

Wednesday, July 5, 2017  
8:30 a.m. to 9:30 a.m.  
76 Main Street North

**MEMBERS:**

Grettel Comas, Peeyush Gupta, Kristina Romasco, Jo-Anne Watson

**STAFF:**

Suzy Godefroy, Bobby Karmakar, Andrea Magana

**GUESTS:**

Scott Ching

**1. TNCS – Arts Alive – Beer Garden Request**

- Arts Alive by Brampton Music Theatre is a 3 day music festival in Garden Square starting August 24, 2017 and are requesting to have a beer garden in conjunction with the concert in Gage Park on Thursday night, August 24.
- Previously, the Board decided to remove the garden, and now the City is requesting to have the BIA advocate the garden to happen again.
- The Events Committee supports this request and recommend to bring this item for Board approval.

**2. CCC Updates**

- Thursday night will start with a concert featuring Jeff Sommerville.
- Friday is Party in the Lanes:
  - Havana Club on George Street
  - Times Square Fiesta! in Daily Times Square
  - Summer of Love in McArter Lane
  - DJ Party! in Vivian Lane
  - Canada ROCKS Harmsworth Lane
- Brampton Says will be hosting the main stage on Friday and Saturday night, including promotional videos.
- Bands will include:
  - Friday: Five Times Classical Band and Marc Joseph Band
  - Saturday: Jeff Sommerville and Pauly and the Goodfellas
- Saturday: Car parade and show and shine, along with tribute artists at the second stage.
- Main Street Street Party is being finalized including booths by the Brampton Beasts and Snapd Brampton.
- Extended patios include Carve on Lot 5, Cantina Fellini's and Wendel Clark's.
- Everything is in a very good place and standing well.

**3. Farmers' Market – June 17, 2017 - October 2017**

- A number of non-farmer and non BIA business vendors has been noticed.
- Discussion arose on a Pop-Up Market but requires a budget.
- Consensus: Advise businesses of the Display Wares program and print off 10-25 copies of the Display Wares program application.

**4. Queen Street Merchant Activations**

- Discussed above.

**5. Fall Event Programme**

- Fall Taste, not too much detail yet.
- Trick or Treating, similar to Easter Egg Hunt on October 28.
  - Local sponsors need to be reached out.
  - Unsure if Scare in the Square or great pumpkin party is still happening.
- FOLD is thinking of doing a 5k run downtown.
  - Discussion arose on perhaps having the Artistic Director of FOLD present scary stories from different cultures.

**6. Christmas Event Programme**

- The BIA is not moving forward with the Christmas Market.
- Rather focus on merchants and special events.
  - Make an 'instagrammable' event.
- Create in lieu of the Christmas Market, only with help of sponsorship, focus on making a memory. Gingerbread village for instance.
  - Place to gather, eat and shop as there is not enough of a shopping district.
- Grettel discusses having a school donate/ sponsor Christmas trees to be lined all through downtown, or wreaths.
- Suzy has advised Bob Darling that there will be no Christmas Market.
- Co-op students will find contacts for sponsorship and compile the list to be approached.