

Christmas Campaign Planning — Marketing
76 Main Street North
4:30 p.m. – 5:30 p.m.

MEMBERS PRESENT:

Herman Custodio, Peeyush Gupta, Kristina Romasco

STAFF:

Suzy Godefroy, Bobby Karmakar, Andrea Magana

- Holiday Market to be brought downtown can be just as successful Carabram's World of Food Festival this previous weekend.
 - Discussion on what they will bring was detailed.
 - They also want lamp posts with arches of balloons as entrances.
 - Events Committee approves and members present approve as well.
 - Proposal was just received today.
 - Letter to the City will begin to be written tomorrow.
- Holiday edition of the magazine.
 - Rate cards for advertising are inserted into the next newsletter.
 - Will be a 16 page magazine and also will get a quote for 20 and 24 page booklet.
- Radio buy with 680 news.
 - Cross promotion with a window decal and contesting.
 - Probably still do a week for food and drink in the end of October.
- Toronto Star as distribution vehicle.
 - Quote is \$1,500 – \$2,000 for 15,000 copies of Discover Downtown.
 - Zones will be picked for those in Brampton and similar areas.
 - Only for those that are subscribed and delivered.
- Bus advertising could also be done.
 - Shelters instead of using actual busses.
- Photos with Santa to be arranged with a photographer.

Action points:

- Need Board endorsement for the Holiday Market.
- Secure the buys.
- Get the mobile signs too.