

Tuesday, September 5, 2017
8:30 a.m. to 9:30 a.m.
76 Main Street North

MEMBERS:

Grettel Comas, Peeyush Gupta, Deborah Kenny, Kristina Romasco

STAFF:

Suzy Godefroy, Bobby Karmakar, Andrea Magana

1. Harvest Farmers' Market 2017 Update

- City has extended the summer Farmers' Market into a fall harvest market, running for 4 weeks after Thanksgiving on October 14, 21, 28, and November 4.
- Road closure will be Main Street North from Queen Street to Nelson Street.

2. Party in the Lanes - September 29, 2017

- Changed date to September 29 and work with Culture Days.
 - Hip Hop party is also going on during the Square.
 - Harmsworth, McArter, and Daily Times Square (awaiting approval).
- Equipment request is in progress. Total cost will be \$3,000.
- Budget is \$1,000 per laneway but total for the event is \$10,000 from the previous Night in the Lane and parking promotion initiative (\$5,000).
- Daily Times Square and McArter need to book bands.
 - Harmsworth is tentatively for Deux Def Dudes.
 - Daily Times Square can use a contact from Jonathan at Sul Irmaos to be included.

3. Trick or Treating in Downtown Brampton

- Since Harvest Market is on the same time, the event needs to be during 10 am to 1 pm.
- Recruitment for interested businesses will begin in the next Member eNews.
- Activation in Vivian Lane will be present, either pumpkin decorating or treat bag decorating.
 - Discussion on bags being cloth or fabric for BIA awareness, similar to what stores/ businesses do.
- Not much advertising, just social media since that worked out the Easter Egg Hunt.
- Discussion arose on activation in Daily Times Square and Queen Street West, such as broom stick decorating.
- **Action point:** Ask Laura and inform if they can activate rather than pay the rental fee and give away candy.
- Discussion arose on an internal costume decorating contest for businesses.
- Discussion arose on the FOLD's Mini Monster run and being a main sponsor.

4. Marketing support for Fall

- Leveraging buys with inBrampton and Bramptonist. Toronto Star is also available.
 - Food and Drink Committee marketing and promotions for the foodie.
 - Looking into updating the culinary guide.
- Also working on a Christmas magazine (Discover Downtown holiday edition).
 - Gift guide in the next issue of Discover Downtown. To be distributed after Remembrance Day and before Tree Lighting.

5. Christmas Event Programme

- Last week, few meetings with staff, G. Comas and K. Romasco about Christmas activities in lieu of a Christmas Market.
- Carriage rides and Santa from 7-10 pm on Friday.
 - Booked every Saturday following the Tree Lighting.
 - Breakfast with Santa from 12 – 4 pm, possibly at Wendel Clark’s and Sunset Grill.
 - Santa on Friday night response is not received well because of the time.
 - Discussion on carriage rides with Santa on Sundays.
- Feedback on the Market:
 - City is doing a Market on the weekend after Tree Lighting.
 - 3 on 3 hockey still on and Bob Darling requested to have BIA participation.
 - BIA staff had a meeting with a company, Vaulted Inc. wanting to do a Christmas market on the first 3 Saturdays of December on the street.
 - Will be called Holiday Street Market.
 - Proposing to have road closure, 100-150 vendors and free of charge.
 - Only restriction must be that they must be a selling vendor.
 - They will bring all the activations, vendors, marketing and entertainment.
 - Security, garbage,
 - **Action point:** ask for Main and Queen to be done.
 - **Next steps:** To be taken to the Board on September 18.

6. Xmas Trifecta

- This item was deferred.

7. Sponsorship

- No proposals on sponsorship yet.
 - Tree Lighting
 - Historically always sponsored for \$5,000.
 - Santa Claus Parade
 - Previously gave \$10,000 and now giving \$5,000.
 - News Years
 - Item deffered.