

Wednesday, June 28, 2017

1:00 – 2:30 p.m.

76 Main Street North

MEMBERS:

Eddie Bachur, Roberta Canning, Scott Ching, Grettel Comas, Peeyush Gupta, David Harmsworth, Ted Jeffery, Max Morgan

STAFF:

Suzy Godefroy, Bobby Karmakar, Andrea Magana

1. Event Programming Update

- DJ to be utilized from 2 – 5 p.m. to control the volume on Saturday, July 22.
- Garden Square requires tents and tables.
- No vendors will be present, including food.
- A vehicle or two will be parked.
- Event Itinerary to date is below:

Friday, July 21, 2017:

Party in the LANES from 5:00-11:00PM:

- Havana Club on George Street
- Times Square Fiesta! in Daily Times Square
- DJ Party! in Vivian Lane
- Canadian party in Harmsworth Lane
- McArter Lane is to be finalized soon.

Saturday, July 22, 2017:

Classic Cars Parade 1:30PM

Show & Shine throughout downtown Brampton 2:00-5:00PM

Movies in the Square: Cars 5:00-7:00PM

Pauly and the Goodfellas in Garden Square 8:00-11:00PM

Main St. Street Party!

Tribute artists (Elvis Presley, Shania Twain & Frank Sinatra) – 2:30 PM – 5:00 PM

Guitar360 Guitar Academy – 5:00-10:00PM

Extended patios, vendors, children's activities, and much more!

2. Party in the Lanes

- George Street
- McArter Lane
- Daily Times Square
- Harmsworth Lane
- Vivian Lane

- All five lanes are doing very well and will be activated.
- Meeting with all laneways have been conducted.
- Waiting for Carve on Lot 5 to see if they will move forward with extended liquor license.
- Dum Dum's is also participating on George Street.
- Cheers will be at Harmsworth and the name will be 'Canada Rocks Harmsworth Lane'.
- Two cars will be in each lane.
 - R. Hayward requests for hot rods in Vivian Lane.

3. Car Parade Update

- There is no change.
- An email is will be sent to the Board and Mayor, inviting them to participate in the parade if they wish.
 - G. Comas has confirmed.
 - P. Gupta and S. Godefroy will also likely participate.
- A/V equipment has changed this year with no microphone.

4. Saturday Celebrations on Main Street Update

- Jim Dorsey will be given space, similar to last year, as a prostate cancer survivor.
- Maximum amount of cars will be 15.
- Meeting with Sgt. Manvati is next Thursday.
- Reached out to Farmers' Market vendors and have not received much response to staying.
- Currently reaching out to restaurants and community partners to fill out Main Street so that when the cars leave, there will be filled activation.
- Extended patios will be all afternoon.
- School of Rock will perform at night.
- Few downtown businesses on the street.

5. In-kind services from the City of Brampton Update

- Everything asked for is approved.

6. Marketing

- Buys with Brampton Guardian online, inBrampton, Toronto Star, snapdBrampton and ethnic media.
- Ethnic media includes Portuguese and Latin communities.
- Posters are to be distributed next week.
- Parking garage posters are already displayed.