

Wednesday, July 12, 2017

1:00 – 2:00 p.m.

76 Main Street North

MEMBERS:

Scott Ching, Peeyush Gupta, Jackie Jeffery, Ted Jeffery, Jocelyn Johnston, Sgt. Manvati

STAFF:

Suzy Godefroy, Bobby Karmakar, Andrea Magana

New business:

- Paid duty needs to be addressed as Traffic requested an officer to supervise. Additional areas for paid duty include:
 - Queen and George
 - Queen and Chapel
 - George and Wellington
 - Wellington and Chapel
- The cost of policing ranged from \$1,500 to \$4,000 and is now \$8,000 rounded up.
- Discussion arose on seeking a security guard instead to save costs.
- Performance Auto Group is sponsoring and will bring 2 cars on Thursday Night.
 - Should they choose to bring cars on Friday and Saturday, a maximum of 2 cars will be brought, alongside a tentative 10 x 10 tent in Garden Square.
- The Wee Smoke Shop is also sponsoring for \$2,500.

1. Event Programming Update

- All programming is as it stands.
- St. Rock Band and Marc Joseph Band is scheduled on Friday.
- The Mayor is confirmed to bring greetings on Friday night and is confirmed with Councillor Medeiros.
- Pauly and the Goodfella's will be performing on Saturday night.
- Brampton Says is hosting on both Friday and Saturday night.
- Activations on the street will be from 2:30 p.m. to 5:30 p.m.
- Live music will be present; satellite music will be an alternative.
- The Rock School is performing on the Main Street stage by Nelson.
 - Power for the stage on Main and Nelson will be present.
- Discussion on digital content for the Garden Square screen arose.
 - Classic Cars tile and culinary clips was suggested.

2. Party in the Lanes

- George Street
 - Everything is confirmed. Dum Dum's is now extending. Band is confirmed.
 - Other businesses have been reached out but did not receive interest.

- McArter Lane
 - Summer of Love in McArter Lane with Freedom Train.
 - Vendors include Restyle Consignment, International Furs and Dress People.
 - Cantini Fellini's and Carve on Lot 5 are extending their patios.
- Daily Times Square
 - Spanish band is confirmed.
 - 4 tents will be put up, less than last year.
 - Advertising has been done online and through posters.
 - Access to the Conservatory inside will be open.
- Harmsworth Lane
 - Canada Rocks Harmsworth Lane.
 - Band is Death Dudes.
 - Vendors include Nom Nom's and Poutine. Cheers will be doing the bar.
 - All programming is moved to the TD Bank parking lot.
- Vivian Lane
 - Vendors include Pawn Kings and Tattoo Studio.
 - Activations include air brush and artists doing body paint and temporary tattoos.
 - Joey's Deli will be selling food.

3. Car Parade Update

- All details are positive.

4. Saturday Celebrations on Main Street Update

- Brampton Beasts should be present and the Bridge Ministry will be present with a CANADA 150 card.
- 3 restaurants will have extended patios:
 - Wendel Clark's
 - Carve on Lot 5
 - Cantina Fellini's
- 11 cars will be present for Saturday night. Trying to get 15 as the plan will be based for 15 vehicles.
- Grettel and Peeyush are interested in participating in the parade. The Mayor is not available, however, Councillor Medeiros has tentatively confirmed.
- 6 princesses want to ride in the parade.

IN-KIND SERVICES FROM THE City of Brampton UPDATE REMOVED SINCE NOT DISCUSSED.

5. Marketing

- Digital buys with the Bramptonist, inBrampton, Brampton Guardian (online) and the Toronto Star (online).
- Radio deal with CHIN radio will be paid for from Marketing.
- Snapd advertisement in July.
- 4 advertisements in Old Auto's.