

**Wednesday, May 31, 2017  
12:00 – 1:30 p.m.  
76 Main Street North**

**MEMBERS:**

Roberta Canning, Scott Ching, Grettel Comas, Peeyush Gupta, Jackie Jeffery, Ted Jeffery, Max Morgan

**STAFF:**

Bobby Karmakar, Andrea Magana

**1. Event Programming Update**

- Friday, Jul 21, 2017:
  - St. Rock band opening 8-9 p.m.
  - Marc Joseph 9-11 p.m.
- Saturday, Jul 22, 2017:
  - Pauly and the Good Fellas have been paid their deposit and will take the main stage from 7-11 p.m.

**2. Party in the Lanes**

- George Street
  - In progress. Havana Club
- McArter Lane
  - Due to Deb Visser leaving downtown, Deb Kenny will be offered to do the Lane. If declined, the BIA will lead the lane.
  - Idea to discuss having Dress People involved.
  - **Action point:** A. Magana will follow up from Deb Kenny.
- Daily Times Square
  - In progress in confirming their band and extending their liquor license similar to last year. Overall in great shape.
- Harmsworth Lane
  - Cars will be present in the lane.
- Vivian Lane
  - Reagan Hayward booked a DJ and discussed having string lights to decorate the laneway, as well as have Gusto's involved.

**3. Car Parade Update**

- Prizes have been resolved.
- The Mustang Club is waiting for an update. Should they not confirm, another alternative is prepared
- Traffic meeting is also completed.

- If Council members or other entertainers want to ride during the parade, need to be notified in advance to have the appropriate number of convertible vehicles available.
- **Action point:** invite Council members and Board members if they would like to be in the parade.

#### **4. In-kind services from the City of Brampton Update**

- S. Godefroy is currently in Committee of Council as Bob Darling presents the report from in-kind services.
- The report will go back to Council next week for final approval.

#### **5. Marketing**

- Social media promotion began with a “Save the Date” post and has received positive reception.
- One advertisement in the Brampton Guardian will be going out close to July.
- Other tactics include radio advertising, posters, and A-frames.
- Targeted audience for advertising ranges from ages 25-65 in Brampton and surrounding Brampton areas. The Discover Downtown magazine also has a feature.
- **Action point:** arrange a separate marketing meeting on Classic Cars Celebration.

#### **6. Saturday Celebrations on Main Street**

- Three performers are scheduled from 2:30 to about 5:00 p.m., including:
  - Elvis/ Terry Chrism
  - Frank Sinnatra
  - Alicia doing Shania Twain
    - They may also be present in the parade if they wish.
- After 5 p.m., the School of Rock is taking mini bands since the stage is small and will be performing until 10 p.m.
- The BIA will ask members how long they want to stay if they participate and will allot different times to stay (i.e. until 5 p.m. or 10 p.m.).
  - Priority will be given to Main Street, then other BIA members, Farmers’ Market vendors, and finally community groups such as Snapd.
  - Purpose is to have activity when the cars leave.
- Thursday night on Wellington Street is closed to have cars come in.
- The police car has been requested and S. Ching is meeting with them next week. The fire engine is not available.