, Bobby Karmakar, Andrea Magana

**1. Event Programming Update:**

- Proposal for the Friday night has been received and is \$2500 but needs to be confirmed for Friday night; the Saint Rock band that S. Wilson organized.
- Mark Joseph needs to be confirmed. \$2,500. Being moved forward.
- Headliners specifically: Russ Little Band (905), he is available. But the Events committee has echoed that they would like a different band. Events would like something fresh and not the same thing over and over again.
  - The new has to be something better.
  - Pauly and the Good Fellas is another option.
- Roberta brings up that 905 did not get the right public relations that they should have received last year.
- Pauly and the Good Fellas – All in favour.
- Tribute artists during the show and shine.

**2. Party in the Lanes:**

- There is not much of an update. The Deb's are using McArter Lane and Dress People for CCV. David with Harmsworth Lane. Daily Times Square will be Latin and the BIA needs to book the Conservatory. Vivian Lane is being organized by Beaux Arts and the Wee Smoke Shop.
- Purchasing 8 x 12 tents will be looked into and can be taken out from a different budget since they will be needed for other purposes and even be branded.
- The budget for each laneway is \$1,000. Any equipment and other expenses will be sourced from the \$1,000.
- S. Ching and A. Magana will be getting in contact with each laneway leader soon.

**3. Car Parade Update**

- Cardinal Leger is confirmed for registration.
- The Mustang Club will be at the Legion.
  - S. Ching is to set up a meeting with Manvatti with T. and J. Jeffrey.
- The antique police car has been booked, fire is in progress.

- 300 registration cards are to be ordered, along with car plaques.
- John Sanderson is to be notified to bring his truck.
- Canada 150 flags to be distributed.

#### **4. Saturday Celebrations on Main Street & LAB-B Proposal**

- Programming at the Nelson Stage is meant to be a different genre of music to appeal a younger Bramptonian. Feedback from businesses includes seeing something new.
- A proposal from Lab-B was received to design and organize (planning, promotion and production) the stage and area as a block party.
  - Possibility of having a beer garden to appeal younger audiences in an attempt to have a younger showcase.
  - The cost for the “service” is \$15,000 and the BIA is not in the area to move forward due to budget constraints.
- If Tribute artists are done, there is no need for a beer garden. Also don’t want to compete with restaurants with the supposed beer garden.
- Discussion with S. Ching on keeping a younger audience. Elena to do tribute artists on the stage too. Involving the School of Rock.
  - 2-5 tribute artists and then 5-10 potentially School of Rock for Nelson Stage. Programming will not start until 2:30 p.m.
- A. Magana will contact Elena for tribute artists. Movie on the Garden Square screen will be from 5 – 7 p.m. is to be Disney’s Cars.
- Pauly and the Good Fella’s will be 8-11 p.m
- Beaux Arts: Live art painting demonstration.
  - Kids doing sidewalk chalk.
  - Follow up meeting with the artists and R. Hayward will secure the dates if that is of interest to Classic Cars and if it will be held in Vivian Lane.
- Batman and the Batmobile for \$750. Ensure he comes with the car, and he must be included with the car.
  - To be contacted by the BIA. To be scheduled from 6 p.m. on Friday night.
- Still working on a host.

#### **5. In-Kind Services from the City of Brampton Update**

- S. Godefroy recently did a presentation to the Council meeting which involved Classic Cars Celebration and Thursday Night Concert Series. Ask involved the rental for Gage Park during Thursday Night Concert Series and public laneway access and road closure.
- Resulted in being taken back to staff and the outcome will then be announced at the next Council meeting.
- In progress of completing patio applications.
- Overall, there is no need for a beer garden to allow the businesses in selling what they are good in.

**6. Marketing**

- Hoping to have new creative and is in the works. Can be included in the next meeting or be emailed to the Committee.
- Posters, postcards, newspaper ads in Brampton Guardian (online), snapD, inBrampton, and insauaga, as well as radio advertising for the car club fit.
- Scavenger hunt with car decals, similar to the Easter Egg Hunt. Window decorating will occur.
  - Scavenger hunt idea to be discussed to the Events Committee.
- Committee t-shirts to be recognized.

Staff can look into having other cars for special interest. S. Ching recommends having those on Sunday. Friday night, however, would be the better option because of Party in the Lanes. Policaro or other dealerships can sponsor and provide the cars. A condition of no loud music and no roaring engines must be applied.

Photo op to be scheduled on May 3 at 11:30 a.m. along with the next meeting. To be confirmed on the Monday to get a gage of the weather. T. and J. Jeffrey to arrange a car to be used for the photo op.

The meeting was adjourned at 1:40 p.m.