

Wednesday, May 3, 2017  
12:30 p.m. to 2:00 p.m.  
76 Main Street North

**MEMBERS:**

Roberta Canning, Scott Ching, Grettel Comas, Peeyush Gupta, David Harmsworth, Jackie Jeffery, Ted Jeffery, Sergeant Manvatti, Max Morgan, Sam Wilson

**STAFF:**

Suzy Godefroy, Bobby Karmakar, Andrea Magana

**1. Event Programming Update:**

- Restaurants need to be notified on the activity during the weekend.

**2. Party in the Lanes:**

- **George Street**
  - There is no update.
- **Havana Club**
  - There is no update.
- **McArter Lane**
  - There is no update.
- **Daily Times Square**
  - Fiesta theme, similar to last year.
- **Harmsworth Lane**
  - Planning to do a Canada 150 theme.

**3. Vivian Lane:**

- Targeted to youths/ millennials.
- 2 cars will be on the road at Vivian Lane.

**4. Car Parade Update:**

- Cardinal Leger is booked for car registration.
- A-frames will be displayed, similar to last year, including the programming for Thursday, Friday and Saturday.
- S. Godefroy and D. Harmsworth will seek into getting luxury car dealerships and keep S. Ching posted.
- The stage is 16 x 20.
- Action point: A. Magana to set up a meeting.

**5. Saturday Celebrations on Main Street Update:**

- A band has been hired for Garden Square:

- Marc Joseph for Friday at 9 p.m., as well as Pauly and the Good Fella's and Saint Rock from 8-9 p.m.
- All laneways are set with entertainment for 5-11 p.m. with the exceptions of:
  - Harmsworth Lane will finish at 9 p.m. to not coincide with Garden Square.
  - George Street will be from 6-11 p.m. due to road closure.
- R. Canning will meet with Gillian from tech and keep A. Magana updated.
- A. Magana has reached out to Elena to get 2 tribute artists: Elvis and Michael Bubl , resulting in not fitting with the budget.
  - D. Harmsworth and S. Ching will reach out to artists and correspond back to A. Magana.
- The School of Rock has confirmed 2 students will be interested from 5 to 10 p.m. at the Nelson stage, 8 x 12 (3 pieces).
- There will be no beer gardens because of patio extensions.
- Pauly and the Good Fella's are booked for Saturday night. The main act is at 8 p.m.

**6. In-Kind Services from the City of Brampton Update:**

- The presentation to Council from April 19 is being taken back to staff to place together a report of what the cost is to date.
- The report will be presented to Council on June 14.
- The City of Brampton is to be seen as a significant partner in the event. A total of \$40,000 of in-kind services is likely expected.

**7. Marketing:**

- Currently in progress on combining the Thursday Night Concert Series and Classic Cars Celebration campaign into 'Summer in the City'.
- Specifically speaking with the Brampton Guardian for digital, not print, Jewel FM, partnering station of Z103.5, as well as Bramptonist and inBrampton.
- S. Wilson asks to live air and A. Magana will try to secure that for Thursday night to receive hype.
- P. Gupta very strongly recommends also including ethnic media.
- Action point: the brochure needs to be designed. Simple and nothing fancy.

The meeting was adjourned at 1:25 p.m.