

Thursday, April 13, 2017
8:30 a.m. to 9:30 a.m.
76 Main Street North

MEMBERS:

Joe Asensio, Eddie Bachur, Grettel Comas, Peeyush Gupta, Kristina Romasco, Carmen Spada, Debbi Visser, Jo-Anne Watson.

STAFF:

Suzy Godefroy, Bobby Karmakar, Andrea Magana

1. Call to Order: The meeting was called to order at 8:36 a.m.

2. BIA Event Updates:

-Canada Day Celebration Idea for all our events

- Discussion on adding some little flair for Thursday Night Concert Series and Classic Cars Celebration, plus possibly a flash mob. A flash mob on July 1 has also been discussed.
- Window decorating contest is in progress.
- Since Canada is 150, discussion arose on marking businesses with their age. The name of the business, and their age, to be inserted in a little frame to involve businesses on each window.
- Banner designs 1 and 4 are most favourable. They will be installed only in the 4 corners and some of Queen and Main.

-Farmer's Market 2017

- The City of Brampton has asked to make recommendations on the coverage. S. Godefroy has suggested sharing the weeks so that all 21 applied businesses can be included.
- The Artisan market has reached out but did not receive a response.
- An alternative is to use Daily Times Square, however discussion resulted in people not being there, unless the market is combined with Queen Street.
- Note: Committee suggested that a meeting be set up with all vendors to find a solution.

-Thursday Night Concert Series

- A meeting with David Harmsworth was held and he has reached out to most of the bookings. It will be very similar to last year.
- The pricing is approximately \$750.
- The younger generation band to be held in Vivian Lane.
 - C. Spada has contacts for younger bands and can assist in connecting and booking them to bring more diversity because the same bands will decline the audience. A definition of what the Thursday theme is should be established first.
 - C. Spada and David Harmsworth should connect. S. Godefroy will have a meeting with David again.

- An idea arose to have existing live music in restaurants.

-Classic Cars Celebration

- Bands have been booked for Friday and are being finalized for Saturday.
- Permits for road closure are being finalized.
- Friday night: Party in the Lanes. Saturday: still working on road closure in terms of activation on Nelson and Main. Harpreet Zingh from Lab-B has quoted for services.
- Meeting with Scott Ching about doing different activities on Main and Nelson. Giving the School of Rock the space has been suggested and will be up after the car show.
- The 905 band is scheduled to be in Garden Square. A contract is not signed yet but a recommendation to bring a different band was discussed.
- An option included Freedom Train, a big band all over the GTA, Hamilton, and Oakville, and should be having a bigger stage. Overall, should be offering the opportunities to others for diversity.
- Extended patios will be on the street again.
- The only difference is the stage to be set up on Main Street.

-2017 Christmas Market

- Discussed the events committee recommendation of giving the organizational aspect to the City of Brampton while the BIA can focus on marketing. The Board approved and also want to test pilot this idea for 2017. Suzy also told Bob Darling that the BIA will want high influence.
- There is already discussion about moving it out of Garden Square and to Daily Times Square.
- Recommendations for a date to meet is in the next 2 weeks; the end of April.

3. 2017 Events Sponsorships

-FOLD – May 5-7, 2017

- This year, the BIA is seeking to sponsor \$1000. Last year was \$750. Logo recognition will be included and program details are to be sent out.

-Lusofonia Festival – June 3, 2017

- There is no update, however, recommended \$1000 if chosen for sponsorship.

MOTION

THAT the DBBIA Events & Promotions Committee recommends \$1000 if Lusofonia is chosen for sponsorship.

Moved by: Kristina Romasco

Seconded by: Jo-Anne Watson

Motion carried.

-Latin Festival – June 25, 2017

- Recommendation for the next Events meeting about the next step.
- A meeting is scheduled at 9 a.m. on Friday, April 21, and Live Art will be after that.

-Live Art Competition & Jazz Festival – September 9, 2017

- There are no updates for the Live Art Competition.
- The Jazz Festival wants to do something pictorial since Jazz is meant to be live. So, having live painting will complement each other very well.
- A proposal has been received regarding the BIA as a formal partner.
- A number of things will be done by the BIA, including a \$3000 cash sponsorship.
 - More in-kind such as website for leveraging, parking garage signs, utilizing social media and communications, plus promotion in the Newsletter and Discover Downtown newspaper (currently working on the Summer Events edition).
- Note: The Jazz Festival still needs to be brought to the Board.

MOTION:

Moved by: Kristina Romasco

Seconded by: Peeyush Gupta

All in favour.

To be added in the next Board of Directors Agenda.

-Harvest Night in the Lane – September 17, 2017

- Harvest on Main.
- A meeting with Kristina and Jo-Anne on moving the Night In The Lane to Main Street and having a big harvest.

-Vibrant Brampton

- 2 day event, the City of Brampton and RBC is giving lots of funding.
- 7 day art workshop from July 17-18. Bringing culture shows from South Asia.
- The BIA did sponsor, but the BIA booth was empty.

CeleBRAMPTON festival and looking for food vendors.

Action point: send the email to the rest of the events committee.

4. Adjournment

The meeting was adjourned at 9:57 a.m.

The next meeting will be held on May 2 at 8:30 a.m.