

Tuesday, May 2, 2017  
8:30 a.m. to 9:30 a.m.  
76 Main Street North

**MEMBERS:**

Grettel Comas, Peeyush Gupta, Sunil Jiandani, Kristina Romasco

**STAFF:**

Suzy Godefroy, Bobby Karmakar, Andrea Magana

**1. Canada Day Celebrations**

- A. Magana has contacted 3 different contacts regarding a flash mob to see their availability on July 1.
  - **Action point:** receive a quote once availability is sought to determine a selection and verify if a permit is required.
- K. Romasco suggests a scavenger hunt for a month celebration, using the icons from the City of Brampton creative as decals for the windows.
  - **Action point:** Staff will come back for the next meeting with a one page overview.

**2. Farmer's Market – Main Street Booths & Additional BIA businesses (6)**

- This item has been deferred to the Board meeting.

**3. TNCS – Review line up and history of the Festival**

- The line up from David Harmsworth has been passed around and has also provided a document regarding the event being around for over 100 years.
- The BIA has inherited the event, even though it is more likely seen as a partnership since it was inherited 20 years ago.
- Investor's Group used to sponsor and are looking into sponsoring again, as well as having other sponsors for other weeks.
- For next year, need to plan in the Fall, and decide what is the event we are seeking
- Sponsorships from Investors Group and other sponsorships will be for marketing.
- Discussion arose on having the bands in restaurants, as there are more people in there unlike the actual location.
  - **Action point:** Need to discuss what a presenting sponsor is.
- Bottom of the stage, DBBIA should also be present. A sign can read "Brought to you by the Downtown Brampton businesses."
- MC's to be rotated with a Board Member, or David Harmsworth, both at no cost.

**4. CCC – Headliners booked and PITL/ Advertising**

- Headliners: Saint Rock opening Friday 8-9 and Marc Joseph from 9-11. Both are booked and confirmed.

- Saturday recommendation change from 905 to Pauly and the Good Fella's from 8-11 pm. Have bene confirmed.
- School of Rock is very interested at the Nelson Stage. A. Magana is meeting with them tomorrow.
- Patio extensions for Wendel Clark's, Carve on Lot 5, and Cantina Fellini's.
- Verifying if farmers' market vendors will want to stay during the Classic Cars event, but resulted in not being feasible.
- In-kind: Garden Square and Times Square completed.
- McArter and Vivian Lane needs to be finalized. George is going to be closed. Havana Club on George.
  - **Action point:** Reach out to Fruision and Taste of Med by Johnathan. Need to meet with Harmsworth Lane. Deb with McArter. Vivian Lane activation: in process.
- Advertising: creative already completed. Marketing within the next 3 weeks.
- P. Gupta strongly suggests using ethnic media.
- K. Romasco suggests a contests or some content information being created. Such as trivia to involve younger audiences or "did you know".

## 5. Sponsorship

- Approached by a number of different organizations, summary below.
- FOLD** **\$1000.00**
  - This weekend. Gala this Friday.
- Rose Theatre** **\$5000.00**
  - Details haven't been finalized yet. Not coming out of Sponsorship line. 5000 is the budget and not a finalized figure.
- Rib N'Roll** **\$500.00**
  - Support the event as approached by a person. Take back to the Marketing committee? No sponsorship but can support as an associate.
- Lusofonia - June 3, 2017** **\$1000.00**
  - Logo on all their branded event material, verbal announcements, tent in Garden Square if we like, or a Board member, likely Herman or Councillor Medeiros.
  - To be added on the agenda for food and drink agenda today.
- Latin Festival** **\$3000.00**
  - BIA supports the new Latin Fest coming on June 25. Grettel, Eddie and Suzy have had a few meetings.
  - Sponsorship will include logo recognition and a full month of advertising in Hispanic newspapers.
  - 12-10 p.m. live entertainment and full culture. Food vendors consider downtown and have different pricing. Discount for downtown businesses.
    - Also to be added on food and drink agenda.

**MOTION**

THAT the Events and Promotions Committee sponsor the Latin fest for sponsorship, communication and in-kind.

Moved by: Kristina Romasco

Seconded by: Sunil Jiandani

**–Live Art Competition \$3000.00**

- There will be a closing ceremony at the Jazz Festival. Logos and new supporters are finalized. Jo-Anne, Deb Kenny and Beaux Arts will be helping that day.
- BIA has to be in the poster. Time will be 10 a.m. – 4 p.m. on September 9. 4 p.m. is the closing ceremony.

**MOTION**

THAT the Events and Promotions to sponsor Live art for \$3,000 plus marketing support and in-kind similar to Latin Fest.

Moved by: Kristina Romasco

Seconded by: Peeyush Gupta

**–Harvest on Main \$5000.00**

- Not a sponsorship but a line item in the budget.
- Unsure of if the event will happen at all since there is a very similar event happening during Carabram.
- Recommendation to review.

**–Santa Claus Parade \$5000.00**

- Deferred to the next meeting. Just a line item from the budget and cut from previous. A sponsorship package is required.

- Discussion on a cricket match being played on the Garden Square screen arose.
- Follow up with the Christmas Market and marketing partnership with the City of Brampton.
  - Recommended at the last meeting that the BIA does not organize a Christmas market.
- Mother’s Day carriage rides.
  - Available for Saturday from 4 –8 p.m. and Sunday for 12 – 4 p.m.
  - Cost will be \$650 per carriage booking.
  - Will be booked for both days – total \$1,300.00