

Wednesday, March 15, 2017  
12:00 – 1:30 p.m.  
76 Main Street North

**MEMBERS:**

Roberta Canning, Scott Ching, Peeyush Gupta, Reagan Hayward, Jackie Jeffrey, Ted Jeffrey, Paul Major, Debbi Visser, Sam Wilson

**STAFF:**

Suzy Godefory, Bobby Karmakar, Andrea Magana

**1. Event Programming Update**

- **Headliners:** Options include Mark Joseph, Pauly and the Goodfellas, Freedom Train, The Sound Junction, and also considering the 905 band.
  - Entertainment will be decided on later since there are options and can be finalized later.
    - Note when selecting to have YouTube clips of the bands for better selection of the options.
- Friday night programming starts at 7 p.m.
- The budget for Saturday night last year was approximately \$2,700-\$2,800.

**2. Party In The Lanes**

- **George Street**
  - Sul Irmaos was the leader for George Street. This year, Fruision will be looked into as they have previously expressed interested but could not attend today's meeting due to the time. Another option includes Vesuvio's.
  - The budget is double from last year to be spent on performers and equipment.
  - Some laneways had sponsors. S. Godefroy has spoken with Long and McQuade about sponsorship for a PA system.
  - The stage will come from the City and will be part of the ask.
    - Last year, S. Ching handled the logistics with all the laneways and should be better communicated with each laneway leader.
  - Themes should be changed this year to provide a different experience, yet the idea is to be era based alongside of the cars.
    - Era needs to be defined per laneway.
    - Note: Laneways need a separate meeting with each laneway leader.
  - Stores will be present but should also include a refundable deposit if they set up on time for their commitment.
- McArter Lane
- Daily Times Square
- Harmsworth Lane
- Vivian Lane

### **3. Car Parade Update**

- Cardinal Leger is in the process of being booked.
- The Mustang Club has also approached interest in participation.
  - The number of available spots needs to be measured and then communicated with the Mustang Club so that they bring the appropriate amount.
- Marshall at the Legion is to pull up on Guest Street and come out at the back end of the parade. S. Ching will contact the military vehicles and veterans in the vehicles, as well as the old police cars and fire trucks.
- Two food trucks will need to be available instead of one like last year.
- Portapotty's and garbage bins need to be better arranged.
- Dignitaries in the parade include reaching out to the Mayor and to anyone that is available, which will be accepted. The Legions are also welcome, as well as Council members on the Board if they would like to participate, those performing, the princesses, MP's and MPP's.
- Canada 150: dash plaques on the cars.
- Goodie bags should be revisited for registrants and should be about the BIA.
- Food and Drink Committee can engage the restaurants and propose a promotion for car owners. An easy idea can be 15% off, a free entrée, or lunch and dinner specials.
  - Discount sheet with all participating restaurants is also an idea.
    - To be revisited as the date gets closer.
- If old cars leave, new cars from the dealer could come in. Sporty cars for instance. Another idea includes having a new mustang and old mustang (before and after).
- P. Gupta will contact Batman and the Batmobile if they are coming for the parade.

### **4. Saturday Celebrations on Main Street Update**

- A. Magana and S. Godefroy had a meeting with Harpreet Zingh, Rahul and Mahogany, in regards to a proposal to host an event activation for the Nelson and Main Street area, hosted by Lab-B.
  - An update will be provided soon.
  - Enzo was an event they had at Track's with local musicians and bands. No explicit content should be featured when confirming (i.e. inappropriate language).
- Security/ paid duty will need to be activated with patios. The number of patios licensed needs to be confirmed.
- Saturday Night beer and wine needs to be taken back to Lab-B to receive a SOP. Track's is a possibility and should be held on Saturday night only.
- Tribute artists needs to be confirmed, since Lab-B is now being in the process of taking is place. The tribute artists could be strolling throughout the event.

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

- S. Godefroy had a few meetings with B. Darling with regards to their requests from the City of Brampton.

- A presentation to Council will be scheduled in April, and is confident that it will go well. The ask is going to be similar as last year for the whole year.
- When the date is finalized, it would be great to have some of the Committee members present aside from BIA staff.

## **6. Marketing Tactics**

- Currently working on the creative with the designer. The same design from last year will be used and will be updated to incorporate Canada 150.
- An important part for the Council presentation will be Canada 150.
- A flash mob during the event was brought up.
- Other ideas included involving Chrysler as they are 300 and built in Canada, Brampton particularly.
- A brainstorming to celebrate Canadian culture and arts will be conducted.
- The Big Screen, story boarding for people to learn about GM and other related topics.
- Buying small Canadian flags and having them on each car to celebrate Canada 150 will be looked into.
  - The Ministry of Heritage has a checklist of free items, including Canadian pins and flags.
  - Also seek how can local MP's assist, such as getting cloth flags.
- Advertising on 680 News radio to attract people moved out of Brampton, Georgetown, Caledon, Orangeville, their newspaper, reach out advertising in their areas.
- Quarterly flyers to increase the numbers in distribution to newer Brampton from 10,000 to 30,000 copies. Snapd is also always being used as they have a distribution of 17,000.
- Ads in ethnic media is also being pursued.
- Communications plan is to be sent to the Marketing Committee, more emphasis on digital versus print
- Jake Dheer from Rogers to MC was also discussed.
- Georgetown, Caledon and Orangeville also have BIA's and should be cross communicated too.
- Another idea includes having a car cut out with 15 people from different ethnicities inside. Or a green screen photographer with the first car. Though it was in the 1800's in England, it would be better if it was Canadian.
- Face painters and tattoos. Tattoos are more preferable since they are quick, or air brushing which would be better than face painters.

The meeting was adjourned at 1:44 p.m.

The next meeting is on Wednesday, April 19 at 12:00 p.m.